



To: Torina Wilson, Transportation Planner, City of Santa Rosa
From: Mauricio Hernandez, Alta Planning + Design
Date: November 5, 2024
Re: Santa Rosa Active Transportation Plan | Policy and Program Recommendations (FINAL)

This memo summarizes recommended policies and programs to support and complement the expansion of Santa Rosa's Active Transportation network. The document has been organized using the 6'Es of transportation planning (i.e., Engineering, Encouragement, Education, Evaluation, Equity, and Engagement). The document includes a summary of previously proposed and existing programs/policies, and identifies specific goals supported by each recommended program and policy.

It is important to note that some recommendations reaffirm policies and programs proposed in previously approved plans (e.g., General Plan, Bicycle and Pedestrian Master Plan update, etc.). The City may not have had the opportunity to expand existing programs or policies as recommended or may not have had the available funding to implement recommended policies and programs.

A note on Enforcement: For more than 15 years, Enforcement programs/policies were used as a core factor in the organizing framework for transportation planning. In recent years, however, this framework has been updated to remove enforcement and include equity and engagement as two of the main pillars of programmatic and policy work. As part of the addition of Equity, the Enforcement "E" was reassessed to focus on community approaches to safety, understanding the deep issues that exist in many communities with law enforcement. As a result, this Plan does not recommend general enforcement programs. However, enforcement focused on road safety including penalizing dangerous actions such as vehicle speeding, running red lights, and failure to yield or stop at traffic control devices (ex. Stop signs, HAWKs, rectangular rapid flashing beacons) should still be considered. To that end, this memo seeks to present ideas within the engineering "E" to solve many of the common challenges historically addressed through enforcement, such as speeding and bike lane encroachment. This Plan also supports City collaboration with the Santa Rosa Police Department on active transportation safety education and encouragement activities.¹

¹ [Dropping Enforcement from the Safe Routes to School 6 E's Framework | Safe Routes Partnership](#)

Previously Proposed/Existing Programs and Policies

Table 1 provides a summary of existing and previously proposed programs and policies in support of active transportation in the City of Santa Rosa. The table references the *2018 City of Santa Rosa Bicycle and Pedestrian Master Plan Update* and has been organized by the aforementioned themes.

Table 1: Previously Proposed / Existing Programs and Policies (by Theme)

Theme	Policies/Programs	
	Proposed in 2018 Plan	Existing
Engineering	<ul style="list-style-type: none"> • Vision Zero Policy • School Zone Speed Limits • Wayfinding Sign Program • Pedestrian Scale Lighting • Bicycle & Pedestrian Amenities • Maintenance Program (Street Sweeping, Vegetation Maintenance through MySantaRosa) 	<ul style="list-style-type: none"> • Adoption of Sonoma County Vision Zero Action Plan (2022) • Wayfinding Signage Program • MySantaRosa dashboard for reporting problems in the community and accessing services. This has included bike lane restriping, potholes, sidewalk damage, vegetation, and traffic signals • Complete Streets Policy
Education	<ul style="list-style-type: none"> • Updated “StreetSmarts” Campaign • Bicycle Safety Education for Adults • Safe Routes to School • Waste Bin Placement 	<ul style="list-style-type: none"> • Sonoma County Safe Routes to School Program
Encouragement	<ul style="list-style-type: none"> • Hire a Bicycle and Pedestrian Coordinator • Social Walks/Rides • Walking & Biking Ambassadors • Adopt-A-Trail Program • Bike Rack Program • Bicycle Friendly Business Program • SMART Corridor Bike Share • Bicycle Parking at Large Events 	<ul style="list-style-type: none"> • Bike Rack Request Form • Bike Rack Installation Guide • Bike to Wherever Day • Adopt a Green Space Program • Sonoma Marin Bike Share Pilot (Under Development) • Bike Valet Service at large events (Sonoma County Bicycle Coalition) • Hired a transportation planner focusing on bicycle and pedestrian infrastructure
Enforcement	<ul style="list-style-type: none"> • Bait Bike Program • Targeted Enforcement 	<ul style="list-style-type: none"> • Bait Bike Program • Targeted Enforcement at locations with high incidence of red light running
Evaluation	<ul style="list-style-type: none"> • Annual Report Card • Vehicle Miles Traveled 	<ul style="list-style-type: none"> • Active Transportation Online Dashboard • Safe Routes to School Travel Plans (Sonoma Safe Routes Program) • Vehicle Miles Traveled Transition • Annual Workplan Process (report to BPAB)
Engagement	<ul style="list-style-type: none"> • No specific engagement-focused policies/programs recommended in the 2018 Plan 	<ul style="list-style-type: none"> • Bicycle and Pedestrian Advisory Board (BPAB) • City webpage for reporting Walking/Biking Issues • Community Empowerment Plan and Principles of Community Engagement

Proposed Programs and Policies

This section describes proposed new or expanded programs and policies supporting active transportation. Where appropriate and available, each section presents examples of existing policies and programs within the city and best practices from other cities.

Engineering and Infrastructure

Support facilities that provide increased comfort and ease for people who bike, walk and roll. **Table 2** summarizes proposed engineering programs and policies that work with existing bicycle infrastructure to improve user experience.

Table 2: Recommended Engineering Programs and Policies

Support Program/Policy	Description	Plan Goal	Examples
Vision Zero Policy	Adopt a local Vision Zero policy to better understand local collisions and collaborate across City Departments to improve safety for walking, biking, and rolling in Santa Rosa.	<ul style="list-style-type: none"> • Make Safety the Default Option • Increase Access and Comfort 	<ul style="list-style-type: none"> • Sonoma County, CA • Fremont, CA • Santa Clara, CA
Banning Implement “No Right Turn on Red” policy	<p>The City will evaluate restrictions banning motor vehicles from turning right while they have a red-light signal on a case-by-case basis.</p> <p>Specifically at high pedestrian/bicycle traffic intersections and near schools as projects move into the design phase.</p>	<ul style="list-style-type: none"> • Make Safety the Default Option • Increase Access and Comfort 	<ul style="list-style-type: none"> • Ann Arbor, Michigan
Bike detection at key intersections	Develop an inventory of signalized intersections without bicycle detection where bicycle facilities exist and implement prioritized traffic signal modifications to include these improvements at high-traffic bicycle locations with bicycle detection at these locations.	<ul style="list-style-type: none"> • Create a Sustainable City • Make Safety the Default Option 	<ul style="list-style-type: none"> • Santa Clara County, CA • Huntsville, Alabama White Paper
Leading Pedestrian Interval Policy	Create a policy that standardizes Leading Pedestrian Intervals (LPI) at high-pedestrian traffic intersections across the city, except where the City determines there to be an exception. These improvements should be prioritized within disadvantaged communities and at intersections with a history of pedestrian collisions.	<ul style="list-style-type: none"> • Make Safety the Default Option • Increase Access and Comfort • Promote Equity and Social Justice 	<ul style="list-style-type: none"> • CA AB 2264 (2022)

Support Program/Policy	Description	Plan Goal	Examples
Update Street Design Standards	<p>Review and update all relevant policy and design standards regarding bikeway facilities, path and sidewalk design, materials, and supporting amenities to be consistent with the most recent best practices and state and federal standards for bicycle and pedestrian facilities and in compliance with the latest ADA Standards for Accessible Design and Public Right-of-Way Accessibility Guidelines (PROWAG).</p>	<ul style="list-style-type: none"> • Make Safety the Default Option • Increase Access and Comfort • Create a Sustainable City 	<ul style="list-style-type: none"> • NACTO Urban Street Design Guide
Rapid Implementation & Piloting	<p>To streamline project delivery, the City should consider implementation of Quick-Build or Tactical Urbanism strategies.</p> <p>The City should prioritize Quick-Build projects, especially in historically under-invested/disadvantaged communities and at high-collision locations.</p> <p>Quick-Build projects may include slip lane retrofits and corner curb extensions. Additionally, the City should consider implementing Quick Build projects identified in completed school Walk Audits.</p>	<ul style="list-style-type: none"> • Make Safety the Default Option • Increase Access and Comfort • Promote Equity and Social Justice • Create a Sustainable City 	<ul style="list-style-type: none"> • CalBike Quick Build Street Design
Daylighting	<p>In compliance with the California Vehicle Codes Section 22500 that prohibits people from parking, stopping, or leaving a motor vehicle unattended within 20 feet of the vehicle approach side of any marked or unmarked crosswalk or within 15 feet of any crosswalk where a curb extension is present. The City can improve enforcement of the California Vehicle Code by installing a red-painted curb, curb extensions, bicycle parking or other space activation, and/or signage.</p>	<ul style="list-style-type: none"> • Make Safety the Default Option • Increase Access and Comfort • Create a Sustainable City 	<ul style="list-style-type: none"> • Fremont, CA
Lower Speed Limits	<p>Create a program to analyze and reduce speeds where appropriate along arterial and collector roadways based on the CA Manual for Setting Speed Limits. Lowering the speed limits on streets may lessen the severity and frequency of crashes.</p>	<ul style="list-style-type: none"> • Make Safety the Default Option 	<ul style="list-style-type: none"> • Santa Monica, CA

Support Program/Policy	Description	Plan Goal	Examples
School Zone Speed Limits	Per California Vehicle Code Section 22358.8 , the city should consider reducing speed limits around School Zones, which may be lowered to 15 mph on all two-way residential streets under the City’s jurisdiction within 500 feet of schools and 25 mph up to 1,000 feet from schools.	<ul style="list-style-type: none"> • Increase Access and Comfort • Make Safety the Default Option 	<ul style="list-style-type: none"> • Oakland, CA
Expanding City’s Tree Canopy	Consider planting shade trees and other greening elements along bike and pedestrian corridors and within school zones. Caltrans considers street trees to be traffic-calming elements as they are often attributed to a perceived narrowing of the roadway, a sense of rhythm and human scale created by framing the street, and the perception that the driver is in a place where they are more likely to encounter pedestrians, bicyclists, and cross-traffic.	<ul style="list-style-type: none"> • Increase Access and Comfort • Create a Sustainable City 	<ul style="list-style-type: none"> • San Jose, CA • San Rafael, CA

Encouragement

Encouragement programs help to create a lasting active transportation culture and can encourage overall mode share shifts. **Table 3** provides an overview of recommended bicycle and pedestrian encouragement programs.

Table 3: Recommended Encouragement Programs

Support Program/Facility	Description	Plan Goal	Examples
Bicycle/Pedestrian-Friendly Designation	<p>Continue to pursue bicycle-friendly and pedestrian-friendly designations from the League of American Bicyclists and Walk Friendly America, respectively.</p> <p>Santa Rosa currently has a silver designation in the Bicycle Friendly Communities program from the League of American Bicyclists</p>	<ul style="list-style-type: none"> • Create a Sustainable City 	<ul style="list-style-type: none"> • League of American Bicyclists • WalkFriendly Communities
Open Streets	<p>Start a regular Open Streets program to encourage biking, walking, and rolling and strengthen local bike culture.</p>	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort 	<ul style="list-style-type: none"> • Viva Calle SJ • CicLAVia
Transportation Demand Management (TDM) Implementation Plan	<p>Develop a Transportation Demand Management Implementation Plan or Report to increase support for commuters bicycling or walking to work.</p> <p>Plan may include identifying additional metrics for businesses to count active transportation-supportive policies towards their TDM plans and goals.</p>	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort 	<ul style="list-style-type: none"> • Denver, CO • Metropolitan Transportation Commission, Commuter Benefits Program
Safe Routes to School	<p>The City will continue to act as an engaged partner with the Sonoma County Safe Routes to School program in support of Safe Routes to School activities and programs at schools within the city.</p>	<ul style="list-style-type: none"> • Increase Access and Comfort • Promote Equity and Social Justice 	<ul style="list-style-type: none"> • Sonoma County Safe Routes to School

Support Program/Facility	Description	Plan Goal	Examples
Trail Maintenance	Work with the City’s Encampment Team to regularly maintain and address community safety concerns around houseless encampments on shared use paths.	<ul style="list-style-type: none"> • Increase Access and Comfort • Promote Equity and Social Justice 	<ul style="list-style-type: none"> • Richmond Greenway - Richmond, CA • Rails-to-Trails: Maintenance Basics
Social Walks/Rides	Continue to support local organizations who wish to host social rides or walks or that advocate on behalf of Vision Zero initiatives.	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort 	<ul style="list-style-type: none"> • Taco Tuesday • Sonoma County Bicycle Coalition • Bikeable Santa Rosa
Waste Bin Placement	<p>Provide clear instructions on the City Website and in utility bills mailed to residents about properly placing waste bins. Where on-street parking exists, bins should be placed near the curb within the parking aisle. Residents should be instructed to place bins against the curb where no on-street parking exists to minimize intrusion into the bicycle lane.</p> <p>Work with waste management companies to add reflective marking to waste bins to increase their visibility at night and reduce the risk of a bicycle collision with a misplaced waste bin, in addition to stenciling “Do Not Place In Bicycle Lane” on the waste bins to remind residents of proper placement.</p>	<ul style="list-style-type: none"> • Increase Access and Comfort • Make Safety the Default Option 	<ul style="list-style-type: none"> • Pomona, CA
Bicycle Parking at Large Events	Revise Chapter 11-40 Section 040 of the Santa Rosa Municipal Code regarding event permits to include “Conditions for Issuance” to require events expected to draw more than 5,000 attendees must provide secure, attended bicycle parking for attendees at no charge.	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort 	<ul style="list-style-type: none"> • Oakland, CA

Education

Bicycle and pedestrian education programs help those interested in active transportation feel more comfortable, safe, and confident navigating streets and shared-use paths. **Table 4** outlines potential programs and program expansions that the City should consider.

Table 4: Recommended Education Programs

Support Program/Facility	Description	Plan Goal	Examples
Bicycle Safety Education for Adults	Continue supporting the Sonoma County Bicycle Coalition’s Smart Cycling classes by advertising them and providing meeting space in Santa Rosa.	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort • Make Safety the Default Option 	<ul style="list-style-type: none"> • Sonoma County Bicycle Coalition • Huntington Beach, CA
Mini-Main Street Education Events	Partner with Sonoma County Safe Routes to School program and the Parks Department as needed, to install permanent traffic gardens at select schools, or parks. Mini main streets and traffic gardens provide safe environments for children to practice roadway safety.	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort • Promote Equity and Social Justice 	<ul style="list-style-type: none"> • Mountain View, CA
Walk and Bike Buses to School (SRTS)	Partner with Sonoma County Safe Routes to School program , as needed, to encourage and support efforts to organize walk and bike buses throughout the school year. Consider pursuing Caltrans and Sonoma County Active Transportation Authority funding to obtain funding for ongoing long-term programs throughout Santa Rosa.	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort • Make Safety the Default Option 	<ul style="list-style-type: none"> • Alameda County, CA • Safe Routes to School: West Sacramento – WALKSacramento

Support Program/Facility	Description	Plan Goal	Examples
Bike repair Clinics	<p>Offer bike repair clinics at big events and advertise repair and maintenance shops on the City Website.</p> <p>Repair clinics could be conducted in partnership with Community Bikes Santa Rosa.</p>	<ul style="list-style-type: none"> • Increase Access and Comfort • Promote Equity and Social Justice 	<ul style="list-style-type: none"> • Sacramento Bicycle Kitchen • Oakland, CA Library • Bay Area BikeMobile
Bike Repair Station	<p>Install bike repair stations along trails that include bike maintenance tools, air pumps, and water fountains.</p> <p>The City can partner with Eagle Scouts, which already provides bike repair stations nearby.</p>	<ul style="list-style-type: none"> • Increase Access and Comfort • Create a Sustainable City 	<ul style="list-style-type: none"> • UC Davis
Rider/Driver Education Program	<p>Create a program that educates drivers on how to anticipate and respond to people biking and walking.</p> <p>These classes could be held in partnership with the Safe Routes to School Program to advertise bicycle-friendly training to high school students.</p> <p>The City should consider advertising the program in conjunction with Bike to Everywhere Month in May.</p>	<ul style="list-style-type: none"> • Increase Access and Comfort • Make Safety the Default Option 	<ul style="list-style-type: none"> • League of American Bicyclists – Bicycle Friendly Driver Program
New Infrastructure Education Campaign	<p>Implement an education campaign to provide materials for local residents to increase awareness about how to use and travel through traffic control and active transportation improvements, which may be new to the area and which residents may not be familiar with.</p>	<ul style="list-style-type: none"> • Increase Access and Comfort • Make Safety the Default Option 	<ul style="list-style-type: none"> • E-Bike Education Campaign, New York City, NY • How to Use a Two-Stage Turn Box, Pittsburg, PA

Evaluation

Programs to help evaluate and track progress toward reaching the Plan’s goals are important for measuring long-term success of project implementation. **Table 5** lists proposed programs and policies supporting Evaluation efforts.

Table 5: Recommended Evaluation Programs

Support Program/Facility	Description	Plan Goal	Examples
Annual Bicycle and Pedestrian Collision Reports	Conduct annual reviews of bicycle and pedestrian collisions to assess traffic safety issues and track progress toward a safer community for bicyclists and pedestrians.	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort • Make Safety the Default Option 	<ul style="list-style-type: none"> • SFMTA Collision Report
Bicycle and Pedestrian Count Program	Continue to use SCTA counters available to the city to measure bikeway activity and analyze the impact of infrastructure improvements.	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort 	<ul style="list-style-type: none"> • BikePed Info – Counting and Estimating Volumes • SACOG Bike/ Ped Counting Equipment
End of Year Workplan Reporting	As part of the year end reporting to city BPAB, catalog all finished projects from the previous fiscal year and calculate number of miles of new and/or upgraded bicycle and pedestrian facilities installed.	<ul style="list-style-type: none"> • Create a Sustainable City • Increase Access and Comfort 	<ul style="list-style-type: none"> • Santa Rosa BPAB

Equity

Equity helps ensure that resources are redistributed to the City’s communities that have historically experienced disinvestment. **Table 6** lists proposed programs that help bring the focus toward creating healthy, thriving communities for people of all ages, races, ethnicities, incomes, and abilities.

Table 6: Recommended Equity Programs

Support Program/Facility	Description	Plan Goal	Examples
Bicycle and Bicycle Accessories Giveaway Program	Subsidize or provide free bicycles and bicycle equipment through a voucher program to residents who qualify for CalFresh or SCE CARE/FERA utility discount. Consider working with local bike shops to implement this program.	<ul style="list-style-type: none"> Promote Equity and Social Justice Increase Access and Comfort 	<ul style="list-style-type: none"> Victorville, CA
Bicycle and Pedestrian Infrastructure Equity Program	<p>Prioritize implementing bicycle and pedestrian safety projects in equity priority communities.</p> <p>Continually review implementation to ensure equitable distribution of infrastructure in support of people biking, walking, and rolling, especially in areas with a disproportionate number of pedestrian or bicycle-related crashes.</p>	<ul style="list-style-type: none"> Promote Equity and Social Justice 	
E-bike Rebates and Incentives	Create a program to provide additional funding for e-bike purchases for low-income individuals.	<ul style="list-style-type: none"> Promote Equity and Social Justice Create a Sustainable City Increase Access and Comfort 	<ul style="list-style-type: none"> City of Berkeley A guide to Denver’s e-bike rebate program (denverite.com)
Assess travel patterns and collisions involving people experiencing homelessness	Collaborate with the City’s contracted outreach provider, Catholic Charities’ Homeless Outreach Services Team (HOST) , to understand the travel patterns of people experiencing homelessness to inform improvements. Additionally, the city should work to catalog people experiencing homelessness as part of the City’s collision analysis.	<ul style="list-style-type: none"> Promote Equity and Social Justice Increase Access and Comfort Make Safety the Default Option 	<ul style="list-style-type: none"> Texas DOT – Mobility35 Pedestrian Safety Program

Support Program/Facility	Description	Plan Goal	Examples
Bike Lending Library	Work with the Santa Rosa Tool Library to establish a bike and bike tool library to rent out bikes and bike tools to individuals who may not have access to one or are curious about getting around by bike. Integrate safety and education courses to support users, especially those who are new to traveling by bicycle.	<ul style="list-style-type: none"> • Promote Equity and Social Justice • Increase Access and Comfort 	<ul style="list-style-type: none"> • Long Beach, CA

Engagement

Engagement creates a communication channel between the City and the communities it serves to ensure investments are community-driven. **Table 7** lists proposed programs that promote engagement efforts that include Santa Rosa’s diverse residents.

Table 7: Recommended Engagement Programs

Support Program/Facility	Description	Plan Goal	Examples
Targeted Outreach and Programs	Advertise and promote all programs in languages residents use, such as English and Spanish. Offer programs specifically for women, families, non-English speaking communities, and other specific demographic groups.	<ul style="list-style-type: none"> Promote Equity and Social Justice 	
Attend Community Events	Budget time for City staff to attend community events to build relationships with community members.	<ul style="list-style-type: none"> Promote Equity and Social Justice 	
Provide Family Services at Engagement Activities	Provide funding for family services such as childcare at community engagement activities to increase the participation of underrepresented voices in the planning process.	<ul style="list-style-type: none"> Promote Equity and Social Justice Increase Access and Comfort 	
Partnerships with Bicycle Organizations and other Community-Based Organizations	<p>Continue to partner with local bike groups (ex. Community Bikes Santa Rosa, Sonoma County Bike Coalition, Bikeable Santa Rosa) to support rides and the local bike culture.</p> <p>Forming strong relationships with local bicycle advocates and bicycle clubs may encourage mutually beneficial collaboration and help the City reach its plan goals. When possible, compensate community-based organizations for their time when partnering with them to conduct outreach.</p>	<ul style="list-style-type: none"> Promote Equity and Social Justice 	<ul style="list-style-type: none"> Let’s Bike Oakland, Oakland, CA CalBike
Early Community Involvement	Identify and involve stakeholders (e.g., residents, community leaders, businesses, etc.) early in the decision-making processes. Community members are involved in framing issues before any conclusions have been drawn, requiring early and ongoing communication with participants through each phase in the process.	<ul style="list-style-type: none"> Promote Equity and Social Justice Create a Sustainable City 	

Support Program/Facility	Description	Plan Goal	Examples
Implement recommendations from the Community Empowerment Plan	Implement the findings from the Community Empowerment Plan with regard to staff training, community engagement, and equity.	<ul style="list-style-type: none"> Promote Equity and Social Justice Create a Sustainable City 	
Coffee with Transportation & Public Works Staff	On a quarterly basis, host a informal meetings at neutral locations between community members and city staff (Transportation & Public Works) to talk about various transportation related concerns and upcoming projects.	<ul style="list-style-type: none"> Promote Equity and Social Justice Create a Sustainable City 	