City of Stoughton Membership in the Bicycle Federation of Wisconsin

(WI Bike Fed)

Proposal for the City of Stoughton Plan Commission
Submitted by

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Summary

Stoughton has an opportunity to expand promotion of its best features as a healthy community and bicycle destination with a $250 membership in the Bicycling Federation of Wisconsin, also known as Wisconsin Bike Fed.

Bicycles are an indicator of vibrant, economically healthy communities. Where many people bike and walk, there are often healthy residents and successful businesses. Municipal activity scores, such as the Active Living Index, includes measures of bicycle facilities, transit, and destinations that are used to promote cities to prospective residents and businesses. Bicycling is also a component of environmental sustainability.

Benefits

- A community membership would be used to promote Stoughton as a bike-friendly city for both tourists and potential residents and businesses.
- Stoughton will be a stop on an important bike route when future phases of the Lower Yahara River Trail connect Madison, McFarland, and Stoughton. Madison and McFarland are already members of the Bicycling Federation of Wisconsin.

There are many ways for businesses and communities to make it more convenient and safer for people to ride bicycles for transportation and recreation. Employees can benefit from

increased productivity and reduced health care costs. Communities are more attractive places to live, work and do business.

Bike Fed programs are easy to implement and can be tailored and scaled to a business or community. Membership is active for one year on the basis of the start date and may be renewed annually to sustain support for safe, fun, and convenient biking for all.
Contact michelleb@wisconsinbikefed.org for more information and to become a member.

Community Memberships (Municipality, CVBs, Community Development)

Wisconsin Bike Fed Community Memberships help improve the quality of active, healthy lifestyles in their community, improve the economics of the community, increase the number of companies supporting biking and walking, and support organizations' efforts to increase the number of miles of infrastructure available for biking and walking.

"Partnering with the Wisconsin Bike Fed was instrumental in educating our officers on bicycle safety. They provided the expertise and confidence our officers needed to implement several community bike safety events and programs."
SGT. CLINT DRISCOLL, NEENAH POLICE DEPARTMENT

All Community Memberships include:

- Community statement encouraging active transportation.
- Four on-line fliers for employee education on biking and walking – $5 per person for print materials to distribute.
- Art for billboards, yard signs, and safety fliers (stock and available for co-branding).
- Safety graphics for maps and other print or web safety pamphlets.
- Bolded listing in annual Bike Fed Ride Guide magazine.

Bike Basics – Community $250
Bike Advocate – Community $500

- Choose ONE educational opportunity with suggested topics such as bike focus, Stop For Your Neighbor pedestrian advocacy, Bike Friendly Driver, etc. :
    - Lunch 'n Learn (30 Minutes)
    - Online Learning Session (30 minutes)
    - Bike Fed Talk (3-5 minutes of Bike Fed approved content)
- 100 Stickers promoting biking and walking.

Bike Focus – Community $2500

- Bolded listing in annual Bike Fed Ride Guide magazine with optional logo.
- 100 Stickers promoting biking and walking.
- Choose one (12 hour commitment to educate and help establish program in your community or online):
    - Urban Riders – Park and Rec Youth Education
    - Bike Ambassadors – Neighborhood leadership on bikes.

    - Bike Rodeo – Train 10 local volunteers and hold a bike safety event for families.
- Online story about the bike friendliness of your community (posted on the Wisconsin Bike Fed website and shared by the Bike Fed).

Additional programs are available to customize your community's bike, walk and wellness culture. To assist with the economic development of your community, we offer ready-to-implement education and recognition programs.

Next steps

1. Authorize annual membership fee. Fee paid by donation.
2. Choose and plan an initial program for City of Stoughton bicycle transportation.
3. Work with the Bike Fed on a plan to promote the new Lower Yahara River Trail for walking and biking from McFarland to Stoughton.
4. Assist the Visitor Services Commission with weekend visitor packages that promote bicycling and visitor destinations in Stoughton.

Appendix

Resources

- Carolyn Clow, President, Village of McFarland
- Chris James, Dane County Parks
- Dan Seidensticker, GIS Specialist, City of Madison
- Rodney J. Scheel, Director of Planning & Development, City of Stoughton
- Callie LaPoint, Events and Visitor Services Manage, Stoughton Chamber of Commerce

Bicycle Federation of Wisconsin
https://wisconsinbikefed.org/; benefits for municipalities:
https://wisconsinbikefed.org/support-us/membership/businesses/

League of American Bicyclists
16 Wisconsin cities and 6 Wisconsin state universities belong.
https://bikeleague.secure.force.com/membership/lookup
Fee for local/regional community-based organization: $75/year
https://www.bikeleague.org/content/membership-types

Bicycle Federation of Wisconsin website: https://wisconsinbikefed.org/; benefits for municipalities:
https://wisconsinbikefed.org/support-us/membership/businesses/

Wisconsin Healthy Community Designation website:
https://www.wihealthycommunities.org/designees. **Stoughton earned a Bronze designation in 2018.**

Activity indexes

Active Living Score - Dane County, Wisconsin:
https://www.arcgis.com/apps/webappviewer/index.html?id=6a19a38e00be441080923f1f2f862b22

National Walkability Index: https://www.epa.gov/smartgrowth/smart-location-mapping#walkability

National Institutes of Health, National Cancer Institute, Division of Cancer Epidemiology & Genetics:
https://dceg.cancer.gov/research/how-we-study/exposure-assessment/physical-activities-completed-over-time-24-hours-act-24

Plan and proposal model
https://www.grammarly.com/business/learn/how-to-write-a-business-proposal/?utm_source=google&utm_medium=cpc&utm_campaign=search1gbnbstyleguidedsa&utm_targetid=dsa-1296364243343&gclid=CjwKCAjwr56IBhAvEiwA1fuqGsqv-ZQkY3Qj_ef9KHau8dh8VOav1Lu8O7oCcONh_mYoQYqc9X30jBoCpt4QAvD_BwE&gclsrc=aw.ds