

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
March 15, 2018

SUBJECT

*Bicycle and Pedestrian Master Plan
Update 2018 – Bicycle Friendly
Community Designation Analysis*

ISSUE

Shall the Board provide additional input on the Plan Update 2018 Bicycle Friendly Community Designation analysis?

STAFF PRESENTER

Jeff Knowles, Alta Planning + Design

RECOMMENDATION

Support the recommended actions identified in the revised Bicycle Friendly Community Audit.

BACKGROUND

Bicycle Friendly Community Process

In June 2015, the Council approved a resolution to submit the Bicycle Friendly Community (BFC) Application to the League of American Bicyclists (LAB) in August 2015.

In November 2015, the LAB awarded a Bronze level designation to the City of Santa Rosa.

Plan Update Process

The Consultant (Alta Planning + Design), based on their scope of work, brought an item related to the BFC Designation to the Board in February 2018. This item is being developed in conjunction with the Santa Rosa Bicycle & Pedestrian Master Plan Update 2018, and will help identify and prioritize recommendations for infrastructure, programs, and policies in the community. Project and policy recommendations were presented to the Board for discussion and input in February 2018. Alta has drafted a revised BFC Audit Memo to incorporate Board input.

ANALYSIS

Alta conducted an evaluation of the City's current status as a Bronze BFC, and has developed a revised report summarizing a strategy to achieve either Silver or Gold status in a future application. The evaluation is based on the City's previous application, feedback from the LAB (provided in writing following the Bronze award and during a conference call between LAB representatives, Vice Chair Sean Ralston, and project team members on February 7, 2018), feedback received from the Board, and Alta's professional experience helping other California communities apply for and improve their designated BFC Level.

When this item was presented to the Board in February 2018, members were supportive of the analysis and recommendations. Board members asked if bicycle

ridership, collision, and fatality data could be updated to understand more recent trends in Santa Rosa and see if improvements had been made since the last BFC application. Alta included this data in the revised memo and added a peer comparison section to the memo to help the Board understand the data trends as it relates to California cities of similar size, population density, and BFC designation.

Alta is seeking feedback from the Board on this revised audit, including:

1. Does the revised safety data better frame the context for the recommendations?
2. Are the recommended actions feasible and prioritized properly into short term and long term actions given the new information in the revised memo?

RECOMMENDATION

Support the recommended actions identified in the Bicycle Friendly Community Audit.

Attachment: Revised Bicycle Friendly Community Assessment

Attachment: BFC Report Card - Santa Rosa Fall 2015