

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
December 19, 2024

SUBJECT

Working Draft Policy and Program Recommendations for the Active Transportation Plan (ATP)

ISSUE

Staff will present the Working Draft Policy and Program Recommendations for the Active Transportation Plan.

STAFF PRESENTER

Torina Wilson, Transportation Planner

RECOMMENDATION

This item is for Board discussion and feedback on the draft policy and program recommendations.

BACKGROUND

Work related to active transportation planning is often two-fold: construction of infrastructure and then implementation of policies and programs that work on marketing, education, and other programs that help to influence travel behavior. The 2018 Bicycle and Pedestrian Master Plan (2018 BPMP) includes Chapter 5: Projects, Programs and Policies, which outline various non-infrastructure initiatives. Policies and programs in the 2018 BPMP are defined as:

- **Programs** include recommended education, encouragement, enforcement, and evaluation activities to be pursued or expanded by the City and its partners.
- **Policies** include changes to municipal codes, operating procedures, or other policies that will support a more walkable and bikeable Santa Rosa.

Examples of policies in the 2018 BPMP include adoption of a Vision Zero initiative, lowering speed limits in school zones, and requiring developers to install bicycle and pedestrian infrastructure. Examples of programs in the 2018 BPMP include a StreetSmarts campaign, bicycle education and training, hiring a Bicycle and Pedestrian Coordinator, and programs that help encourage walking or riding through planned get-togethers or school events.

This chapter of the 2018 BPMP also includes citywide projects, which are defined as amenities that are technically infrastructure, but which are citywide and may exceed the scope of a standard infrastructure project. Some of these projects may be considered as a “program” since it can include topics such as wayfinding, bicycle parking, lighting, or other amenities that complement the physical environment.

ANALYSIS

In October and November 2024, City staff worked with the Active Transportation Plan (ATP) consultant to formulate a set of working draft policies and programs. This work culminated in a memorandum finalized in November 2024, included in this Staff Report as Attachment 1.

This memorandum outlines all 2018 BPMP policies and programs along with all working draft policy and program recommendations for the ATP. Recommendations are organized using the six E's of transportation planning: engineering, encouragement, education, evaluation, equity, and engagement. The memorandum shows the recommended policy/program, a description of each recommended policy/program, which goals of the ATP the program/policy would fulfill, and provides examples of other jurisdictions which have adopted each policy/program, if applicable. Implementation of each policy and program is the responsibility of City staff and its relevant partners (as feasible) including the Sonoma County Bicycle Coalition, Sonoma Marin Area Rail Transit, Sonoma County Transit, and Santa Rosa CityBus, among others.

The policies and programs shown in Attachment 1 will be the policies and programs included in the public review draft of the ATP in early 2025. City staff and the consultant will ask the Santa Rosa community to comment on the policies and programs at that time.

RECOMMENDATION

This item is for Board discussion and feedback on the draft policy and program recommendations.

Attachment 1: Working Draft Policy and Program Recommendations