CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
April 20, 2023

SUBJECT

Bicycle Friendly Community Designation Application – 2023
Bicycle Friendly Business Designation Application – 2023

ISSUE

The Bicycle and Pedestrian Advisory Board may support submitting a Bicycle Friendly Community Application & Bicycle Friendly Business Application.

STAFF PRESENTER

Alexander Oceguera, Active Transportation Planner

RECOMMENDATION

No Action Required. The Board may support working with staff to submit a Bicycle Friendly Community Application and a Bicycle Friendly Business Application for 2023.

BACKGROUND

The Bicycle Friendly Community (BFC) is a designation provided to a city by the League of American Bicyclists, a national non-profit advocacy group. The designation is based on a community completing an online application with approximately 90 questions that covers the five main “E”s;

- Engineering (bike lanes/paths, master-planning, bike parking, linkages, etc.)
- Education (bike and car training, League Cycling Instructors, information distribution, etc.)
- Encouragement (promotions like Bike to Work Week, community maps, wayfinding signage, commuter incentive programs, Safe Routes, cycling clubs, community participation, etc.)
- Enforcement (connections between cycling and law enforcement, e.g. bike patrols, share-the-road targeted enforcement, bicycle-related laws)
- Evaluation & Planning (crash and fatality rates, having a bike master plan, bike boards/BPAB, steps for improvements, etc.)

In June 2019, the City submitted an application to the League of American Bicyclists for the Bicycle Friendly Community designation. (See Attachment 1.) It was a team effort with Bicycle and Pedestrian Advisory Board (BPAB) having a major role in preparing the application.

In November 2019, the League of American Bicyclists designated the City of Santa Rosa as a Bicycle Friendly Community (BFC) at the Silver level.

The City received a report card and feedback which profiles our Bicycle Friendly statistics based on the League’s review of our application. (See Attachments 2 and 3.) Our designation is valid for four (4) years and will expire in November 2023.

BFC designations that last received an award in Fall 2019 must reapply by August 30, 2023.

The Bicycle Friendly Business (BFB) is a designation provided to a business by the League of American Bicyclists, a national non-profit advocacy group. The designation is based on a business completing an online application with approximately 70 questions that covers the five main “E”s;

- Encouragement (commuter incentive programs, guaranteed ride home program, encourage social rides, promote Bike to Work Day/Bike to Work Month, etc.)
- Engineering (secure and convenient bike parking, showers lockers and changing areas, there is a repair area, the business is accessible by bike, bike share, etc.)
- Education (bicycle safety skills/ training, post a list of bicycle classes and maintenance workshops, info distribution, etc.)
- Equity and Inclusion
- Evaluation & Planning (goals to increase ridership among employees, an appointed bike coordinator, surveys to learn more about commuting habits, participate in national bike challenge, etc.)

Applications for a BFB are due June 15, 2023.

ANALYSIS

1. Staff will work with a subcommittee and various agency staff to complete the attached BFC and BFB applications.

RECOMMENDATION

No Action Required. The Board may support working with staff to submit a Bicycle Friendly Community Application and a Bicycle Friendly Business Application for 2023.

Attachment 1	2019 Bicycle Friendly Community (BFC) Application
Attachment 2	2019 BFC Report Card
Attachment 3	2023 BFC Application Form
Attachment 4	2023 BFB Application Form