



SANTA ROSA, CA

TOTAL POPULATION

167,815

POPULATION DENSITY

4043.8

TOTAL AREA (sq. miles)

41.5

OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

0

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Santa Rosa
Arterial and Major Collector Streets with Bike Lanes	45%	90%
Total Bicycle Network Mileage to Total Road Network Mileage	30%	66%
Public Education Outreach	GOOD	VERY GOOD
Share of Transportation Budget Spent on Bicycling	7%	25%
Bike Month and Bike to Work Events	GOOD	GOOD/VERY GOOD
Active Bicycle Advocacy Group	ACTIVE	YES
Active Bicycle Advisory Committee	ACTIVE	MEETS EVERY TWO MONTHS
Bicycle-Friendly Laws & Ordinances	SOME	GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 70K	1 PER 167.8K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	4 / 10
EDUCATION <i>Motorist awareness and bicycling skills</i>	5 / 10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	4 / 10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	4 / 10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4 / 10

KEY OUTCOMES

	Average Silver	Santa Rosa
RIDERSHIP <i>Percentage of Commuters who bike</i>	3.5%	1.0%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	180	774
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	1.4	10.2



KEY STEPS TO SILVER



- » Hire a Bicycle & Pedestrian Coordinator. Your application indicated that the Bicycle Program Manager position is currently vacant. To continue your bicycle programming and progress it is important to have a staff person responsible for bicycle-related programming.
- » Ensure good connectivity of your street network by adopting connectivity policies or standards. A well connected street network is associated with more walking, biking, and transit use due to greater directness of travel and more route choice options.
- » Bicycle-safety education should be a routine part of education, for students of all ages, and schools and the surrounding neighborhoods should be particularly safe and convenient for

- biking and walking. Particularly as students learn to drive cars; it is important that they continue to learn about safe bicycling practices and how to safely share the road as drivers. Work with your local bicycle groups or interested parents to expand the Safe Routes to School program to all schools.
- » Launch a bike share system that is open to the public. Bike sharing is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike and to bridge the "last mile" between public transit and destinations.
- » Police officers should be initially and repeatedly educated on traffic law as it applies to bicyclists and motorists.