

# SANTA ROSA, CA



**TOTAL POPULATION**  
181,594

**TOTAL AREA (sq. miles)**  
39.8

**POPULATION DENSITY**  
4,563

**# OF LOCAL BICYCLE FRIENDLY BUSINESSES** 1

**# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES** 0

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Gold	Santa Rosa
High Speed Roads with Bike Facilities	35%	22%
Total Bicycle Network Mileage to Total Road Network Mileage	76%	56%
Bicycle Education in Schools	GOOD	ACCEPTABLE
Share of Transportation Budget Spent on Bicycling	14%	12%
Bike Month and Bike to Work Events	VERY GOOD	EXCELLENT
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS AT LEAST MONTHLY	MEETS AT LEAST MONTHLY
Bicycle-Friendly Laws & Ordinances	GOOD	EXCELLENT
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 33K	1 PER 182K

## CATEGORY SCORES

<b>ENGINEERING</b> <i>Bicycle network and connectivity</i>	4.8 /10
<b>EDUCATION</b> <i>Motorist awareness and bicycling skills</i>	5.3 /10
<b>ENCOURAGEMENT</b> <i>Mainstreaming bicycling culture</i>	6.7 /10
<b>ENFORCEMENT</b> <i>Promoting safety and protecting bicyclists' rights</i>	3.5 /10
<b>EVALUATION &amp; PLANNING</b> <i>Setting targets and having a plan</i>	6.7 /10

## KEY OUTCOMES

	Average Gold	Santa Rosa
<b>RIDERSHIP</b> <i>Percentage of Commuters who bike</i>	5.1%	1.34%
<b>SAFETY MEASURES CRASHES</b> <i>Crashes per 10k bicycle commuters</i>	287	491
<b>SAFETY MEASURES FATALITIES</b> <i>Fatalities per 10k bicycle commuters</i>	2.2	1.78



## KEY STEPS TO GOLD



» Congratulations on the planned launch of a pilot regional bike share program! Bike sharing is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike, make bicycling more accessible to all, and to bridge the “last mile” between public transit and destinations.

» Expand bicycle safety education to be a routine part of education for students of all ages, and ensure that schools and the surrounding neighborhoods are particularly safe and convenient for biking and walking. Work with local bicycle groups and interested parents to create Safe Routes to School programming for all K-12 schools.

» Work with local League Cycling Instructors (LCIs) to offer Bicycle Friendly Driver training to motorists in Santa Rosa, particularly to professional drivers and fleet operators.

» Expand education for law enforcement officers related to bicycle

safety and traffic laws as they apply to bicyclists and motorists.

» Adopt a comprehensive road safety plan or a Vision Zero policy to create engineering, education, and enforcement strategies to reduce traffic crashes and deaths for all road users, including bicyclists and pedestrians. Road diets, lane diets, and traffic calming treatments are important engineering components for addressing safety.

» Congratulations on adopting the Bicycle and Pedestrian Master Plan Update 2018. The Plan Update 2018 appears to be an important blueprint for improvements and has many great recommendations for a more connected network of safe and comfortable bicycle facilities, as well as programs and policies to help improve safety and accessibility for all. The League endorses the plan’s top two short term implementation priorities are to hire a bicycle and pedestrian coordinator and develop a Vision Zero strategy.