

# Attachment 1

Form: 16013

Santa Rosa

Started at: 6/7/2019 11:49 AM - Finalized at: 8/1/2019 06:23 PM

<b>Page: BFC: Application Intro</b>
<b>Community Name:</b> Santa Rosa
<b>Has the community applied to the Bicycle Friendly Community program before?</b> Renewing Application
<b>What year was the community's most recent BFC application?</b> 2015
<b>What was the result of the community's most recent BFC application?</b> Bronze <i>If awarded, the following links will appear on your BFA Award Profile on the League's Connect Locally Map (<a href="http://bikeleague.org/bfa/search/map?bfaq=">http://bikeleague.org/bfa/search/map?bfaq=</a>).</i>
<b>Community Website:</b> <a href="https://srcity.org/">https://srcity.org/</a> ( <a href="https://srcity.org/">https://srcity.org/</a> )
<b>Community's Twitter URL:</b> <a href="https://twitter.com/cityofsantarosa">https://twitter.com/cityofsantarosa</a> ( <a href="https://twitter.com/cityofsantarosa">https://twitter.com/cityofsantarosa</a> )
<b>Community's Facebook URL:</b> <a href="https://www.facebook.com/SantaRosaPublicWorks/">https://www.facebook.com/SantaRosaPublicWorks/</a> ( <a href="https://www.facebook.com/SantaRosaPublicWorks/">https://www.facebook.com/SantaRosaPublicWorks/</a> )
<b>Page: BFC: Contact Information</b>
<b>Applicant First Name</b> Nancy
<b>Applicant Last Name</b> Adams
<b>Job Title</b> Transportation Planner
<b>Department</b> Transportation and Public Works
<b>Employer</b> City of Santa Rosa
<b>Street Address (No PO Box, please)</b> 69 Stony Circle
<b>City</b> Santa Rosa
<b>State</b> California

**Zip**

95401

**Phone #**

707.543.3910

**Applicant Email Address**

nadams@srcity.org

**Did you work with any other local government agencies, departments, or city staff on this application?**

Yes

**Please list up to 10 additional government agency contacts.****Agency Contacts**

Jessica Jones  
Planning and Economic Development - Santa Rosa  
Supervising Planner  
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Rob Sprinkle  
Transportation and Public Works - Santa Rosa  
Deputy Director Traffic  
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Jaime Smedes  
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Chris Barney  
Sonoma County Transportation Authority  
Senior Transportation Planner  
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Chad Heiser  
Santa Rosa, Police Department  
Police Sergeant  
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Transportation and Public Works - Transit - Santa Rosa  
Deputy Director  
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Libby Payan  
Sonoma Marin Area Rail Transit (SMART)  
Assistant Planner  
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Brittany Lobo  
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Senior Transportation Planner  
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David Liebman  
Santa Rosa Junior College  
Energy & Sustainability Manager  
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**Did you work with any local advocacy organizations or citizen volunteers on this application?**

Yes

**Please list up to 10 additional local advocacy contacts.**

**Advocacy Contacts**

Eris Weaver  
Sonoma County Bike Coalition  
Executive Director  
eris@bikesonoma.org

Tina Panza  
Sonoma County Bike Coalition  
Director, Safe Routes to School & Education  
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Amy Jolly  
Center for Climate Protection  
Youth Leadership Development Manager  
amy@climateprotection.org

**Are there other local bicycle, active transportation, or transportation equity advocacy groups in your community not already identified?**

Yes

**Please list the primary contact for each organization or group.**

**Additional Advocacy Contacts**

Bob Gaisers  
Southeast Greenway Campaign  
Co Chair  
rgaiser@aol.com

Brett Kordenbrock  
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Kevin Conway  
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Teri Shore  
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Jenny Bard  
Junior College Neighborhood Association/Sonoma County Bicycle Coalition  
  
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Thea Hensel  
Southeast Greenway Campaign  
Co Chair

North Bay Organizing Project

**Page: BFC: Community Profile**

**Please note:** The application will refer to your type of jurisdiction as '**community**' throughout the application, which should not include any bicycle amenities, services and other resources outside your boundaries.

**A1. Name of Community:**

Santa Rosa

<b>A2. County/ Borough/Parish:</b> City
<b>A3. State:</b> California
<b>A4. Link to map of community boundaries:</b> <a href="https://www.google.com/maps/place/Santa+Rosa,+CA/@38.4444372,-122.7024333,13z/data=!4m5!3m4!1s0x80843bc936e647d7:0x5ccd656bc54f4849!8m2!3d38.440429!4d-122.7140548">https://www.google.com/maps/place/Santa+Rosa,+CA/@38.4444372,-122.7024333,13z/data=!4m5!3m4!1s0x80843bc936e647d7:0x5ccd656bc54f4849!8m2!3d38.440429!4d-122.7140548</a> (a href="https://www.google.com/maps/place/Santa+Rosa,+CA/@38.4444372,-122.7024333,13z/data=!4m5!3m4!1s0x80843bc936e647d7:0x5ccd656bc54f4849!8m2!3d38.440429!4d-122.7140548")
<b>A5. If your community spans multiple jurisdictions or does not align with the name of your community given in Question A1, please specify your census geography(ies) here.</b>
<b>A6. Type of Jurisdiction</b> Town/City/Municipality
<b>A7. Size of community</b> 39.8
<b>A8. Total Population:</b> 181594
<b>A9. Population Density:</b> 4563
<b>A10. Which of the following best describe your community? Check all that apply.</b> Urban core surrounded by low density suburban areas
<b>A11. What is the street network density?</b> 10.1-15.0
<i>(For internal use only.)</i>
<b>A12. Name</b> Tom Schwedhelm
<b>A12. Title</b> Mayor
<b>A12. Street Address</b> 100 Santa Rosa Avenue
<b>A12. City</b> Santa Rosa
<b>A12. State</b> California
<b>A12. Zip</b> 95404
<b>A12. Phone</b> 7075433017
<b>A12. Email</b> tschwedhelm@srcity.org
<b>Page: BFC: Engineering</b>

**B1. Does your community currently have any of the following policies in place?**

Local Complete Streets or bicycle routine accommodation resolution

**B1a. What year was the resolution passed?**

2009

**B1b. Please provide a link to the resolution.**

[https://srcity.org/DocumentCenter/View/25118/City-of-Santa-Rosa-CAO-LTR\\_Complete-Streets-Act-2008\\_11022012](https://srcity.org/DocumentCenter/View/25118/City-of-Santa-Rosa-CAO-LTR_Complete-Streets-Act-2008_11022012) ([https://srcity.org/DocumentCenter/View/25118/City-of-Santa-Rosa-CAO-LTR\\_Complete-Streets-Act-2008\\_11022012](https://srcity.org/DocumentCenter/View/25118/City-of-Santa-Rosa-CAO-LTR_Complete-Streets-Act-2008_11022012))

**B1c. Since the passing of the resolution, what percentage of the implemented road projects (where bicycle facilities were considered) have included bicycle facilities?**

51-75%

**B2. Does your community have bicycle facility selection criteria that increases separation and protection of bicyclists based of levels of motor vehicle speed and volume?**

Yes

**B2a. Please describe.**

The Bicycle and Pedestrian Master Plan Update 2018 includes the following (5) priority evaluation criteria -

1) Collision Reduction

Collisions involving bicyclists or pedestrians from September 2007 through August 2017 were analyzed to identify a High Injury Network (HIN) in Santa Rosa, where bicycle or pedestrian related collisions that result in either fatalities or severe injuries are occurring at a relatively high frequency in relation to the citywide street network. Projects located on HIN corridors were awarded points. Class I shared use paths, which are not located on the existing street network, were awarded points if they provide a parallel alternative route to a HIN corridor. Trail bridge projects along Class I paths that provide these alternative routes were also awarded points.

2) Connectivity

Improving walking and bicycling access to destinations including schools and transit hubs was identified as a priority by the Santa Rosa community. Projects within one quarter-mile of a SMART station, Santa Rosa City Bus transit station, or school were awarded points.

3) Comfort Network

Speed limits, travel lanes, daily traffic volumes, and other information about Santa Rosa streets was analyzed to develop a Level of Traffic Stress (LTS) score from one to four for every street segment in the city, with low scores representing relatively low-stress segments and high scores representing highstress segments. Projects along streets with an average LTS score of 3 or 4 were awarded points. Because Class I shared use paths and trail bridges provide a walking and bicycling path completely separated from potential traffic stress, all Class I and trail bridge projects were awarded points.

4) Gap Closure

Closing gaps in the bicycling and walking network is important to create a seamless, connected transportation facility. Network projects that close a gap between two existing facilities were awarded points. Crossing projects were awarded points if a sidewalk or trail exists on both sides of the crossing.

5) Equity

Active transportation investments in disadvantaged communities support equity and provide access to transportation choices for neighborhoods that may be more reliant on bicycling, walking, or transit. Projects located in a Community of Concern identified by the Metropolitan Transportation Commission (MTC) were awarded points.

**B3. Does your community currently have any of the following policies in place that promote shorter distances between homes and destinations? Check all that apply.**

Mixed-use zoning or incentives, Planned Unit Development zoning, Transit Oriented Development ordinance or program, Connectivity policy or standards

**B4. Does your community currently have any of the following street design policies in place that promote a more comfortable cycling environment? Check all that apply.**

Design manual that incorporates the AASHTO Guide for the Development of Bicycle Facilities, 4th Edition, Design manual that incorporates the NACTO Urban Bikeway Design Guide, Design manual that incorporates the NACTO Urban Street Design Guide, Streetscape design guidelines

**B5. Does your community currently have any of the following additional policies in place? Check all that apply.**

Policy to preserve abandoned rail corridors for multi-use trails, Accommodation of bicyclists through construction sites in the public right-of-way, Policy or set schedule for routine maintenance of bike facilities, such as repainting bike lanes, Established budget for routine maintenance of bike facilities, such as repainting bike lanes, Maximum car parking standards , Paid public car parking

**B6. How do engineers and planners learn how to accommodate bicyclists according to the most current AASHTO or NACTO standards? Check all that apply.**

FHWA/National Highway Institute Training Course, Staff participate in bicycle-specific conferences/trainings/educational tours, Webinars , Internal peer training, Training by outside consultant/advocate, Require project consultants to have bike/ped qualifications

**B7. What policies or programs increase the amount of end-of-trip facilities for bicyclists? Check all that apply.**

Bike parking ordinance for all new developments specifying amount and location , Ordinance requiring showers and lockers in new non-residential buildings, Public uncovered bike racks, Public covered bike racks, Bike valet parking available at community events , Developers are eligible for density bonuses for providing end-of-trip facilities, Public or private program that provides grants for bike racks or free bike racks upon request

**B8. What, if any, end-of-trip facilities are available to the general public in your community? Check all that apply.**

Publicly accessible bicycle repair stations, Publicly accessible air pumps

**B9. Do your standards for bicycle parking: Check all that apply.**

Conform with APBP guidelines?

**B10. What percentage of public and private bike racks conform with APBP guidelines?**

26-50%

**B11. Is there a program (e.g. publicly funded, public-private partnership, or development regulation) that provides or increases bike parking at any of the following locations? Check all that apply.**

Public & private schools (K-12), Day care, child care centers and preschools, Higher Education Institutions, Libraries, Hospitals and medical centers, Parks & recreation centers, Other government-owned buildings and facilities, Event venues (e.g. convention center, movie complex), Hotels & restaurants, Office buildings, Retail stores (excluding grocery stores), Grocery stores, Multi-family housing (excluding subsidized or public housing, if any), Subsidized or public housing

**B12. Does your community have a rail transit or bus system?**

Yes

**B12a. Are bikes allowed inside transit vehicles, including buses? Check all that apply.**

Yes, at all times in rail vehicles, There is specialized space (e.g. hooks or luggage space) for bikes in rail vehicles

**B12b. What percentage of buses are equipped with bike racks?**

100%

**B12c. What percentage of transit stops are equipped with secure and convenient bike parking, including bus stops?**

10% or less

**B12d. Has your community made specific bicycle infrastructure investments around major transit stops to improve accessibility?**

Yes

**Please describe any bicycle infrastructure investments around major transit stops that have improved accessibility.**

Sonoma Marin Area Rail Transit (SMART) bike lockers, bike share, SMART shared use path at Guerneville Rd and a bus pull out designed and constructed to accommodate 2 buses at SMART North station, and bike lanes were installed to allow for continued access. In 2018, Santa Rosa CityBus (local fixed route transit operator) started buying buses with 3 bike racks on the front of the vehicles instead of 2 bike racks. Santa Rosa CityBus allows bikes inside transit vehicles as space permits.

**B12e. How are residents and visitors encouraged to combine cycling and public transportation? Check all that apply.**

Brochure describing bike rack use/how to store bikes inside a transit vehicle , Video describing bike rack use/how to store bikes inside a transit vehicle , Information on bike racks/storage provided on transit schedules, Stickers on the outside of buses with bike racks that say bicycles are welcome

**B13. Are there any off-street facilities within your community's boundaries that can be legally used by bicyclists?**

Yes

**Answer all that apply. (in miles)**

<b>Paved shared use paths (≥10 feet)</b> 0
<b>Paved shared use paths (≥ 8 and &lt;10 feet)</b> 31
<b>Unpaved shared use paths (≥10 feet)</b> 165
<b>Unpaved shared use paths (≥ 8 and &lt;10 feet)</b> 0
<b>Singletrack</b> 16.5
<b>B13b. Which of the following features are provided for bicyclists and pedestrians at off-street path crossings of roads with posted speed limits above 25 mph? Check all that apply.</b> Bike/pedestrian overpasses/underpasses, Path crossing with high visibility markings/signs/ HAWK signals/ Rapid Flashing Beacons, Signalized crossings
<b>B13c. What measures have been taken to improve the safety and convenience of bicyclists on off-street paths? Check all that apply.</b> "Cut-throughs" that improve network connectivity for bicyclists (e.g. connecting dead-ends or cul-de-sacs), Off-street way-finding signage with easily visible distance and/or riding time information for bicyclists while riding, Parallel but separated paths for bicyclists and pedestrians, Signage or markings to designate right-of-way on shared-use paths, Education/awareness campaign about shared-use path etiquette
<b>Sweeping</b> Quarterly or more frequently
<b>Vegetation maintenance</b> Quarterly or more frequently
<b>Snow and ice clearance</b> N/A - No snow or ice
<b>Surface repair</b> Within one week of complaint
<b>Restriping/ repainting markings</b> As needed
<b>B14. What is the centerline mileage of your total road network (including federal, state, county and private roads)?</b> 508 (in centerline miles)
<b>≤25mph</b> 326
<b>&gt;25mph and ≤35mph</b> 82
<b>&gt;35mph</b> 100
<b>B16. Does your community have on-street bicycle facilities?</b> Yes
<b>B16a. Are there any on-street bicycle facilities on roads with posted speeds of ≤ 25mph?</b> Yes Answer in centerline miles. Write "0" if facility is not present in community.



<b>Bike boulevards</b>
1.6
<b>Shared lane markings (not counted under Bicycle Boulevards)</b>
0
<b>Wide paved shoulders (ridable surface ≥4 feet, and minimum clear path of ≥4 feet between rumble strips)</b>
0
<b>Bike lanes (incl. standard, contra-flow, left-side) (ridable surface ≥4 feet)</b>
3
<b>Buffered bike lanes</b>
0
<b>Protected bike lanes (one-way or two-way)</b>
0
<b>Raised cycle tracks (one-way or two-way)</b>
0
<b>B16b. Are there any on-street bicycle facilities on roads with posted speeds of &gt;25mph and ≤35mph?</b>
Yes
Answer in centerline miles. Write "0" if facility is not present in community.
<b>Shared lane markings</b>
0.75
<b>Wide paved shoulders (ridable surface ≥4 feet, and minimum clear path of ≥4 feet between rumble strips)</b>
0
<b>Bike lanes (incl. standard, contra-flow, left-side) (ridable surface ≥4 feet)</b>
41.7
<b>Buffered bike lanes</b>
0.2
<b>Protected bike lanes (one-way or two-way)</b>
0
<b>Raised cycle tracks (one-way or two-way)</b>
0
<b>B16c. Are there any on-street bicycle facilities on roads with posted speeds of &gt;35mph?</b>
Yes
Answer in centerline miles. Write "0" if facility is not present in community.
<b>Wide paved shoulders (ridable surface ≥4 feet, and minimum clear path of ≥4 feet between rumble strips)</b>
0
<b>Bike lanes (incl. standard, contra-flow, left-side) (ridable surface ≥4 feet)</b>
22.4
<b>Buffered bike lanes</b>
0
<b>Protected bike lanes (one-way or two-way)</b>
0

<p><b>Raised cycle tracks (one-way or two-way)</b></p> <p>0</p>
<p><b>Sweeping</b></p> <p>Same time as other travel lanes</p>
<p><b>Snow and ice clearance</b></p> <p>N/A - No snow or ice</p>
<p><b>Pothole maintenance/ surface repair</b></p> <p>Within 24 hours of complaint</p>
<p><b>Restriping/ repainting markings</b></p> <p>As needed</p>
<p><b>B17. Within the last five years, has your community ever removed a bicycle facility without an improved replacement?</b></p> <p>No</p>
<p><b>B18. How has your community calmed traffic? Check all that apply.</b></p> <p>Physically altered the road layout or appearance , Road diets , Speed feedback signs/cameras</p>
<p><b>B19. In what other ways has your community improved riding conditions and amenities for on-street bicyclists? Check all that apply.</b></p> <p>Removal of on-street car parking, On-street way-finding signage with distance and/or time information, Signed bike routes</p>
<p><b>B20. Are there any signalized intersections in your community?</b></p> <p>Yes</p>
<p><b>B20a. Which of the following accommodations are available at signalized intersections to improve conditions for bicyclists?</b></p> <p>Video or microwave detection for demand-activated signals, Demand activated signals with loop detector (and marking), Push-buttons that are accessible from the road, Timed signals, Signals timed for bicycle speeds, Bicycle Signal Heads, Advanced Stop Line or Bike Box, Colored bike lanes in conflict areas</p> <p><i>Exclude any private bike sharing systems that are limited to employees of a certain business or students of a certain university.</i></p>
<p><b>B21. Does your community currently have a community-wide bike sharing program that is open to the general public?</b></p> <p>Launching in next 12 months</p>
<p><b>B21i. Expected launch date:</b></p> <p>11/4/2019</p>
<p><b>B21m. Please provide a link to your bike sharing program website.</b></p> <p><a href="https://scta.ca.gov/about-scta/working-with-scta/">https://scta.ca.gov/about-scta/working-with-scta/</a> (<a href="https://scta.ca.gov/about-scta/working-with-scta/">https://scta.ca.gov/about-scta/working-with-scta/</a>)</p>
<p><b>B21n. What is the name of your city's bike share program?</b></p> <p>Pilot Program Regional Bike Share System &amp; Shared Mobility Program Sonoma and Marin Counties</p>
<p><b>B21o. Who is involved in implementation of this program?</b></p> <p>Neighboring Jurisdiction(s), Private Company</p>
<p><b>B21p. How many bikes will be in the system?</b></p> <p>300</p>
<p><b>B21q. What type of system will your bike sharing program be?</b></p> <p>GPS-enabled bike share system, Electric/pedal assist bikes are available</p>
<p><b>B21r. Will there be options for transporting children as passengers?</b></p> <p>No</p>

**B21s. What specific efforts, if any, are being planned to make the bike sharing program accessible to low-income populations your community? Check all that apply.**

Cash or non-credit card dependent payment system, Subsidized bike share memberships, Community outreach, Walkable station spacing in low-income communities, Other

**B21s1. If other, please describe.**

Question B21r. It is to be determined whether the Bike Share pilot program will provide options for transporting children as passengers. Question B21p. Of the 300 bikes system wide, there will be approximately 75 bikes in Santa Rosa.

**B22. What other shared mobility services are available in the community, beyond bike share, if any?**

Public car share (i.e. Car2Go, Zipcar, etc. )

**B22a. Has the presence of this service (public car share) affected bicycle planning or ridership in your community? If so, please describe.**

No

**B23. Which of the following bicycling amenities are available within your community boundaries? Check all that apply**

BMX track, Indoor cyclist training facility, Cyclocross course, Mountain bike park, Pump tracks, Bicycle-accessible skate park, Signed loop route(s) around the community

**B24. Which of the following safety amenities are available in your community? Check all that apply**

Street lighting on most arterials, Street lighting on most non-arterials

**B25. Describe any other policies, amenities, infrastructure improvements or maintenance programs that your community provides or requires that create a comfortable and attractive bicycling environment for bicyclists of all ages and abilities.**

In 2016, a major capital improvement project - the Courthouse Square reunification was completed which included (52) bike racks. The project is designed to make the downtown more walkable and bikeable. The project supports the update of the Downtown Specific Area Plan that will be adding more housing consistent with transit orient development. In August 2017, the Sonoma Marin Area Rail Transit (SMART) started passenger rail service. In early 2019, SMART carried 1,000,000 passengers. In March 2019, SMART carried its 100,000 bicyclists. SMART has installed 20 bike racks (10 at each station in Santa Rosa) and 12 eLockers at the Downtown station and 4 eLockers at Santa Rosa North station. In the first year of service, the 12 eLockers at the Santa Rosa Downtown ranked #1 in the most hours of rentals (14,273 hours). Approximately, 14% of the SMART passengers used a bike as their first and last mile to SMART.

The Bicycle and Pedestrian Master Plan Update 2018 includes a set of Bicycle and Pedestrian Guidelines based on current active transportation design standards (including NACTO). The Plan Update 2018 includes citywide amenities which should be installed as a matter of policy to complete active transportation projects, such as wayfinding signs, bicycle parking and pedestrian scaled lighting. Other policy changes endorsed by the Plan Update 2018 are Vision Zero, School Zone speed limits, vehicle miles traveled, street sweeping, vegetation maintenance and waste bin placement which have not yet been implemented. The Plan also includes a new category of implementation -- corridor studies. These studies will evaluate the active transportation opportunities along the roadway corridors. Three new policies related to design are in the Plan Update 2018 -- design a low stress bike network suitable for the "Interested but Concerned"; design accessible, connected, comfortable & continuous off-street paths; design a comprehensive wayfinding system. The Plan Update includes 2 policies related to O&M - maintain designated facilities to be comfortable and free of hazards to bicycling and walking; and maintain bicycle parking.

The Plan Update has 3 goals 1) Increase Access and Comfort, 2) Maintain and Expand Network, and 3) Support a Culture of Walking and Biking. The Plan Update also includes a level of traffic stress network for the city for active transportation modes.

**Page: BFC: Education**

**C1. Do any public or private elementary schools offer regular bicycle education to students?**

Yes

**C1a. What percentage of your public and private elementary schools offer bicycle education?**

26-50%

**C1b. What type of bicycle education is offered?**

Optional on-bike education

**C1c. Are bicycles provided to students by the school district, police, non-profit or other entity to allow every student the opportunity to participate in on-bike instruction?**

Yes, a limited number of bicycles are available for students in need

**C2. Do any public or private middle schools offer regular bicycle education to students?**

Yes

**C2a. What percentage of your public and private middle schools offer bicycle education?**

26-50%

**C2b. What type of bicycle education is offered?**

Optional on-bike education

**C2c. Are bicycles provided to students by the school district, police, non-profit or other entity to allow every student the opportunity to participate in on-bike instruction?**

Yes, a limited number of bicycles are available for students in need

**C3. Do any public or private high schools offer regular bicycle education to students?**

Yes

**C3a. What percentage of your public and private high schools offer bicycle education?**

26-50%

**C3b. What type of bicycle education is offered?**

Optional on-bike education

**C3c. Are bicycles provided to students by the school district, police, non-profit or other entity to allow every student the opportunity to participate in on-bike instruction?**

Yes, a limited number of bicycles are available for students in need

**C4. Outside of schools, how are children and youth taught safe cycling skills? Check all that apply.**

Learn to ride classes, Bike clinics or rodeos, ABCs of Family Biking, family bike show-and-tell, or similar program focused on families with toddlers and young children, Youth bike clubs, Scouts bicycle training, Youth development road or cross racing teams, Helmet fit seminars, Bicycle-related after school programming, Other

**C4a. If other, please describe.**

Sonoma County Bicycle Coalition (SCBC) Street skill classes for families (2-3 per year), REI offers clinics, After school care bike promo days. SRTS program is coordinated by Sonoma County Transportation Authority (SCTA) and the SCBC. In the last 4 years, twenty schools in the Santa Rosa participated in activities with the SRTS program. In 2017-2018, five public high schools in Santa Rosa were reviewed for bicycle and pedestrian access. On August 17, 2019, the SCBC and Santa Rosa are hosting a Street Smarts Back to School Bike Blast in a low income neighborhood of Santa Rosa.

**C5. Are bicycle safety or riding skills-related classes or hands-on instruction offered to adults in your community?**

Yes

**C5a. What type of classes are available for adults? Check all that apply.**

Classes that include on-bike instruction, Classroom-based classes , Information sessions/workshops, Other

**C5a1. If other, please describe.**

Traffic Skills 101 are offered 10 - 12 times a year by the SCBC. The classes incorporate photos and video clips of local streets to help students understand how various scenarios apply to Santa Rosa locations. The SCBC provides mentor support to women and minorities who want to learn how to commute safely through the Biker Chicks program. Some activities are lead by bilingual staff.

**C5b. What topics are covered in these classes? Check all that apply.**

Introduction to bicycling/Learn to ride/Bike handling basics, Safe riding skills/habits, Bicycle maintenance, Sharing the road, trail, or path with vehicles or pedestrians, Bike commuting basics

**C5c. Who teaches these classes? Check all that apply.**

League Cycling Instructor, Local bike shop employee, Local bicycle advocate

**C5d. On average, how often are these classes offered?**

Monthly or more frequently

**C5e. Are bicycles provided to adults by the community, police, non-profit or other entity to allow every resident to participate in on-bike instruction?**

No

**C6. Which of the following communications methods are used to share bicycle information with adults in your community? Check all that apply.**

Community-wide public education campaign, Community-wide Bicycle Ambassador program, Educational group rides, Videos on community website/TV channel/social media, Bike-specific website or social media accounts for community, Neighborhood listserves, Community newsletter (print or digital), Community maps (print or digital), Handouts or brochures, Table or booth at community events , Other

**C6a. If other, please describe.**

Street Smarts offers bicycle and pedestrian cards available in English and Spanish distributed throughout the community. Billboard advertising occurs on buses. The Street Smarts materials have appeared in the form of a full paged spread in the LaVoz, a bilingual newsletter.

**C7. Which of the following information is shared using the methods checked above? Check all that apply.**

Introduction to bicycling/Learn to ride/Bike handling basics, Safe riding skills/habits, Bicycle maintenance, Sharing the road, trail, or path with vehicles or pedestrians, Commuting tips and resources, Traffic laws/ rules of the road, Bicycle purchase and fitting guidance, Equipment, gear, and accessories, Theft prevention, Riding in inclement weather, Family biking, Other

**C7a. If other, please describe.**

Other campaign strategies include: Don't text and Ride/Walk/Drive, Safe Passing - Give 3 feet, Walk Smart - Put your phone down. Santa Rosa is currently supporting a Countywide campaign initiative related to the 3 Foot Passing law.

**C8. Do any of the above educational classes, resources, or programs for adults specifically target any of the following traditionally-underrepresented groups? Check all that apply.**

Women , People of Color, Non-English speakers, Low-income populations , University students

**C9. In what ways have motorists in your community been educated on sharing the road safely with bicyclists of all ages and abilities? Check all that apply.**

Public service announcements, Community-wide public education campaign, Share the Road educational videos on community website/TV channel/social media, Dedicated Share the Road website or social media sites, Neighborhood listserves, Community newsletter/magazine article/blog, Community maps (print or digital), Information for students and parents from the school system, Utility bill insert, Flyer/handout , Billboards, Share the Road, Bicycles May Use Full Lane, or other bicycle-related traffic signs, Other

**C9a. If other, please describe.**

Aug 2019, Street Smarts, Bike Board & Sonoma County Bicycle Coalition are hosting a Back-to-school event. The event will offer bike rodeo, bike helmet fitting & give-a-way, bicycle safety checks & a family trail ride. Other annual events include Wednesday night Market, Earth Day, Public Works Week.

**C10. Which of the following groups of professional drivers receive training that includes information on sharing the road with bicyclists? Check all that apply.**

Local government staff, Transit operators, School bus operators, Emergency vehicle drivers, Other

**C10a. If other, please describe.**

SMART train engineers

**C11. How many League Cycling Instructors are active (have taught a class in the last year) in your community?**

10

**C12. Are any of the following educational materials published by the League of American Bicyclists provided to community residents and/or businesses?**

Smart Cycling Quick Guide

**C13. Describe any other education efforts in your community that promote safe cycling.**

The Santa Rosa Street Smarts program is a citywide public education traffic safety campaign aimed at encouraging drivers, pedestrians and bicyclists to adopt safe road practices. Its goals include increasing school zone speed compliance, decreasing red light running, decreasing speeding, and distracted driving/walking/riding. The Streets Smarts website functions as a regional source for roadway safety educational information (srcity.org/streetsmarts). The Plan Update 2018 identifies one policy related to education - educate pedestrians, cyclists, motorists and public about roadway safety and the benefits of bicycling and walking. An action item under this policy is to develop a comprehensive Vision Zero strategy.

**Page: BFC: Encouragement**

**D1. Which of the following community-wide bicycle encouragement programs or policies exist in your community? Check all that apply.**

Trip reduction ordinance or incentive program, Guaranteed Ride Home program, Local business incentive program that rewards customers arriving by bicycle, Local recognition program for businesses that are bicycle-friendly for their employees and/or customers

**D1a. Please provide a link to your trip reduction ordinance or incentive program.**

<https://www.santarosafreeride.org> (<https://www.santarosafreeride.org>)

**D1a. Please provide a link to your Guaranteed Ride Home program.**

<https://scta.ca.gov/projects/emergency-ride> (<https://scta.ca.gov/projects/emergency-ride>)

**D1a. Please provide a link to your local business incentive program.**

<http://www.suttersantarosa.org/transit> (<http://www.suttersantarosa.org/transit>)

**D1a. Please provide a link to your local recognition program for businesses.**

[www.scta.ca.gov/ERH](http://www.scta.ca.gov/ERH) (<http://www.scta.ca.gov/ERH>)

**D2. What other groups actively promote bicycling in the community? Check all that apply.**

Chamber of Commerce, Downtown Business Association/Business District, Tourism Board, Other civic associations (e.g. Rotary, Lion's Club, etc.), Other

**D2a. If other, please describe.**

Tourism supports upwards of 10% of our Sonoma County economy, and Santa Rosa leads the county's tourism efforts by providing one third of the total tourism value. After wine and beer, cycling is the lead economic indicator under the tourism sector. Santa Rosa Visitors Center, Sonoma-Marín Area Rapid Transit, Santa Rosa Cycling Club, NorCal Velo (men and Women's Teams, Santa Rosa Ironman Triathlon, King Ridge GranFondo, Bike Monkey, Red Peloton, Sonoma County Bicycle Coalition, Biker Chicks, Bissell Pro Cycling, Echelon Racing Development, Sonoma Trails Council, REI Biking Classes, Redwood Empire Mountain Bike Alliance, Community Bikes, Annadel Mountain Bike Group, Bell Joy Ride Program, Women's Bike Summit .

**D3. Does your community actively promote the League of American Bicyclists' Bicycle Friendly Business (BFB) or Bicycle Friendly University (BFU) programs in your community?**

Yes

**D3a. If yes, please describe.**

The Plan Update 2018 includes a performance measure to increase the number of Bicycle Friendly Businesses to include all of the top ten largest employers in Santa Rosa by 2020. Currently, there is one business designated Sutter Health Regional Hospital. See attachment in supplementary materials.

**D4. What up-to-date mapping and route-finding information is available for your community? Check all that apply.**

Web-based route finding service, Smart phone app, Printed/digital bicycle network map , Printed/digital mountain bike trails map, Printed/digital greenways and trails map , Printed/digital Safe Routes to Schools map(s)

**D5. How is National Bike Month/your own dedicated Bike Month promoted in your community? Check all that apply.**

Community-wide Bike to Work Day/Week, Bike to School Day/Week , Community Rides, Public Service Announcements, Videos promoting bicycling on community website/TV channel, Publish a guide or calendar of Bike Month Events, Bike Month Website, Commuter Challenge, Challenges aimed at students biking to school, National Bike Challenge/Global Bike Challenge, Bike Commuter energizer stations/breakfasts, Car-free days, Mentoring program for new riders, Bike valet parking at events, Bicycle-themed festival/parade/show, Public education campaign relating to cycling (e.g. with a focus on public health or environmental benefits)

**D6. How is bicycling promoted in your community outside of Bike Month? Check all that apply.**

Community and charity rides, Videos on bicycling on community website/TV channel, Public Service Announcements, Trail construction or maintenance day, Kidical Mass Ride, Challenges aimed at students biking to school, Triathlons and bicycle races, Bike commuter events, Mentoring program for new riders, Bike valet parking at events, International Bike to School Day in October , Bicycle-themed festivals/parades/shows, Public education campaign related to cycling (e.g. with a focus on public health or environmental benefits), Other

**D6a. If other, please describe.**

Mass Transit encourages bicycle usage on SMART train with special racks on the train for bicycles and bike lockers at SMART stations. City Bus offers a carrier for bicycles on the front of all buses. Numerous year-round competitive and noncompetitive bicycling events. The BPAB promotes bicycling with their rack card flyers. Social rides led by local cyclists and residents.

**D7. Are any bicycle events specifically marketed to any of the following traditionally underrepresented groups? Check all that apply.**

Women , People of Color, Families with toddlers and young children , Low-income populations

**D8. How does the municipality sponsor or actively support bicycle events in the community? Check all that apply.**

Organize event(s), Fund event(s), Contribute in-kind funding (i.e. police presence, closing roads, etc.), Assist in promoting event(s)

**D9. Are any of the following cycling clubs/groups active in your community? Check all that apply.**

Recreational bike clubs, Mountain bike clubs, Cyclocross clubs, Friends of the Trail groups, Racing clubs or teams, Kidical Mass, Family Bike Party, or other family-oriented groups, Women-only ride groups, Slow ride group

**D10. Does your community have any of the following youth programs centered on encouraging bicycling for children and youth? Check all that apply.**

Safe Routes to School program

**D11. What is the ratio of for-profit specialty bicycle retailers (shops dedicated primarily to selling bikes and bike-related equipment) to population within your community's boundaries?**

1 shop for every 1 -15,000 residents

**D12. Is there at least one bike co-op or non-profit community bike shop within the community's boundaries?**

Yes

**D12a. Do(es) the co-op/non-profit community bike shop(s) receive any of the following support from the local government? Check all that apply.**

Provision of abandoned or impounded bicycles for resale

**D13. Describe any other events, programs or policies your community has to encourage bicycling.**

The Plan Update 2018 recommends hiring a bicycle and pedestrian coordinator. The BPAB ranked this short term implementation action #1 and Vision Zero #2. Santa Rosa is currently looking into creating a position to work on bicycle and pedestrian and other active transportation activities.

The Plan Update also recommends that Santa Rosa consider a pilot Walking & Biking Ambassador program in partnership with the BPAB, Southeast Greenway Campaign and the Sonoma County Bicycle Coalition (SCBC).

The planned Bike Share initiative will generate considerable marketing and outreach related to encouraging residents and visitors to travel by bicycle (one of the locations planned for Santa Rosa is the Santa Rosa Junior College (SRJC) area. The SRJC has been working closely with Santa Rosa in pursuing shared interest in increasing and enhancing bicycling opportunities to the campus.

In March 2019, the Sonoma-Marín Area Rail Transit (SMART) carried its 100,000 bicyclist and SMART train riders with their bikes on board were among the 1,500 riders who received special passes for free train trips.

"The bicycling community has been very supportive, taking their bikes on board as part of their daily commute and for recreation," said SMART Board Chairman Gary Phillips. "To help celebrate this milestone, our conductors will be handing out passes good for free train trips to cyclists on board as our way of saying 'thank you' and so they can share their SMART train experience with their friends and families."

Since opening its doors in 2017, SMART passengers have included bicyclists who use their bikes to get to and from stations on a regular basis. SMART, the Bay Area's newest transit system, recently celebrated carrying its 1 millionth rider, after operating for just over a year.

In May 2019, a local resident organized a neighborhood social bike ride. There will likely be similar rides in the future. The ride was aimed at educating those who are uncomfortable or unfamiliar with best routes on the benefits from having a group to support them.

**Page: BFC: Enforcement & Safety**

**E1. How does your police department interact with the local cycling community? Check all that apply.**

Identified law-enforcement point person to interact with bicyclists, Identified law-enforcement point person to Safe Routes to Schools program, Police department assists with bicycle events/rides, Police officers report potential hazards to traffic engineers and planners to identify sites in need of safety improvements for bicyclists, Other

**E1a. If other, please describe.**

Police officers periodically attend Bicycle & Pedestrian Advisory Board meetings. In 2018, officers conducted 3 enforcement events related to cyclists & pedestrians. Officers continue educational enforcement stopping individuals & discussing unsafe behavior observed without issuing citations.

**E2. What percentage of patrol officers are regularly on bikes?**

1- 20%

**E3. What other public or private bicycle safety programs are in place? Check all that apply.**

Helmet giveaways, Light giveaways, Volunteer trail watch programs/patrols, Other

**E3a. If other, please describe**

Safe Streets Coalition meets regularly to collaborate on making streets safer for cyclists & peds.

**E4. What kind of bicycle-related training is offered to police officers? Check all that apply.**

Basic academy training

**E5. Are there any local ordinances or state laws that protect bicyclists in your community? Check all that apply.**

Specific penalties for failing to yield to a cyclist when turning , It is illegal to park or drive in a bike lane (intersections excepted), Penalties for motor vehicle users that 'door' bicyclists, Ban on cell phone use while driving , Ban on texting while driving, Vulnerable road user law, Safe passing distance law, It is illegal to harass a cyclist

**E6. Do any local ordinances in your community place restrictions on bicyclists? Check all that apply.**

Local law requires bicyclists to use bike lanes when provided, Restrictions on sidewalk riding inside the Central Business District

**E7. Which of the following bicycle-related enforcement practices exist in the community? Check all that apply.**

Data-driven enforcement of traffic violations most likely to lead to crashes, injuries, and fatalities , Positive enforcement ticketing, Ticket diversion program for bicyclists, Ticket diversion program for motorists with educational content specifically related to interacting and sharing the road with bicyclists

**E8. How does your community use traffic citation data? Check all that apply.**

Data is only available to the public by FOIA request, Data/reports are shared with transportation agencies to improve infrastructure

**E9. Is there a specific plan, policy or program to further increase bicycle safety in your community?**

None of the above

**E10. Do police officers report bicyclist crash data?**

Yes

**E10a. On average over the past five calendar years, how many bicyclists have been in a crash involving a motor vehicle annually?**

55

**E11. On average over the past five calendar years, how many bicyclists have died due to a crash involving a motor vehicle annually?**

0.2

**E12. Describe any other enforcement or safety programs/policies relating to bicycling.**

Biker Chicks was started by Sonoma County 3rd District Supervisor Shirlee Zane to encourage more women to try cycling. The group began in response to a Sonoma County Transportation Authority (SCTA) report in 2012 that said women accounted for only 21 percent of local bicycle commuters. The group provides a safe and supportive environment for women to experience the joys of using a bicycle for transportation and recreation. They offer monthly rides and annual classes for improving on the bicycle handling skills.

Sonoma County was recently awarded a Caltrans Sustainable Communities Grant to embark upon a 2.5-year countywide Vision Zero (VZ) planning process. The project will involve stakeholders from all ten jurisdictions (including Santa Rosa) within Sonoma County, including representatives from the Santa Rosa Bicycle and Pedestrian Advisory Board, and robust community engagement. Model policy language and an implementation plan will result from the planning process, along with a data dashboard making data easily available to local agencies and the public. VZ will build the foundation necessary to launch a county-wide initiative by 1) understanding the current state of injuries and crashes; 2) building commitment for a county-wide VZ planning initiative, and 3) developing a VZ action plan for Sonoma County and its cities.

The Plan Update 2018 recommends that Santa Rosa consider adoption of a VZ policy. The Bicycle and Pedestrian Advisory Board has ranked VZ as the #2 short-term implementation action. The Plan Update also includes a High Injury Network which provides a basis for identifying key corridors that merit additional study to evaluate how to increase comfort (for bicyclists and pedestrians) and reduce the frequency and severity of collisions on these roadways.

**Page: BFC: Evaluation & Planning**

**F1. Is there a bike program manager or primary point of contact for bicycling issues at your local government?**

Two or more paid employees each spend a portion of their time on bicycle-related projects, but there is no full-time bicycle project manager.

**F2. Is there a Safe Routes to School Coordinator?**

Promoting Safe Routes to School educational programs and infrastructure improvements is a responsibility shared among multiple staff.

**F3. How many paid government employees (including the Bicycle Program Manager and the Safe Routes to Schools Coordinator), expressed in full-time equivalents (FTE), work on bicycle issues in your community?**

1



**F4. Does your local government provide any of the following professional development opportunities for employees who have bicycle-related responsibilities? Check all that apply.**

Association of Pedestrian and Bicycle Professionals (APBP) membership, Attend bicycle-related webinars/trainings , Attend bicycle-related conferences

**F5. Does your community have an officially-recognized Bicycle Advisory Committee?**

Yes

**F5a. How often does the committee meet?**

Monthly or more frequently

**F5b. First Name:**

Shaun

**F5b. Last Name:**

Ralston

**F5b. Email:**

shaun.ralston@gmail.com

**F6. Does your local government have an internal equity, diversity, and inclusion (EDI) initiative, committee, or position?**

Yes

**F6a. Provide the name and email address of the primary contact.**

Paul Anjeski - panjeski@srcity.org

**F6b. Please describe how, if at all, the EDI initiative, committee, or position supports equitable bike planning or outreach in the community.**

Santa Rosa has an Inclusion Council since 2011. As part of developing a culture of inclusion for our diverse population we advocate practical solutions for our community to enhance engagement. This includes all transportation options available for participation, including cycling. As well as using activities like cycling to develop community. Additionally, our Office of Community Engagement takes every opportunity to include bike planning when meeting with community leaders who are involved in advocating for community improvements and effective service delivery. The City is committed to engaging in conversations with our residents on all matters involving our community, including the critical steps towards city wide bike and pedestrian safety.

**F7. Does your community have a comprehensive bicycle master plan or similar section in another document?**

Yes

**F7a. What year was the plan originally adopted?**

1972

**F7a1. Has the plan been updated or revised since it was first adopted?**

Yes

**F7a2. If yes, what year was the plan most recently updated?**

2019

**F7b. Provide a link to the current plan.**

<https://srcity.org/2711/Bicycle-and-Pedestrian-Master-Plan> (<https://srcity.org/2711/Bicycle-and-Pedestrian-Master-Plan>)

**F7c. Is there a dedicated budget for implementation of the plan?**

Yes

**F7c1. What is the designated annual budget?**

800000

**F7c2. List or describe funding source(s).**

Development fees, Measure M, OBAG, SB1 TDA, ATP. These monies are used to complete First Phase corridor studies and infrastructure projects identified in the Bicycle & Pedestrian Master Plan Update 2018 as well as other bicycle and pedestrian projects when opportunities occur, such as adding class II bike lanes as part of a pavement rehabilitation project.

**F7d. Does your plan include a goal to increase bicycle facilities?**

Yes

**F7d1. Please list or describe these goals.**

Goal 1 -

Increase Access  
and Comfort

Design bicycle and pedestrian facilities that are accessible and comfortable for people of all ages and abilities to use.

PERFORMANCE MEASURES:

- Increase the share of people walking and bicycling to work to five percent by 2025 and ten percent by 2040.
- Increase the share of students walking or bicycling to school to ten percent by 2025 and 20% by 2040.
- Reduce the number of severe and fatal collisions to zero by 2040.
- Reduce the percent of arterial streets that are Level of Traffic Stress (LTS) 4 from 57% to 40% by 2040 (see Chapter 3 for information about LTS).
- Complete Short Term projects recommended in this Plan Update 2018 by 2030 and High Priority projects by 2040.

Goal 2 -

Maintain and  
Expand the Network

Identify, develop, and maintain a complete and convenient bicycle and pedestrian network.

PERFORMANCE MEASURES:

- Complete Studies recommended in this Plan Update 2018 by 2040.
- Double the number of short-term and secure long-term bicycle parking locations by 2040.
- Maintain adequate pavement quality, striping, and sign visibility and signal/beacon functionality on all bicycle and pedestrian facilities.
- Start tracking and begin publishing annual bicycle and pedestrian counts by 2021.

Goal 3 -

Support a Culture  
of Walking and Biking

Increase awareness and support of bicycling and walking through programs and citywide initiatives.

PERFORMANCE MEASURES:

- Increase the share of people walking and bicycling to work to five percent by 2025 and ten percent by 2040.
- Increase the share of students walking or bicycling to school to ten percent by 2025 and 20% by 2040.
- Increase the number of Bicycle Friendly Businesses to include all of the top ten largest employers in Santa Rosa by 2025.

**F7e. How have community planning staff reached out to minority, non-English speaking, and/or low-income communities to ensure that they are included in the decision-making process?**

As part of the Plan Update 2018, there was a robust effort to reach out to minority, non-English speaking and low income communities. The outreach program included community meetings (open houses, pop up events and stakeholder interviews and online platforms (community survey, interactive mapping tool, city website and social media and city newsletter).

1,300 survey (approximately 2% represented underserved populations

2,200 responses on interactive mapping tool (approximately 2-3% were from underrepresented populations

3 of the 10 stakeholder interviews were with underrepresented populations

3 of the 6 pop up events were held in areas of underrepresented populations

**F8. What other local agencies have a bicycle master plan or similar section in another transportation demand management document? Check all that apply.**

Transit agency , Higher education institution(s), Parks & Recreation, County/Borough/Parish

**F9. Is community-wide bicycle planning integrated with planning for any of the following: Check all that apply.**

Transit stops, Public & private schools (K-12), Higher education institutions, Parks & recreation centers

**F10. What percentage of the community's total annual transportation budget – on average over the last five fiscal years – was invested in bicycle projects?**

12%

**F11. Is bicycle-related funding specifically allocated to underrepresented areas of your community? (e.g. low-income neighborhoods, etc.)**

Yes

**F11a. Please describe.**

The Roseland area within southwest Santa Rosa is a designated Community of Concern area which meets equity thresholds (such as minority population, low income, limited English proficiency). Equity issues are an important part of all planning processes, including the development of the Plan Update 2018. One of the priority evaluation criteria used in the Plan Update 2018 was equity. Active transportation investments in disadvantaged communities support equity and provide access to transportation choices for neighborhoods that may be more reliant on bicycling. Projects within disadvantaged communities were awarded points as part of the prioritization process.

Here are a few recently completed and currently underway bicycles projects in disadvantaged areas of Santa Rosa: 1) Completed in 2017, the Stony Point Road improvements included adding class II bicycle lanes benefitting residents in Southwest Santa Rosa/Roseland area. 2) With a planned construction in 2021, Hearn Avenue interchange modifications will add bike lanes to providing a critical east west connection for bicyclists over the Highway 101 barrier. 3) With a planned construction in Spring 2020, Hearn Avenue at the SMART tracks will provide a comfortable crossing for cyclists and pedestrians that use the SMART multi use path. 4) In 2015, class II bike lanes were added to Sebastopol Road also within the Roseland neighborhood.

**F12. How many lane miles of planned bicycle facilities does your community expect to have installed in the next four years?**

6.5

**F13. How many lane miles of bicycle facilities has your community installed in the last two years?**

3

**F14. How does your community collect information on bicycle usage? Check all that apply.**

Automated /electronic bicycle counters, App-based or other opt-in electronic data collection (e.g. Strava, Zap, etc.), Regular manual counts of bicyclists on trails, Regular manual counts of bicyclists on the road, Regular counts of parked bicycles at transit stations (if applicable), Manual counts that include demographic data collection (e.g. gender, race, age, etc.)

*Additional files may be uploaded at the end of the application.*

**F14a. Utilitarian ridership data collected locally (e.g. bicycle rides for commuting, running errands, transportation, etc.)**

Download File (<https://bicyclefriendly.secure-platform.com/file/18295/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYXN0b3RtaWduZWVcmwiOiJGYWxzZSIImInbm9YYuSi8sDwudSVpynvaCbBBf5D6jM8-p-Y?SantaRosaBikeCount%20F14a.pdf>)

**F14b. Recreational ridership data collected locally (e.g. rides solely for exercise or fun.)**

Download File ([https://bicyclefriendly.secure-platform.com/file/18291/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYXN0b3RtaWduZWVcmwiOiJGYWxzZSIImInbm9JRT\\_Roseland.pdf](https://bicyclefriendly.secure-platform.com/file/18291/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYXN0b3RtaWduZWVcmwiOiJGYWxzZSIImInbm9JRT_Roseland.pdf))

**F14c. Demographic ridership data collected locally (e.g. rider age, race, gender, etc.)**

Download File ([https://bicyclefriendly.secure-platform.com/file/18292/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYXN0b3RtaWduZWVcmwiOiJGYWxzZSIImInbm9yFz6IrEGlclI-DKKStfUBUq7hrZ8E?BikePedCountReportDraft\\_02242015\\_Santa%20Rosa.pdf](https://bicyclefriendly.secure-platform.com/file/18292/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYXN0b3RtaWduZWVcmwiOiJGYWxzZSIImInbm9yFz6IrEGlclI-DKKStfUBUq7hrZ8E?BikePedCountReportDraft_02242015_Santa%20Rosa.pdf))

**F14d. School ridership data collected locally (e.g. rides by or with K-12 or younger children – either riding on their own or being carried in a child seat, trailer, etc.)**

Download File ([https://bicyclefriendly.secure-platform.com/file/18284/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODI4NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Copy%20of%20SRSchools\\_SRCity\\_0519.pdf](https://bicyclefriendly.secure-platform.com/file/18284/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODI4NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Copy%20of%20SRSchools_SRCity_0519.pdf))

**F14e. Other ridership data (e.g. any other bicycle ridership data collected locally that doesn't fall under the above categories.)**

Download File (<https://bicyclefriendly.secure-platform.com/file/18294/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODI5NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Vqg3KXrjWc?SantaRosaBikeCounts%20F14e.pdf>)

**F15. Does your community establish target goals for bicycle use? (e.g. a certain level of bicycle mode share)**

Yes

**F15a. Please list or describe these goals.**

The Plan Update 2018 goals include: increasing the share of people walking and biking to work to 5 percent by 2025 and 10 percent by 2040; and increasing the share of students walking or biking to school by 10 percent by 2025 and 20 percent by 2040

**F16. Does your community routinely conduct pre/post bicycle mode share evaluations of bicycle-related road projects?**

Yes

**F17. Which of the following mechanisms are in place for bicyclists to identify problem areas or hazards to traffic engineers, planners, and police?**

Online reporting system (e.g. SeeClickFix), Mobile app , Hotline, Regular meetings, Contact staff directly via call/voicemail/fax/email/text/social media

**F18. How has your community conducted a network analysis to evaluate current conditions for bicyclists and identify significant infrastructure barriers to bicycling?**

GIS-based network analysis, Level of Traffic Stress analysis

**F19. Besides the Bicycle Friendly Community program, what other national programs does your community participate in to improve for bicycling?**

None of the above

**F20. Describe any other efforts by your community to evaluate and/or plan for bicycle ridership and/or networks.**

The Plan Update 2018 -

Vision -

Santa Rosa is a community where walking and bicycling are comfortable, convenient, and common for people of all ages and abilities

The Plan Update 2018 recommends the City work with the Bike and Pedestrian Board (BPAB) to develop an Annual Report Card that tracks progress toward implementing the Plan and incorporates annual collision data, SRTS program and participation data, and other relevant information to highlight successes and challenges of improving walking and bicycling each year. Specific performance measures identified by the City and the community should be included in this card on an annual basis to track key metrics over time and better understand successes and challenge areas.

The annual report card will also assess the City's progress toward goals and objectives outlined in this Plan Update 2018, implementation of its projects and programs, and changing mode splits for active transportation. Annual report cards can also incorporate a review of effectiveness to evaluate costs and benefits of various efforts and adjust investments to maximize results.

The Plan Update 2018 includes another policy to measure bicycling and walking activity through an annual count program.

The two top short term priorities (ranked by the BPAB) are hire a bicycle and pedestrian coordinator and develop a Vision Zero strategy.

SMART reports the number of bikes on train via social media channels and e newsletters and publish photos of riders with bikes on board.

**Page: BFC: Final Overview**

**G1. What are the top three reasons your community has made bicycling a priority?**

Community connectivity, Climate change/environmental stewardship concerns, Traffic and bicycle/pedestrian safety

**G2. Briefly describe the most positive outcome of your community's support for bicycling.**

The Plan Update 2018 created a stronger and more meaningful policy document for active transportation in Santa Rosa. The phenomenal level of community participation that occurred during the plan update process was outstanding. The BPAB demonstrated an incredible amount of commitment to the development of the Plan Update. With the initiation of the SMART passenger rail service, 100,000 bicyclists have boarded the train completing the first and last mile connections. Finally, the planning process strengthened the partnerships and relationships between Santa Rosa, the community, agencies and community organizations. All of these outcomes were based in context of making Santa Rosa a community where walking and biking are comfortable and convenient for all ages and abilities.

**G3. Describe any improvements that have occurred for cycling in your community since your last application.**

Sponsored GranFondo and Ironman events with approximately 5,000 participants per event; City Council adopted in July 2019 the Southeast Greenway project (General Plan Amendment and rezoning for a class I multi use path and mixed used corridor); launched SMART passenger rail service (August 2017); grant awarded for Bike Share project (2017); added approximately 5 miles of class II bicycle lanes and City Council adopted the Bicycle and Pedestrian Master Plan Update 2018 (March 2019)

**G4. What could be done differently in order to make bicycling safer, more enjoyable and/or more convenient in your community?**

The Plan Update 2018 created a stronger and more meaningful policy document for active transportation in Santa Rosa. Vision (Plan Update 2018) --Santa Rosa is a community where walking and bicycling are comfortable, convenient, and common for people of all ages and abilities. The BPAB plays a key role in supporting the city as we move forward to implement the goals/policies and projects identified in the Plan. The BPAB's top two short term implementation priorities are to hire a bicycle and pedestrian coordinator and develop a Vision Zero strategy.

**GOAL 1**

Increase Access  
and Comfort

Design bicycle and pedestrian facilities  
that are accessible and comfortable for  
people of all ages and abilities to use.

**GOAL 2**

Maintain and  
Expand the Network

Identify, develop, and maintain a  
complete and convenient bicycle  
and pedestrian network.

**GOAL 3**

Support a Culture  
of Walking and Biking  
Increase awareness and support  
of bicycling and walking through  
programs and citywide initiatives.

**G5. What specific bicycle-related improvements are planned in the next 12 months that directly affect your community?**

Launching the Pilot Bike share project; hiring a bike/ped coordinator; participating in the creation of a countywide Vision Zero initiative; adding several class II bike lanes and buffered bike lanes throughout the city; completing a corridor study evaluating active transportation options; finalizing Plan Update implementation prioritization and completing the environmental and design of the Highway 101 Bike/Pedestrian Bridge

**G6. We often get requests for example BFC applications from aspiring communities. Are you willing to share your application?**

Yes

**G7. How did you hear about the Bicycle Friendly Community program?**

Santa Rosa is renewing its designation

**Page: Supplementary Materials**

Optional: If you would like to share any supplemental materials to support your application, please upload your files here.

By submitting photos here, you are granting the League of American Bicyclists the right to use your images to promote bicycling.

**File 1**

Sutter - Bike Friendly Business - Bronze Designation

Download File ([https://bicyclefriendly.secure-platform.com/file/18277/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYXkiOiJ0eXODI3NywiYWxsYXNpdOb3RTaWduZWVcmwiOiJGYWxzZSIiImInbm9ldNCSj9KQhe30m-Dgq51MuxSSG\\_SsQ3g1yZ4xEwE?Bike%20Friendly%20Business%206-24-19%20Sutter%20article.pdf](https://bicyclefriendly.secure-platform.com/file/18277/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYXkiOiJ0eXODI3NywiYWxsYXNpdOb3RTaWduZWVcmwiOiJGYWxzZSIiImInbm9ldNCSj9KQhe30m-Dgq51MuxSSG_SsQ3g1yZ4xEwE?Bike%20Friendly%20Business%206-24-19%20Sutter%20article.pdf))

**File 2**

Highway 101 Bike and Pedestrian Bridge - Visual Simulations

Download File (<https://bicyclefriendly.secure-platform.com/file/18286/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYXkiOiJ0eXODI4NiwiYWxsYXNpdOb3RTaWduZWVcmwiOiJGYWxzZSIiImInbm9y2019-07-29%20Bike%20Pedestrian%20Overcrossing%20General%20Concepts%20SM%20file%202.pdf>)

**File 3**

Southeast Greenway - Illustrative Map (land use and multi use path)

Download File (<https://bicyclefriendly.secure-platform.com/file/18290/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODI5MCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9a85yJV0IMjVxkV2J7D5wVcy0glJ9WSBgtSU?Southeast%20Greenway%20Illustrative%20Map%20SM%20file%203.pdf>)

**File 4**

2019 Ironman Event photos

Download File (<https://bicyclefriendly.secure-platform.com/file/18296/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODI5NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9yIronman%20Santa%20Rosa%20Cycling.pdf>)

**File 5**

SMART 100,000 cyclists on board

Download File ([https://bicyclefriendly.secure-platform.com/file/18285/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODI4NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9L8y8ea7Tscpn7cAqXWsK9okCgUehCZIJIZSIH1-jE?SMART%20News%20Release\\_SMART%20carries%20100K%20cyclists%20%283-13-2019%29.pdf](https://bicyclefriendly.secure-platform.com/file/18285/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODI4NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9L8y8ea7Tscpn7cAqXWsK9okCgUehCZIJIZSIH1-jE?SMART%20News%20Release_SMART%20carries%20100K%20cyclists%20%283-13-2019%29.pdf))

**alias4afa849251284f4dacf48dbbf86ca422**

Upload additional files

**File 6**

Santa Rosa Elementary School Safe Routes to School Report Cards

Download File (<https://bicyclefriendly.secure-platform.com/file/18299/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODI5OSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm92017-18%20report%20card%20Santa%20Rosa%20Elementary%20Schools.pdf>)

**File 7**

Complete Streets Compliance (also provided in a link per Q B1b)

Download File ([https://bicyclefriendly.secure-platform.com/file/18301/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODMwMSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9AttachmentC\\_CA0%20LTR\\_Complete%20Streets%20Act%202008\\_11022012.pdf](https://bicyclefriendly.secure-platform.com/file/18301/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODMwMSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9AttachmentC_CA0%20LTR_Complete%20Streets%20Act%202008_11022012.pdf))

**File 8**

Street Smarts Back-to-School Bike Blast, August 2019

Download File (<https://bicyclefriendly.secure-platform.com/file/18990/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODk5MCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9G9nQTaQFNh4MW0k9LQKeOXfGnyj3URd6kyMczY?Street%20Smarts%20Back-to-School%20Bike%20Blast%202019.pdf>)

**File 9**

No File Uploaded

**File 10**

No File Uploaded

**Page: Award Results & Feedback****Fall 2019 BFC Report Card:**

Download File ([https://bicyclefriendly.secure-platform.com/file/29528/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyOTUyOCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9BFC\\_Fall\\_2019\\_ReportCard\\_Santa\\_Rosa\\_CA.pdf](https://bicyclefriendly.secure-platform.com/file/29528/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyOTUyOCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9BFC_Fall_2019_ReportCard_Santa_Rosa_CA.pdf))

**Number of Survey Responses:****Fall 2019 BFC Public Survey Results:**

Download File ([https://bicyclefriendly.secure-platform.com/file/29529/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyOTUyOSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9BFC\\_Fall%202019\\_Public%20Survey\\_Santa%20Rosa\\_CA.pdf](https://bicyclefriendly.secure-platform.com/file/29529/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyOTUyOSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9BFC_Fall%202019_Public%20Survey_Santa%20Rosa_CA.pdf))