



Attachment 1 - 2015 Bicycle Friendly Community Application

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Application Tips

- The application is designed for communities of all sizes. Please note that some questions will not apply to a small rural community or Census Designated Place, for example, but will apply to a large city. The judges will take the size and type of the community into account when making the award decision.
- You can export and print a copy of the draft or final application by logging into your account and clicking on the PDF button next to the application.
- The word limits for open ended questions are just guidelines as the system is actually using a character limit. Ensure that your entered text does not get cut off, even if you stay within the word limit.
- Ensure to log out using the Log Out button. Closing the browser will not log you out completely and will trigger a warning that another user is logged in next time you sign in. If this occurs, and you are certain that no other user is logged in at the same time, you can just disregard the warning and it will disappear within 24 hours.
- If you would like to share any documents such as a bike plan or a bike map with the reviewers, please include a link to the file either under the relevant question or in the last question of each section if there is not enough space. We recommend using a service such as TinyURL (tinyurl.com/) to shorten any long links.
- Please invite cyclists in your community to become local reviewers for your application. Interested cyclists can sign up at bikeleague.org/content/become-local-reviewer. The deadline to sign up is August 16, 2015 midnight Eastern.

Name of Community

Name of Community

City of Santa Rosa

County/Borough/Parish

Sonoma County

State

California

Has the community applied to the Bicycle Friendly Community program before?

☐ Yes

☒ No

If yes, what was the result of the community's last application?

☐ No designation

☐ Honorable Mention

☐ Bronze

☐ Silver

☐ Gold

☐ Platinum

If designated, what year was your community first awarded a Bronze or higher award?

Mayor or top elected official (include title)

Mr. John Sawyer, Mayor

Phone

(707) 543-3010

Email

jsawyer@srcity.org

Address

100 Santa Rosa Avenue, Santa Rosa, CA 95404

Community Website

www.srcity.org, The Santa Rosa City Council adopted a resolution on June 9, 2015 approving the submission of the Bicycle Friendly Community application. A copy of the resolution is included in a drop box document sharing

Link to community map (Google)

<https://maps.google.com/maps?q=santa+rosa&hnear=Santa+Rosa,+Sonoma+County,+California&t=m&z=12>

BFC Contact Profile

Note: This person will receive any future BFC related communication from the League.

Name of BFC contact

Nancy Adams

Title

Transportation Planner

Department

Transportation and Public Works

Employer

City of Santa Rosa

Address

69 Stony Circle

City

Santa Rosa

State

California

Zip

95401

Phone

(707) 543-3910

Email

nadams@srcity.org

Is the BFC contact also the Bicycle Program Manager?

☐ Yes

☒ No

If no, does your community have a Bicycle Program Manager?

☐ Yes

☒ No

If different from above, what is the Bicycle Program Manager's contact information? Please include name, email and phone number.

Does your community have a Safe Routes to Schools Coordinator?

☒ Yes

☐ No

If different from above, what is the Safe Routes to Schools Coordinator's contact information? Please include name, email and phone number.

Norine Doherty, norine.doherty@sonoma-county.org, 707.565.6684

If different from above, what is the contact information of the Director of your community's Department of Transportation (or equivalent). Please include



name, email and phone number.

Jason Nutt, jnutt@srcity.org, 543.3810

If different from above, what is the applicant name and email?

Community Profile

1. Type of Jurisdiction. NOTE: The application will be referring to your type of jurisdiction as “community” throughout the application, which does not include bicycle amenities, services and other resources outside your boundaries.

- ☒ Town/City/Municipality
☐ County/Borough/Parsih
☐ Metropolitan Planning Organization/Council of Governments
☐ Regional Planning Organization
☐ Rural Planning Organization
☐ Census Designated Place (CDPs are populated areas that lack separate municipal government, but which otherwise physically resemble incorporated places. CDPs are identified by the United States Census Bureau for statistical purposes.)
☐ Indian Country
☐ Military Base
☐ Other

2. For purposes of comparison, would you describe your community as largely
suburban

3. ClimateAverage daytime temperature (in °F)

January

57.5

April

68.7

July

80.8

October

76.4

Average precipitation (in inches)

January

5.93

April

1.85

July

0.01

October

1.77

4. Size of community (in sq. mi.)

Total area

41.50

Water area

0.205

Land area

41.294

5. Total Population

167,815

6. College/University student population (during semester)

10% or less

7. Population Density (Person per sq. mi. of land area)

4,043.8

8. Median Household Income

\$61,052

9. Age distribution (in percent)

Under 5

6.6

Age 5-19

16.7

Age 20-64

63.1

Age 65+

13.6

Totals (should equal 100)

100

10. Race (in percent)

White

71.4

Black or African American

2.2

American Indian and Alaska Native

1.7

Asian

4.8

Native Hawaiian and Other Pacific Islander

0.4

Some other race

14.5

Two or more races

4.9

Totals (should equal 100)

100

Hispanic or Latino (of any race)

29.1



11. How many government employees (including the Bicycle Program Manager and the Safe Routes to Schools Coordinator), expressed in full-time equivalents (FTE), work on bicycle issues in your community? NOTE: A person that spends 1/10 of their time on bicycle issues would be counted as 0.1 FTE.

1 FTE

11a. What percentage of the community's Bicycle Program Manager's time is spent on bicycling issues?

No Bicycle Program Manager

11b. What percentage of the community's Safe Routes to Schools Coordinator's time is spent on bicycling issues?

- ☐ 10% or less
☒ 11-25%
☐ 26-50%
☐ 51-75%
☐ 76-100%
☐ No Safe Routes To School Coordinator

12. Do you have an officially recognized Bicycle Advisory Committee?

- ☒ Yes
☐ No

12a. How often does it meet?

Every two months

12b. How many members serve on the committee?

9

12c. Which of the following groups are represented or regularly attend the Bicycle Advisory Committee? Check all that apply.

- ☐ Residents
☒ Law Enforcement
☐ Chamber of Commerce
☒ Public Health
☒ Planning Department
☒ Transportation Department
☐ School Board or School System
☐ Parks Department
☐ Recreation Department
☒ Transit Agency
☒ Other

If other, describe (50 word limit)

User Group - local cyclists, Bicycle and Pedestrian Advisory Board members representing Senior and Disabled Communities

12d. Name and email of Bicycle Advisory Committee Chair

Beth Dadko, Beth_dadko@hotmail.com

13. Does your local government have an internal equity, diversity or inclusion initiative, committee or position?

- ☒ Yes
☐ No
☐ Other

If yes or other, please describe the initiative/committee/position, and provide the name and email address of the primary contact.

The Santa Rosa Inclusion Council was formed in 2001 in response to the City Council's stated desire to sustain our efforts to make Santa Rosa a more inclusive community. Since that time, staff and community members have been working together to develop and implement projects, policies and programs focused on diversity and inclusion. The Inclusion Council envisions a culture shift that allows our organization to embody existing and emerging knowledge, behaviors and best practices that support and enhance diversity and inclusion in our workplace and community. contact - Annette Townley, atownley@srcity.org

14. List all bicycle advocacy groups in your community

Sonoma County Bicycle Coalition (SCBC), Santa Rosa Cycling Club, Bike Monkey/VeloStreet (they provide funds for cycling initiatives and are involved in bike issues).

14a. List all

North Bay Organizing Project (NBOP), Friends of Sonoma Marin Area Rail Transit (SMART)

14b. List the name and email of the primary contact for each bicycle and transportation equity advocacy group. If a primary contact is the applicant or BFC contact, list an alternative contact.

Gary Helfrich, gary@BikeSonoma.org - Sonoma County Bike Coalition; Susan Shaw, sshaw@northbayop.org - North Bay Organizing Project; Willard Richards, friendsofSMART@sbcglobal.net, Friends of SMART

14c. List all advocacy groups that are working with you on this application.

Sonoma County Bike Coalition, Santa Rosa Cycling Club

15. What are the primary reasons your community has invested in bicycling? Check all that apply.

- ☒ Improved quality of life
☒ Improving public health
☒ Community connectivity
☒ Community connectivity
☒ Provide affordable transportation options
☒ Reduce car-parking demands
☒ Climate change/environmental stewardship concerns
☒ Decrease traffic congestion
☒ Increase tourism
☒ Increase property values
☒ Cooperation with adjacent communities
☒ Public demand
☒ Economic development
☒ Support Smart Growth or other growth management goals (An urban planning and transportation concept that concentrates population growth in compact walkable urban centers. Its goals are to achieve a unique sense of community and place; expand the range of transportation, employment, and housing choices; equitably distribute the costs and benefits of development; preserve and enhance natural and cultural resources; and promote public health.)
☒ Traffic and bicycle/pedestrian safety
☒ Meet local or state requirements
☐ Other

16. What was your community's most significant achievement for bicycling in the past 12 months? (500 word limit)

One of the most significant achievements for bicycling in Santa Rosa in the past year was the continued success of Levi's GranFondo, an event that was developed in partnership with, and has the continued support of, the City of Santa Rosa. The GranFondo is a non-competitive multi-level mass participation bike ride that attracts 7,500 people to enjoy a day on their bike in and around Santa Rosa. The GranFondo has been touted as the best ride on the continent, highlighting Santa Rosa as the hub of the Sonoma County cycling mecca. This event is immense for the City of Santa Rosa. The Levi Leipheimer Kind Ridge GranFondo was officially created to raise money for Santa Rosa's stage in the Amgen Tour, and has continued to be one of the main sources of funding due to the wide-spread community support. Initial expectations for Levi's first GranFondo in 2009 were for 600 people. Registration sold out at nearly six times that amount several weeks in advance of the event. By 2012, the scale of the event swelled from 3,500 riders and a few hundred festival-goers to over 7,000 riders and nearly 20,000 festival-goers. It cannot be understated how the GranFondo has altered the culture of acceptance and expectation related to cyclists and our cycling infrastructure, while enhancing local pride and the recognition of the economic value of being a bike friendly community. Considering both direct and indirect benefits, the GranFondo has infused over \$10 million in economic benefits to our community over 6



years. In addition, the event has raised \$1.2 million for local charities and has engaged hundreds of volunteers to participate year round cycling activities including lobbying efforts affecting policies and infrastructure. Over the past 6 years the number of bike stores and cycling related business startups in Santa Rosa has doubled, which speaks to the change in interest and attitude toward cycling as a way of life in Santa Rosa. While Santa Rosa has had cycling enthusiasts, clubs and races in its history, it is the increase in the number and types of riders (road, mountain, cyclocross, commuters) that can be seen on the City's roads and paths daily that solidify for us the importance of cycling as a way of life for our community. In addition, another achievement for bicycling in Santa Rosa has been the community-wide effort that brought the Amgen Tour of California back to Santa Rosa for the overall finish. It is often misunderstood what a host city needs to provide in order to have a stage of the Amgen Tour of California roll through the streets of their town. Thousands of hotel rooms and meals, traffic services, law enforcement, city planning, and more are all part of the hosting commitment. The bill for a stage start or finish can easily total \$250,000 in both real money and in-kind services. Despite the high costs, the Santa Rosa community understood what it meant to have this event come to town, both in terms of economic benefit, and more importantly, in driving a culture that speaks to improved quality of life for all residents of Sonoma County. Hosting this event would not have been possible without the help and support of local businesses, community sponsors, and an army of volunteers. It was an event hosted by and for the whole community. While there were always road cyclists riding the country roads on the weekends, there has been an increase in the number and type of riders on the road in Santa Rosa. The Amgen Tour of California has helped to hasten a change in destiny of Santa Rosa's cultural identity. Another significant achievement effecting bicycling in Santa Rosa was that California's long-awaited "Three Feet for Safety" law went into effect on September 16, 2014. The law, championed by the California Bicycle Coalition, our advocates at the state level, is another step toward ensuring that people in our state are safe and comfortable when biking. The law requires drivers to give at least three feet of clearance when passing someone on a bike. If the street width doesn't allow for that, the driver is required to slow down and only pass once it is safe to do so. Here's the actual law for AB 1371, the "Three Feet for Safety Act": (a) A driver of a motor vehicle shall not overtake or pass a bicycle proceeding in the same direction on a highway at a distance of less than three feet between any part of the motor vehicle and any part of the bicycle or its operator. (b) If the driver of a motor vehicle is unable to comply with subdivision (c), due to traffic or roadway conditions, the driver shall slow to a speed that is reasonable and prudent, and may pass only when doing so would not endanger the safety of the operator of the bicycle, taking into account the size and speed of the motor vehicle and bicycle, traffic conditions, weather, visibility, and surface and width of the highway. In adopting the Three Foot law, California joins 24 other states with similar protections for people biking. Bicycling in California has increased 50% since 2000, according to the latest census data. Here in Santa Rosa, the number of people bicycling has increased 1 - 10% between 2012 and 2013. This new law is just one more way to ensure the growing bicycling community is safe on our streets, whether that is on rural roads or City streets.

17. If you have applied to the BFC program before, describe any improvements that have occurred for cycling in your community since your last application. (500 word limit)

N/A

18. What was your community's biggest challenge to bicycling in the recent past? How was this issue addressed? (500 word limit)

A big challenge to bicycling in Santa Rosa in the recent past was community commitment to creating a culture of cooperation between cyclists and motorists. The community commitment to cycling has changed drastically for the better as the City has hosted numerous professional cycling events. There is now a recognition that cyclists are going places and are important - "commute is just as important on a bike as in a car." Another challenge the City faces is the lack of funding to implement bike facilities. The City continues to be creative and thorough in seeking out funding to construct bike infrastructure.

19. What specific improvements do you have planned for bicycling in the next 12 months? (250 word limit)

The City of Santa Rosa has several bike improvements planned for the next year which include - 1) restriping of 3rd Street road diet and Class II bike lanes, 2) installing Class II bike lanes on Sebastopol Road and Cleveland Avenue, 3) installing citywide school and non-school bicycle/pedestrian enhancements (minor striping, signs), 4) installing Class I multi use pathway along the SMART passenger rail corridor, 5) completing the Southeast Greenway Feasibility Study (non-motorized corridor), 6) completing the Project Initiation Document for the Highway 101 Bicycle and Pedestrian Bridge, and 7) implementing bike transition lanes at intersections with right turn lanes. The City has also participated in Safe Routes to School walking audits for approximately 6 schools. These audits resulted in bicycle enhancements for the schools. In addition, the City is completing Design Guidelines and Best Practices for bicycle and pedestrian facilities which will be amended in to the City's Bicycle and Pedestrian Master Plan (BPMF).

Engineering

20. Does your community currently have any of the following policies in place? Check all that apply.

- ☒ Local Complete Streets policy (Ensures that transportation planners and engineers consistently design and operate the entire roadway with all users in mind - including bicyclists, public transportation vehicles and riders, and pedestrians of all ages and abilities. (National Complete Streets Coalition))
- ☐ Local bicycle routine accommodation policy (A policy that requires the accommodation of cyclists in all new road construction, reconstruction and resurfacing.)
- ☐ Neither

20a. When was it adopted?

2009

20b. Provide a link to this legislation or policy

document is included in a drop box document sharing

20c. Since the adoption of the legislation or policy, what percentage of the implemented road projects (where bicycle facilities were considered) includes bicycle facilities?

estimated 70%

20d. What tools are in place to ensure policy compliance? Check all that apply.

- ☐ Requirement to go through an administrative process if no bicycle/pedestrian facilities are proposed
- ☒ Implementation guidance
- ☒ Design manual
- ☒ Training
- ☐ Oversight by Bicycle Coordinator
- ☒ Implementation checklist
- ☐ None of the above

21. Does your community have bicycle facility selection criteria that increases separation and protection of bicyclists based of levels of motor vehicle speed and volume?

- ☐ Yes
- ☒ No

If yes, describe (100 word limit)

22. Does your community currently have any of the following additional policies in place? Check all that apply.

- ☒ Design manual that meets current AASHTO standards
- ☒ Design manual that meets current NACTO standards
- ☒ Streetscape design guidelines (Streetscape design guidelines can help create more diverse transportation systems and more accessible communities by improving non-motorized travel conditions and creating more attractive urban environments. (Victoria Transport Policy Institute).)
- ☒ Mixed-use zoning
- ☐ Form-based/design-based codes (A code based primarily on urban form or urban design, including the relationship of buildings to each other, to streets and to open spaces – rather than being based primarily on land use. (Palo Alto))
- ☐ Connectivity policy or standards (Requires transportation planners to establish a certain minimum amount of street intersections per mile, with some exceptions.)
- ☒ Policy to preserve abandoned rail corridors for multi-use trails
- ☐ Other
- ☐ None of the above

23. How do you ensure your engineers and planners accommodate bicyclists according to AASHTO and NACTO standards? (Check all that apply.)

- ☐ Offer FHWA/National Highway Institute Training Course
- ☐ Hire outside consultants to train staff
- ☒ Send staff to bicycle-specific conferences/training
- ☒ APBP webinars
- ☒ Require project consultants to have bike/ped qualifications



- ☒ Adopted a local design manual
- ☒ Other
- ☐ None of the above

If other, please describe (100 word limit)

Transportation engineers and planners for the City of Santa Rosa participate in Caltrans training and FHWA webinars, and follow the California Manual Uniform Traffic Control Devices (CAMUTCD).

24. Which of the following significant physical barriers to cycling exist in your community? Check all that apply.

- ☒ Major highways
- ☒ Bridges that are inaccessible or unsafe for cyclists
- ☐ Tunnels that are inaccessible or unsafe for cyclists
- ☐ Large body of water (e.g. river)
- ☐ Roads with bicycle bans
- ☒ Railroad corridors
- ☒ Other
- ☐ No significant physical barriers

If other, describe (100 word limit)

Urban and suburban road network with on street parking and narrow widths

25. How do you ensure that there are end-of-trip facilities for bicyclists? Check all that apply.

- ☐ Bike parking ordinance for existing buildings specifying amount and location
- ☒ Bike parking ordinance for all new developments specifying amount and location
- ☐ Ordinance requiring showers and lockers in existing non-residential buildings
- ☒ Ordinance requiring showers and lockers in new non-residential buildings
- ☐ Building accessibility ordinance (Bicycles are allowed to be parked inside non-residential buildings)
- ☐ On-street bike parking/bicycle corrals (On-street bicycle parking, which is clearly differentiated from the roadway through paint, small buffers, flexible bollards or a combination of elements. It generally consists of 6-12 bicycle racks that lie either diagonal or perpendicular to the roadway. (Bike Portland))
- ☐ Ordinance that allows bike parking to substitute for car parking
- ☐ Requirement for new developments to meet (Certification by the US Green Building Council that a development's location and design meet accepted high levels of environmentally responsible, sustainable standards.)
- ☐ Developers are eligible for density bonuses for providing end-of-trip facilities (Allows developments to increase the level of density surpassing the allowable Floor Area Ratio in exchange for amenities needed by the community, e.g. bike parking.)
- ☐ Other
- ☐ None

26. Do your standards for bicycle parking:

- ☒ Conform with APBP guidelines?
- ☐ Address the need for parking spaces for cargo bicycles?
- ☐ Address the need for facilities to recharge electric assist bicycles?
- ☐ No standards

27. What is the total number of public and private bike parking SPACES in your community? NOTE: Please only include usable bicycle parking spaces if a rack has been installed incorrectly, e.g. against a wall.

Approximately 500

27a. What percentage of bike racks conform with APBP guidelines?

51-75%

27b. Of the total bike parking available, please specify the percentage of bike parking spaces that are:

Bike lockers

1-5%

In indoor bike depots (i.e. Bikestation)

None

In bike corrals (on-street bike parking)

None

Suitable for cargo bicycles or bicycles towing trailers

None

Include facilities to recharge electric assist bicycles

None

27c. Approximately what percentage of the following locations has bike racks or storage units? Answer all that apply.

Public and private schools

51-75%

Day care, child care centers and preschools

Less than 10%

Higher Education Institutions

51-75%

Libraries

More than 90%

Hospitals and medical centers

10-25%

Transit stations and major bus stops

Less than 10%

Parks & recreation centers

More than 90%

Other government owned buildings and facilities

More than 90%

Event venues (e.g. convention center, movie complex)

10-25%

Hotels & restaurants

26-50

Office buildings

10-25%

Retail stores (excluding grocery stores)

26-50%

Grocery stores

Less than 10%

Multi-family housing

10-25%

Public housing

26-50%

28. Does your community have transit service (bus, light rail, heavy rail)?



- ☒ Yes
☐ No

28a. Are bikes allowed inside transit vehicles?

- ☒ Yes
☐ Sometimes
☐ No

If yes or sometimes, describe (50 word limit)

Santa Rosa CityBus (the local fixed-route transit operator) allows bikes inside transit vehicles but Sonoma County Transit (the county fixed-route transit operator) does not.

28b. What percentage of buses are equipped with bike racks?

All

29. What is the centerline mileage of the existing off-street bicycle network within your community?

200 centerline miles

30. How many miles of the following off-street bicycle accommodations do you have? Answer all that apply (in centerline miles)

Paved shared use paths (?10feet)

38 centerline miles

Paved shared use paths (? 8 and

Natural surface shared use paths (?10feet)

155 centerline miles

Singletrack

16.5 miles (spring lake unpaved trail 4.5 miles)

Other. Please describe (100 word limit)

31. What percentage of the paved shared-use paths that are at least 8 feet wide (in centerline mileage) parallel a road (directly adjacent to or within the right of way)?

estimated 80%

32. What type of off-street path crossings of roads with posted speed limits above 25 mph are provided for bicyclists and pedestrians?

- ☒ Bike/pedestrian overpasses/underpasses
☒ Path crossing with high visibility markings or signs
☐ Raised path crossings
☐ Refuge islands
☐ Other
☐ Not applicable

33. What percentage of all unpaved trails are open to bicyclists?

76-99%

33a. What are the exceptions? (100 word limit)

Steve's "S" Trail in Annadel State Park - a steep hiking trail - is closed to bicycles and horses.

34. What is the centerline mileage of your road network (including federal, state and private roads)?

492

35. What is the street network density of your road network? (centerline miles of road per sq. mi. of land area)

10.1-15.0

36. What is the centerline mileage of your on-street bikeway network?

123 centerline miles

37. What percentage of arterial and major collectors have dedicated bicycle facilities that meet AASHTO standards?

90 %

38. What percentage of roads has posted speeds of ? 25mph?

estimated 70%

38a. On streets with posted speeds of ? 25mph only, how many miles of each of the following bicycle facilities that meet or exceed AASHTO or NACTO standards do you have? Answer all that apply (in centerline miles)

Bike boulevards (not counted under Bicycle Boulevards)

2 centerline miles

Shared lane markings (not counted under Bicycle Boulevards)

1 centerline mile

Wide paved shoulders (ridable surface ?4feet and minimum clear path of ?4feet between rumble strips)

n/a

Bike lanes (incl. standard,

n/a

Buffered bike lanes

n/a

Protected bike lanes (one-way or two-way)

n/a

Raised cycle tracks (one-way or two-way)

n/a

39. What percentage of streets has posted speeds of >25mph and ?35mph?

estimated 10%

39a. On streets with posted speeds of >25mph and ?35mph only, how many miles of each of the following bicycle facilities that meet or exceed AASHTO or NACTO standards do you have? Answer all that apply (in centerline miles)

Shared lane markings

1.5 centerline miles

Wide paved shoulders (ridable surface ?4feet and minimum clear path of ?4feet between rumble strips)

n/a

Bike lanes (incl. standard,

85 centerline miles (class II bike lanes)

Buffered bike lanes

n/a

Protected bike lanes (one-way or two-way)

n/a

Raised cycle tracks (one-way or two-way)

n/a

40. What percentage of streets has posted speeds of >35mph?

estimated 20%

40a. On streets with posted speeds of >35mph only, how many miles of each of the following bicycle facilities that meet or exceed AASHTO or NACTO standards do you have? Answer all that apply (in centerline miles)

Wide paved shoulders (ridable surface ?4feet and minimum clear path of ?4feet between rumble strips)

n/a

Bike lanes (incl. standard,



38 centerline miles (class II bike lanes)

Buffered bike lanes

n/a

Protected bike lanes (one-way or two-way)

n/a

Raised cycle tracks (one-way or two-way)

n/a

41. How has your community calmed traffic? Check all that apply.

- ☐ Car-free/Car-restricted zones
- ☐ Shared Space/Home Zone/Living Street/Woonerf (A street that is designed primarily to accommodate non-vehicular traffic such as pedestrians and cyclists. Such streets also accommodate vehicles, but pedestrian and cyclists take precedence in the design process, which is communicated through signage. Often, there are curves to slow traffic, no curbs, intermittent parking, and trees and recreation areas for pedestrian use. (Living Street Alliance))
- ☐ Speed limits 20 mph or less on residential streets
- ☒ Physically altered the road layout or appearance to calm traffic speeds
- ☒ Road diets (A road diet entails converting a four-lane undivided roadway to a two-lane roadway plus a two-way left turn lane by removing a travel lane in each direction. The remaining roadway width is converted to bike lanes and other uses. This approach is an approved FHWA Proven Safety Countermeasure. (Road Diet Handbook))
- ☒ Other
- ☐ None

If other, describe (250 word limit)

traffic diverters, speed tables, curb extensions at intersections

42. In what other ways have you improved conditions for bicyclists? Check all that apply.

- ☐ Bike cut-throughs
- ☐ Roundabouts that accommodate bicycles
- ☒ Colored bike lanes outside of conflict zones
- ☒ Removal of on-street car parking
- ☒ Advisory bike lanes (Advisory Bike Lanes give bicyclists priority on narrow roadways. Skip striping is used to show that, unlike a regular bike lane, the "advisory" bike lane may be used by motor vehicles passing each other, provided they yield to bicycles. (Portland))
- ☒ Off-street way-finding signage with distance and/or time information
- ☒ On-street way-finding signage with distance and/or time information
- ☒ Signed bike routes
- ☒ Other
- ☐ None

If other, describe (250 word limit)

The City has installed bike boxes at 2 locations - Sonoma Avenue and Santa Rosa Avenue and Marlow Road and Piner Road, and bike transition lanes approaching intersections with a right turn lane were installed at several locations including, W. College Avenue at Fulton Road and Piner Road at Pinercrest Road. Trail mileage signs were installed on frequently used creekside paths, i.e. Santa Rosa Creek, Brush Creek, Piner Creek and Ducher Creek. Bike actuated warning beacon on Montgomery Drive.

43. What percentage of your signalized intersections provides the following accommodations for bicyclists? If there are no signalized intersections, write N/A.

Bicycle signal heads

0.01% 2 locations - Joe Rodota trail and Dutton Avenue and Summerfield Road and Sonoma Avenue

Green wave for cyclists in some locations

0%

Signals timed for bicycle speeds

0%

Timed signals

0%

Demand activated signals with loop detector (and marking)

30% includes signals that are pre-timed

Video or microwave detection for demand-activated signals

58%

Push-buttons that are accessible from the road

bike signal at Joe Rodota trail and Dutton Avenue

Advance stop line or Bike Box

2 locations - Sonoma Avenue and Santa Rosa Avenue and Marlow Road and Piner Road.

Colored bike lanes in conflict areas

0.1%

Refuge islands

n/a

Right corner islands (pork chops)

n/a

Other, please describe (100 word limit)

44. Has your community ever removed AASHTO-standard bicycle infrastructure?

- ☐ Yes
- ☒ No
- ☐ No AASHTO-standard bicycle infrastructure

If yes, please explain (250 word limit).

45. Which of the following broader transportation policies and programs are in place in your community? Check all that apply.

- ☒ Maximum car parking standards (Addresses the problems that an oversupply of parking creates by limiting the number of parking spaces that developers can provide for their projects (Chapel Hill, NC))
- ☐ No minimum car parking standards (No minimum parking requirements for any land use.)
- ☒ Paid public parking
- ☐ Shared-parking allowances (Sharing of parking spaces between building occupancies that have different parking demands depending on the time of day or week, e.g. retail/commercial and residential (South Carolina))
- ☐ Congestion charges (A system of surcharging users of a transport network in periods of peak demand to reduce traffic congestion.)
- ☐ Prioritization of active mobility in planning and design processes
- ☐ Other
- ☐ None

46. What maintenance policies or programs ensure the on-street bicycle facilities (including shoulders) remain usable and safe? Select all that apply.

46a. Sweeping

Monthly

46b. Snow and ice clearance

No snow or ice



46c. Pothole maintenance

Within 24 hours of complaint

46d. Describe any other maintenance policies or programs for the on-street bicycle network. (100 word limit)

The Sonoma County Bike Coalition has forms on their website that cyclists can complete reporting a harassment, a hazardous condition on a road or pathway or a traffic signal bike detection issue.

47. What maintenance policies or programs ensure that off-street bicycle facilities remain usable and safe? Select all that apply.

47a. Sweeping

Quarterly

47b. Vegetation maintenance

Quarterly

47c. Snow and ice clearance

No snow or ice

47d. Surface repair

Within one month of complaint

47e. Describe any other maintenance policies or programs for the off-street bicycle network, if applicable. (100 word limit)

City staff is exploring ways to increase federal funding options to maintain off street bike paths.

48. Is there a mechanism in place for cyclists to identify problem areas or hazards to traffic engineers, planners and police? Check all that apply.

- ☒ Online reporting
- ☒ Hotline
- ☒ Monthly meeting
- ☒ Other
- ☐ None

If other, describe (100 word limit)

Cyclists can submit bicycle related issues through the Traffic Engineering Division Citizen Service Request program. The MySantaRosa app is an online application that enables residents to submit bike related issues or concerns to the City.

49. What specific bike infrastructure investments have been made in low-income neighborhoods (as defined by local regulations) and minority neighborhoods? If no low-income or minority neighborhoods, write N/A.

As part of our Safe Routes to School Program, Santa Rosa has built the following bicycle related projects in underserved areas of our community: Aston Avenue pathway, Bellevue Avenue pathway and pedestrian actuated flasher, Dutton Meadow pathway, Hearn Avenue class II bike lanes, Stony Point Road class II bike lanes, and Hendley Avenue class II bike lanes.

50. What specific bike infrastructure investments have been made around schools? If no schools, write N/A.

As part of our Safe Routes to School Program, Santa Rosa has built the following bicycle related projects around schools in our community: Aston Avenue pathway, Bellevue Avenue pathway and pedestrian actuated flasher, pedestrian actuated flasher at W. College Avenue and W. Glenn Street and at Meadow Way and Kawana Springs Road, Dutton Meadow pathway, and bike cages at Proctor Terrace Elementary School.

51. Describe any other amenities or infrastructure improvements that your community provides or requires that create a comfortable and attractive bicycling environment. (500 word limit)

The micro park at the entrance of the Prince Memorial Greenway linear park, a multi-use pathway along Santa Rosa Creek includes a mosaic fish, benches, fountain and public art. There are public art sites along the Santa Rosa Creek path and benches. There are also bike storage lockers at institutional sites, such as governmental offices.

Education

52. What percentage of your public and private elementary schools offer regular bicycle education?

26-50%

52a. Which type of bicycle education is offered to elementary students? Check all that apply.

- ☐ Bicycle education is a routine part of the PE curriculum
- ☒ Bicycle rodeo(s)
- ☒ Bicycle safety presentation
- ☐ Bicycle-related after-school program
- ☐ Bicycle summer camp
- ☐ Other

53. What percentage of your public and private middle schools offer regular bicycle education?

1-25%

53a. Which type of bicycle education is offered to middle school students? Check all that apply.

- ☐ Bicycle education is a routine part of the PE curriculum
- ☒ Bicycle rodeo(s)
- ☒ Bicycle safety presentation
- ☐ Bicycle-related after-school program
- ☐ Bicycle summer camp
- ☐ Other

54. What percentage of your public and private high schools offer regular bicycle education?

1-25%

54a. Which type of bicycle education is offered to high school students? Check all that apply.

- ☐ Bicycle education is a routine part of the PE curriculum
- ☒ Bicycle safety is taught as part of the driver education curriculum
- ☒ Bicycle safety presentation
- ☐ Bicycle-related after-school program
- ☐ Bicycle summer camp
- ☐ Other

55. Are bicycles provided to low-income students by the school district, police, non-profit or other entity to allow every student to participate in hands-on bicycle education instructions?

- ☐ Yes
- ☒ No

If yes, please describe (including funding source, if known).

We did have a Bike Helmet Program that was funded through an OTS grant

56. Outside of schools, how are children taught safe cycling skills? Check all that apply.

- ☐ Learn to ride classes
- ☒ Bike clinics or rodeos (Teaches children the skills to ride their bicycle safely in a fun and non-competitive environment, includes instruction on how to properly fit a helmet.)
- ☒ ABCs of Family Biking, family bike show-and-tell, or similar program focused on families with toddlers and young children
- ☒ Youth bike clubs
- ☐ Youth development road or cross racing teams
- ☐ Youth development mountain bike racing teams
- ☒ Helmet fit seminars
- ☐ Safety town area (A program for children that teaches safety lessons about bicycles, traffic and other similar topics. The program can be held at a school or a



permanent "safety town" facility.)

- ☐ Trail riding classes
- ☒ Other
- ☐ None of the above

If other, describe (250 word limit)

Street skills classes are offered for families - 2 - 3 times a year, REI offers clinics

57. How many times per year are the following adult bicycling education classes held within your community? Answer all that apply.

Traffic Skills 101 classes or equivalent (full-day training course, including classroom and on-bike instruction)

12 times a year - The Bike Coalition has 7 certified League Cycling Instructors that teach Traffic Skills 101 in Santa Rosa.

Cycling Skills classes (three to four hour classroom training courses)

12 per year

Commuter classes (one to two hour classes)

The Sonoma County Bike Coalition provides mentor support to women and minorities who want to learn how to commute safely through our Biker Chicks program and Latino Bike Rides. Both activities are lead by bilingual staff.

Bicycle maintenance classes or workshops

8 -10 classes (Bike Coalition); 4 classes (Community Bikes). Street skills classes are also offered by the Bike Coalition. In addition to the following: free family bike workshops (3-4/yr); bike rodeos (4/yr)

57a. Do any of the above classes specifically target:

- ☒ Women
- ☒ Seniors
- ☒ Families with toddlers and young children
- ☒ Non-English speakers
- ☒ Minorities/People of Color
- ☒ Low-income populations (as defined by local regulations)
- ☐ University students
- ☐ LGBTQIA
- ☐ ADA community
- ☐ Homeless community

57b. If there are bicycle education classes targeting Non-English speakers, please list the language(s) that the course and materials are provided in.

When selecting schools to participate in Safe Routes to School, the Safe Routes Advisory Group looks at several factors including free and reduced lunch rates, and whether schools are located in traditionally underserved communities. Additionally, Community Bikes trains interns from Roseland University Prep and Elsie Allen High School to work specifically on bikes at the Roseland Community Bike Swap (the Roseland Elementary School District serves one of the most diverse student populations in the county). All Street Smarts educational products are also in Spanish; and the Street Smarts Campaign has safety education radio spots on 4 Spanish radio stations in the community. The Street Smarts program has conducted a bike safety campaign aimed at Spanish speakers. The materials have appeared in the form of full paged spreads in La Mujer, a bilingual magazine and in LaVoz, a bilingual monthly newspaper. In addition, Street Smarts has bicycle safety posters and brochures available in Spanish and these are distributed throughout the community. The City has also participated in Safe Routes to School walking audits for approximately 6 schools in 3 schools districts in underserved neighborhoods of the City. These audits resulted in bicycle enhancements for the schools.

58. Is the bicycle education curriculum taught in your community accredited by the League of American Bicyclists? Learn more about the accreditation at bikeleague.org/content/accreditation-program.

- ☒ Yes
- ☐ No

59. Do you provide any of the following educational materials published by the League of American Bicyclists to community residents and/or businesses?

- ☐ Smart Cycling Quick Guide
- ☐ Smart Cycling Student Manual
- ☐ Smart Cycling Education videos
- ☒ Other

If other, please describe (100 word limit).

In addition to the Share the Road signs, PSAs, billboards, and local newspaper ads, sticky notes on the front of the local newspaper, the Santa Rosa Streets Smarts Program also produces radio spots, posters and bumper stickers that educate motorists and bicyclists on sharing the road safely. Street Smarts also has a dedicated bike page on its website.

60. Do you offer regular bicycle skills courses for your transportation engineers and planners that include on-bike instruction and in-traffic cycling?

Yes

61. Has your community hosted a League Cycling Instructor seminar in the past two years?

Yes

62. How many League Cycling Instructors are there in your community? Tip: Enter your community name under "Connect Locally" at bikeleague.org. Then click "Find League Cycling Instructors in the top right corner of the map to see a list of active instructors.

7

62a. List League Cycling Instructors that have taught at least one class during the past 12 months. (250 word limit)

Sarah Hadler, Tom Helm, Michelle Nikolayew, Laurel Green

62b. Are there any other active bicycle safety instructors that are not affiliated with the League of American Bicyclists? Please list their names and affiliation.

The Bike Coalition, in partnership with Sonoma County Permit and Resource Management provides a training series on bike friendly design for planners, engineers, architects and health care professionals. The class enables participants to identify areas of the City where bicycle infrastructure is needed. The group rides through the study area and performs a riding audit of deficiencies. Information gathered during the ride is then used to identify priorities for improvement and funding sources. The Bike Coalition also provides monthly court-approved diversion classes for people who have received traffic citations while riding a bicycle. From April through October each year, monthly Family Bike Workshops are offered at schools in the Santa Rosa area.

63. Do you have a ticket diversion program? Check all that apply.

- ☐ For motorists
- ☒ For cyclists
- ☐ No

64. What have you done in the last 18 months to educate motorists and bicyclists on sharing the road safely? Check all that apply.

- ☒ Public service announcements
- ☒ Share the Road educational videos on community website/TV channel
- ☒ Community newsletter/magazine article
- ☐ Information in new resident packet
- ☐ Information for students and parents from the school system
- ☐ Utility bill insert
- ☒ Flyer/handout
- ☐ Info sessions/lunch seminars
- ☐ Bicycle ambassador program (Bicycle Ambassadors promote safe cycling through community organizing, education and outreach. (Transportation Alternatives))
- ☒ Newspaper column/blog on bicycling
- ☒ Dedicated bike page on community website
- ☒ Billboards
- ☒ Share the Road Signs
- ☒ Share the Road information in driver's education



- ☒ Other
☐ None of the above

If other, describe (250 word limit)

In addition to the Share the Road signs, PSAs, billboards, and local newspaper ads, sticky notes on the front of the local newspaper, the Santa Rosa Streets Smarts Program also produces radio spots, posters and bumper stickers that educate motorists and bicyclists on sharing the road safely. Street Smarts also has a dedicated bike page on its website. City staff has a Street Smarts booth at community events, such as Earth Day.

65. Which of the following groups of professional drivers have training that includes information on sharing the road with cyclists? Check all that apply.

- ☐ Local government staff
☐ Taxi drivers
☒ Transit operators
☒ School bus operators
☐ Delivery drivers
☐ Other
☐ None of the above

66. Describe any other education efforts in your community that promote safe cycling. (500 word limit)

The Santa Rosa Street Smarts program is a citywide public education traffic safety campaign aimed at encouraging drivers, pedestrians and bicyclists to adopt safe road practices. Its goals include increasing school zone speed compliance, decreasing red light running, and decreasing speeding and distracted driving. The Streets Smarts website functions as a regional source for roadway safety educational information (www.srcity.org/streetsmarts). A radio campaign was launched in 2012 to address what each bicyclist, pedestrian and motorist can do to keep our streets safe, called "What can I do?". In 2013, Streets Smarts created a citywide banner campaign with a variety of roadway safety messages. It is planned for the banners to be periodically moved to keep the message fresh. In 2014, the Program targeted roadway and bicycle safety measures in bilingual magazine and newspaper and PSAs related to texting.

Encouragement

67. Do you have a community-wide trip reduction ordinance or programs?

- ☒ Yes
☐ No

If yes, describe the ordinance/program and the results, and include a link if available. (250 word limit)

Free Ride - Trip Reduction Incentive Program: The City of Santa Rosa's Transit Division, through a Transportation Fund for Clean Air grant, developed and manages an incentive program to reduce single occupant vehicle trips. Santa Rosa employers are invited to sign up any interested employees. Registered employees receive incentives by reducing their trips to/from work by carpooling, walking, riding a bike, or taking the bus to work. Incentives include the option of a discounted Transit pass (55-70% discount) or an entry into a monthly drawing for a \$50 gift card-- the number of entries depends on the number of trips taken. 20 gift cards are awarded each month. Also included in the program is a Guaranteed Free Ride in a taxi, in the event of an emergency. All employees need to do is, once registered, logon to the Free Riders website (www.santarosafreeride.org) and enter their commutes into the monthly commute calendar. In Fiscal Year 2013/14, 1,556 participating employees from 264 organizations made 25,183 commute trips by bike (commute trips by bike represented the largest travel mode share). Organizations that have participated in the program include Medtronic, Community Market, and Third Street Aleworks.

67a. Does your trip reduction program use individualized marketing similar to the Portland, OR SmartTrips program to identify and support current and potential bike commuters in your community?

- ☐ Yes
☒ No

If yes, describe the program and the results. (250 word limit)

68. What mapping and route finding information is available for your community, which has been updated in the last 18 months? Check all that apply.

- ☒ Web-based route finding service
☒ Smart phone app
☒ Printed/digital bicycle network map
☒ Printed/digital mountain bike trails map
☒ Printed/digital greenways and trails map
☒ Printed/digital Safe Routes to Schools map(s)
☐ None of the above

69. How do you promote National Bike Month/your own dedicated Bike Month? Check all that apply.

- ☐ Official Proclamation
☒ Community-wide Bike to Work Day/Week
☒ Bike to School Day/Week
☐ Bike to Church Day or similar
☒ Community Rides
☒ Mayor-led/Council-led Ride
☒ Public Service Announcements
☐ Videos promoting bicycling on community website/TV channel
☒ Publish a guide to Bike Month Events
☐ Bike Month Website
☒ Commuter Challenge
☐ Challenges aimed at students biking to school
☐ Non-commuting related (i.e. errand-running) challenges and programs
☐ National Bike Challenge
☒ Bike Commuter energizer stations/breakfasts
☐ Car-free days (A Car Free Day encourages motorists to give up their car for a day. September 22 is World Car Free Day.)
☐ CycloFemme Ride
☐ Kidical Mass Ride
☒ Open Streets/Ciclovía/Sunday Parkways (Temporary event, which closes a street or area to cars for use by pedestrians and cyclists.)
☒ Mentoring program for new riders
☒ Bike valet parking at events
☒ Bicycle-themed festival/parade/show
☒ Public education campaign relating to cycling (e.g. with a focus on public health or environmental benefits)
☒ Trail construction or maintenance day
☐ Other
☐ No promotion

69a. How many Open Streets/Ciclovía/Sunday Parkways events were held in 2014?

None; however, the Bike Coalition is holding its first Open Streets/Ciclovía in the summer of 2015 in Santa Rosa.

69b. How many residents participated in the following events in 2014. Write 'N/A' if no such event occurred in your community. Write 'No Data' if participation numbers are unknown.

Bike to Work Day(s)

3,200

Bike to School Day(s)



International Walk N Roll 6,035 (4,897 walkers and 1,138 cyclists), 10 schools average monthly participants 1000 of which 100 are cyclists (October thru May)

Open Streets/Ciclovía/Sunday Parkways

no data yet; event is scheduled for August 8, 2015

70. How do you promote bicycling outside of your official Bike Month? Check all that apply.

- ☒ Community and charity rides
- ☒ Mayor-led/Council-led Rides
- ☒ Videos on bicycling on community website/TV channel
- ☒ Public Service Announcements
- ☒ Trail construction or maintenance day
- ☐ Kidical Mass Ride
- ☒ Open Streets/Ciclovía/Sunday Parkways (Temporary event, which closes a street or area to cars for use by pedestrians and cyclists.)
- ☐ Commuter Challenge
- ☐ Non-commuting related (i.e. errand-running) challenges and programs
- ☐ Challenges aimed at students biking to school
- ☐ National Bike Challenge
- ☐ Business program that provides discounts for customers arriving by bicycle
- ☒ Triathlons and bicycle races
- ☒ Bike commuter events
- ☐ Car-free days (A Car Free Day encourages motorists to give up their car for a day. September 22 is World Car Free Day.)
- ☐ Publish a guide to community bicycle events
- ☒ Mentoring program for new riders
- ☒ Bike valet parking at events
- ☒ International Bike to School Day in October
- ☒ Bicycle-themed festivals/parades/shows
- ☒ Public education campaign relating to cycling (e.g. with a focus on public health or environmental benefits)
- ☒ Community celebration/ride each time a bicycle project is completed
- ☒ Other
- ☐ No promotion

If other, describe (250 word limit)

For the completion of major bicycle projects - such as the Humboldt Street Bike Boulevard - (2012) and the SMART multi use pathway (2014), there were celebratory bike rides followed by pizza and ice cream.

71. List all public cycling events that occur annually in your community. (500 word limit)

Amgen Tour of California, Levi Leipheimer King Ridge GranFondo, I Bike Sonoma County Century, Wine Country Century, Annadel XC, Sonoma County Bike Expo, Terrible Two Double Century, Giro Bello, Santa Rosa CX, Tuesday Night Twilights, Howarth Park Dirt Crits, SoNoMas MT Enduro, Boggs Mountain Bike Race, Lake Sonoma MTB Series. Cyclocross races at A Place to Play, a City of Santa Rosa Park.

72. Are any bicycle events specifically marketed to one or more of the following?

- ☒ Women
- ☐ Seniors
- ☒ Families with toddlers and young children
- ☒ Non-English speakers
- ☐ Minorities/People of Color
- ☒ Low-income populations (as defined by local regulations)
- ☐ LGBTQIA
- ☐ ADA community
- ☒ Homeless community

73. How does the municipality sponsor or actively support bicycle events?

- ☒ Organize the event
- ☒ Fund event
- ☒ Contribute in-kind funding (i.e. police presence, closing roads, etc)
- ☒ Assist in promoting the event
- ☐ Other
- ☐ No support/ Not applicable

If other, describe (100 word limit)

Downtown City of Santa Rosa is the location of the annual Sonoma County Bike Expo, which is held by the Bike Coalition, and attracted 4,500 in (2014) people to this free event that celebrates cycling.

74. Does your local tourism board or chamber of commerce promote bicycling in your area?

- ☒ Yes
- ☐ No

If yes, describe (100 word limit)

Tourism supports upwards of 10% of our Sonoma County economy, and Santa Rosa leads the county's tourism efforts by providing one third of the total tourism value. After wine and beer, cycling is the lead economic indicator under the tourism sector. As such, the support the Santa Rosa Chamber of Commerce and the Santa Rosa Convention and Visitors Bureau provide is immense. Through the Tourism Business Improvement Area assessments on Santa Rosa lodging establishments, funding is set aside to support cycling events, (over \$200,000 over the past 3 years), with additional funds spent on various marketing campaigns that consistently and fully integrate cycling as a key marketing theme. The Santa Rosa Convention and Visitors Bureau created a list of 30 things to do in and around Santa Rosa including "renting a bike" and "go on a cycling adventure" which are ranked # 8 and # 26 in the list. The Bike Coalition has bike maps that are sold at the Santa Rosa Visitor Center.

75. Are there cycling clubs in your community? Check all that apply.

- ☒ Recreational bike clubs
- ☒ Mountain bike clubs
- ☒ Friends of the Trail groups
- ☐ National Mountain Bike Patrol
- ☒ Racing clubs or teams
- ☐ Kidical Mass, Family Bike Party, or other family-oriented groups
- ☐ Other
- ☐ No

75a. List the names of the clubs.

Santa Rosa Cycling Club, NorCal Velo (Men and Womens Teams), Red Pelaton, Hilljilly's Women's Bike Club, Biker Chicks, Santa Rosa Vintage Bike Club, West County Cycling Club, Team Swift, BMC Racing Team, Bissell Pro Cycling Team, Bike Monkey, Wheeling Cycling, CX Nation, Echelon Racing Development, Fightin' Bobas, and Sonoma Trails Council

76. Which of these bicycling amenities do you have in your community? Check all that apply.

- ☒ BMX track (BMX tracks are constructed out of dirt with various corners and jumps that are designed to be challenging while taking account of riders' safety.)
- ☐ Velodrome (Arena for indoor or outdoor track cycling)
- ☒ Cyclocross course (A course featuring a variety of surfaces (pavement, grass, sand, gravel, dirt, etc.) and a number of obstacles that require users to dismount and



remount their bicycle.)

- ☒ Mountain bike park
☐ Pump tracks (A pump track is a continuous loop that can be ridden on a bike without pedaling. Tracks consist of a series of rolling bumps and banked corners that allow the rider to gain momentum and reach speeds of up to 20mph. (Bikes and Berms))
☒ Bicycle-accessible skate park
☒ Loop route(s) around the community
☒ Other
☐ None

If other, describe (100 word limit)

One of the City's Bicycle and Pedestrian Board members is working with the Santa Rosa Parks and Recreation Department to construct Pump tracks at Northwest Community Park near Monroe School. The construction is estimated to be complete in 2015.

77. Does your community currently have a bike sharing program that is open to the general public (excluding private bike sharing systems limited to employees of a certain business)?

- ☐ Yes
☒ No
☐ Launching this year

If yes or launching this year, please provide details about the system below.

77a. What type of system is your bike sharing program?

- ☐ Automated kiosk-style bike share system
☐ GPS-enabled bike share system
☐ Short-term bike rentals
☐ Long-term bike rentals
☐ Bike library (free rentals)
☐ Unregulated program (i.e. Yellow Bike)
☐ Other

77b. How many bikes are in the system?

n/a

77c. How many stations are in the system?

n/a

77d. How many trips are being made annually?

n/a

77e. Are there options for transporting children as passengers?

- ☐ Yes
☒ No

78. Do you have any current League of American Bicyclists designated Bicycle Friendly Businesses in your community?

- ☐ Yes
☒ No

If yes, list the names of the businesses and their award level. (250 word limit)

78a. Do you have a local Bicycle Friendly Business program?

- ☐ Yes
☒ No

If yes, please share a link to the program page and a list of certified businesses.

78b. Do you have a Bicycle Friendly Business district?

- ☐ Yes
☒ No

If yes, describe (250 word limit)

79. Are there any institutions of higher education in your community?

- ☒ Yes
☐ No

79a. If yes, please list their names. NOTE: If more than ten institutions, please list the largest five.

Santa Rosa Junior College (SRJC), University of San Francisco extension campus and Empire College

79b. If yes, are you partnering with your local institutions of higher education on bicycle related programming? Please describe. (250 word limit)

Santa Rosa has been in discussion with the SRJC regarding the planned Highway 101 Bicycle and Pedestrian bridge which could potentially include bike planning on the campus.

79c. If yes, are there any community bicycle programs or campaigns (e.g. enforcement, education, encouragement) targeting college or university students? Please describe. (250 word limit)

n/a

79d. If yes, do you have any current League of American Bicyclists designated Bicycle Friendly Universities in your community?

- ☐ Yes
☒ No

If yes, list the names of the institutions and their award level.

80. How many for-profit specialty bicycle retailers (shops dedicated primarily to selling bikes and bike-related equipment) are there in your community?

15

80a. List their names.

Aria Velo, Bicycle Czar, Cambria Bicycle Outfitter, Echelon Cycle and Multisport, NorCal Bike Sport, Performance Bicycle Shop, The Bike Peddler, Trek Store of Santa Rosa, Uncle Crusty's Bike Shop, Uber Bikes LLC, Community Bikes, Jonathan's Bike Shop, SyCip Bikes, Everything Cycles, REI

81. Does your community have a bike co-op or non-profit community bike shop?

- ☒ Yes
☐ No

If yes, describe its services (250 word limit)

Community Bikes is a reuse and repair training program operated by LITE Initiatives, and has been located in west Santa Rosa since late 2005. The staff teaches all interested parties how to maintain, repair and refurbish bikes and bike equipment. Community Bikes also restores and sells donated bikes to the public. The majority of the bike are donated by individuals, though many are picked up from agencies and business such as the City of Santa Rosa. The bikes are disassembled and the parts inventoried by young volunteers. After being carefully tested and refurbished, bikes are sold or donated to the needy depending on the preferences of the donor. All of the work has been funded by sales, volunteer work and donations of money and reusables, plus small grants.

81a. If yes, does the co-op/non-profit community bike shop receive support from the local government?

- ☐ Grants
☐ Free or subsidized property/space for a duration of at least 5 years
☐ Contracts for services, e.g. bicycle skills or maintenance education, event support, etc
☐ Free bicycle safety accessories for distribution, e.g. helmets or lights



- ☒ Provision of abandoned or impounded bicycles for resale
- ☐ Free PSA or advertizing space
- ☐ Other

If the local government provides grants and/or free/subsidized property/space to the co-op/non-profit community bike shop, please list the annual value for each (in Dollar).

82. Does your community have youth recreation and/or intervention programs centered on bicycling? Check all that apply.

- ☐ Trips for Kids chapter
- ☐ Earn a Bike program (Completing hands-on lessons in bike mechanics and bike safety, participants in an Earn-a-Bike Program earn credits towards a bike and a helmet.)
- ☐ Create a Commuter program (The Create a Commuter program provides basic bicycle safety education and fully-outfitted commuter bicycles to low-income adults striving to connect to work or workforce development by bicycle.)
- ☒ Other
- ☐ None

If other, describe (100 word limit)

The Sonoma County Bike Coalition (SCBC) offers- 1) street skills 101 classes held in Santa Rosa 8 – 10 times a year; 2) free family bike workshop for children and parents (3 classes in Santa Rosa in 2014); and 3) free bike rodeos. The Community Bike's Earn a Bike Program gets regular referrals from shelters and social services agencies for low income individuals needing a bike. A person can get a bike free or in exchange for volunteer hours. Community Bikes has young people doing community service hours volunteering at the shop, learning about bicycle mechanics or working to earn a bicycle. The SCBC also provided free bicycle mechanic service at the homeless birthday party in Juilliard Park. The SCBC also teaches how to live car free at the Clean Commute Fair and have a number of in-school programs that focus on the health benefits of active transportation.

83. Describe any other programs or policies your community has to encourage cycling. (500 word limit)

Free Ride - Trip Reduction Incentive Program: The City of Santa Rosa's Transit Division, through a Transportation Fund for Clean Air grant, developed and manages an incentive program to reduce single occupant vehicle trips. Santa Rosa employers are invited to sign up any interested employees. Registered employees receive incentives by reducing their trips to/from work by carpooling, walking, riding a bike, or taking the bus to work. Incentives include the option of a discounted Transit pass (55-70% discount) or an entry into a monthly drawing for a \$50 gift card-- the number of entries depends on the number of trips taken. 20 gift cards are awarded each month. Also included in the program is a Guaranteed Free Ride in a taxi, in the event of an emergency. All employees need to do is, once registered, logon to the Free Riders website (www.santarosafreeride.org) and enter their commutes into the monthly commute calendar. In Fiscal Year 2013/14, 1,556 participating employees from 264 organizations made 25,183 commute trips by bike (commute trips by bike represented the largest travel mode share). Organizations that have participated in the program include Medtronic, Community Market, and Third Street Aleworks. The Bike Coalition also sponsors the annual Walk and Roll to School events in Santa Rosa as part of the Countywide Safe Routes to School Program.

Enforcement

84. How does your police department interact with the local cycling community? Check all that apply.

- ☐ A police officer is an active member of the bicycle advisory committee
- ☒ Identified law-enforcement point person to interact with cyclists
- ☐ Identified law-enforcement point person to Safe Routes to Schools program
- ☐ No current formal interaction
- ☒ Other

If other, describe (100 word limit)

Santa Rosa coordinates activities with the Bike Coalition, promotes their events through the Countywide Safe Street Coalition.

85. What kind of training is offered to police officers relating to bicyclists? Check all that apply.

- ☒ Basic academy training
- ☐ International Police Mountain Bike Association training
- ☐ Law Enforcement Bicycle Association training
- ☐ National Highway Traffic Safety Administration Law Enforcement Training
- ☐ Completion of Smart Cycling course by one or more officers
- ☐ Presentation by League Cycling Instructor or local cyclist
- ☐ Institute for Police Training and Development bicycle training
- ☐ Training on racial profiling awareness in multimodal transportation enforcement
- ☐ Training on bicycle crash types, numbers and locations
- ☐ Other
- ☐ No training offered

86. What enforcement programs that target improving cyclist safety are in place? Check all that apply.

- ☒ Helmet giveaways
- ☐ Light giveaways
- ☐ Bike lock giveaways
- ☒ Targeting motorist infractions most likely to lead to crashes, injuries and fatalities among bicyclists
- ☒ Targeting cyclist infractions most likely to cause property damage, crashes, injuries and fatalities to themselves and others
- ☐ Positive enforcement ticketing (Cyclists "caught" engaging in positive behaviors, e.g. practicing personal safety or following traffic laws, are issued "tickets" – vouchers redeemable for recreational activities or food.)
- ☒ Share the road campaigns
- ☐ Road safety campaigns targeting areas around schools
- ☒ Other
- ☐ None of the above

How many citations have been given to motorists in 2014?

10,260

How many citations have been given to cyclists in 2014?

8

If other, describe (100 word limit)

California's long-awaited "Three Feet for Safety" law went into effect on September 16, 2014. The law, championed by the California Bicycle Coalition, our advocates at the state level, is another step toward ensuring that people in our state are safe and comfortable when biking. The law requires drivers to give at least three feet of clearance when passing someone on a bike. If the street width doesn't allow for that, the driver is required to slow down and only pass once it is safe to do so. Here's the actual law for AB 1371, the "Three Feet for Safety Act": (a) A driver of a motor vehicle shall not overtake or pass a bicycle proceeding in the same direction on a highway at a distance of less than three feet between any part of the motor vehicle and any part of the bicycle or its operator. (b) If the driver of a motor vehicle is unable to comply with subdivision (c), due to traffic or roadway conditions, the driver shall slow to a speed that is reasonable and prudent, and may pass only when doing so would not endanger the safety of the operator of the bicycle, taking into account the size and speed of the motor vehicle and bicycle, traffic conditions, weather, visibility, and surface and width of the highway. In adopting the Three Foot law, California joins 24 other states with similar protections for people biking. Bicycling in California has increased 50% since 2000, according to the latest census data. Here in Santa Rosa, the number of people bicycling has increased 1 - 10% between 2012 and 2013. This new law is just one more way to ensure the growing bicycling community is safe on our streets, whether that is on rural roads or City streets.

87. What percentage of patrol officers are regularly on bikes?

1-10%

88. Are any other public safety (e.g. EMS) employees regularly on bikes?

- ☐ Yes



☒ No

If yes, describe (50 word limit)

89. Do police officers report cyclist crash data?

Yes

90. Do police officers report potential hazards to traffic engineers and planners to identify sites in need of safety improvements for cyclists?

☒ Yes

☐ No

91. Which of the following safety services and amenities are available in your community?

☐ Emergency call boxes/phones along trails

☒ Trail watch programs/ Trail patrols

☒ Street lighting on most arterials

☒ Street lighting on most non-arterials

☒ Lighting of most shared-use paths

☒ Stolen or impounded bikes recovery system or assistance

☐ Non-mandatory bike registration

☐ None of the above

92. Are there any local ordinances or state laws that protect cyclists? TIP: You can learn about your state's laws that protect bicyclists at bikeleague.org/StateBikeLaws. Check all that apply.

☐ Specific penalties for failing to yield to a cyclist when turning

☒ It is illegal to park or drive in a bike lane (intersections excepted)

☐ Penalties for motor vehicle users that 'door' cyclists

☒ Ban on cell phone use while driving

☒ Ban on texting while driving

☒ Vulnerable road user law

☒ Safe passing distance law

☒ It is illegal to harass a cyclist

☐ Photo enforcement for red lights and/or speed

☐ Other

☐ None of the above

93. Do your local ordinances place any restrictions on cyclists? Check all that apply.

☐ Local law requires cyclists to use side paths regardless of their usability

☒ Local law requires cyclists to use bike lanes when provided

☐ Local law requires that cyclists are required to ride as far to the right of the road as practicable without exceptions

☐ Local law restricts usage of electric-assist bicycles

☐ Mandatory bike registration

☐ Restrictions on sidewalk riding outside of the Central Business District

☒ Restrictions on sidewalk riding inside the Central Business District

☐ Local or school policies restrict youths from riding to school

☐ Other

☐ None of the above

If there is a restriction on electric assist bikes, describe (100 word limit)

If local law prohibits cycling on sidewalks, are children exempted?

☐ Yes

☒ No

If other, describe (100 word limit)

94. Do you work with neighboring local jurisdictions on making your local bike laws consistent across municipal boundaries?

☒ Yes

☐ No

95. Describe any other enforcement programs or policies relating to cycling. (500 word limit)

California's long-awaited "Three Feet for Safety" law went into effect on September 16, 2014. The law, championed by the California Bicycle Coalition, our advocates at the state level, is another step toward ensuring that people in our state are safe and comfortable when biking. The law requires drivers to give at least three feet of clearance when passing someone on a bike. If the street width doesn't allow for that, the driver is required to slow down and only pass once it is safe to do so. Here's the actual law for AB 1371, the "Three Feet for Safety Act": (a) A driver of a motor vehicle shall not overtake or pass a bicycle proceeding in the same direction on a highway at a distance of less than three feet between any part of the motor vehicle and any part of the bicycle or its operator. (b) If the driver of a motor vehicle is unable to comply with subdivision (c), due to traffic or roadway conditions, the driver shall slow to a speed that is reasonable and prudent, and may pass only when doing so would not endanger the safety of the operator of the bicycle, taking into account the size and speed of the motor vehicle and bicycle, traffic conditions, weather, visibility, and surface and width of the highway. The Bicycle Coalition has teamed up with a Santa Rosa City Council member to create the Bicycle Theft Task Force. One representative from each Santa Rosa bike shop is invited to join the Task Force. Together we aim to erase bike theft from Sonoma County. The Santa Rosa Police Department has partnered with the Sonoma County Bicycle Coalition in an effort to combat the issue of bicycle theft in our community. Through a generous donation by partners of the Bicycle Coalition, the Santa Rosa Police Department was able to obtain a bicycle valued at over \$1000 to be used in "bait bike" operations. On December 10, 2014, officers and detectives from the Santa Rosa Police Department Downtown Enforcement Team and Property Crimes Investigations Team conducted a "bait bike" operation in several locations downtown. The Santa Rosa Police Department and Sonoma County Bicycle Coalition will continue to work together in efforts to prevent bicycle theft and also to identify and apprehend bicycle thieves. Information about how you can prevent bicycle theft can be found on the website of the Sonoma County Bicycle coalition at www.bikesonoma.org.

Evaluation and Planning

96. Does your community have a comprehensive bicycle master plan or similar section in another document?

Yes

If yes, please provide details about the plan below.

96a. Provide a link to the plan or describe. (250 word limit)

In 2001, the City updated the 1994 Bicycle Master Plan to a Bicycle and Pedestrian Master Plan (BPMP). The 2010 version updates that 2001 BPMP. The timeframe for improvements identified in the plan is 25 years, or until the year 2035. The following is addressed in the 2010 Update: analysis of the existing bikeways, recommendations for new bikeways, bicycle and pedestrian accident analysis, bicycle education and safety programs, bicycle parking, and design considerations for bicycle facilities. The update also adds discussion on the importance of pedestrian and bicycle counts and provides count data from select intersections. Please access the Bike and Pedestrian Master Plan using this link: http://srcity.org/departments/transit/bicycle_pedestrian/BPmasterplan/Pages/default.aspx

96b. When was it passed or most recently updated?

2010

96c. How has the community staff reached out to minority and low-income communities (as defined by local regulations) to ensure that they are included in the decision-making process? (250 word limit) If no low-income or minority communities, write N/A.

Multiple public workshops by quadrant (including two underserved areas of Santa Rosa) were held in October 2007, March 2008, February and April 2009, and September 2010, including some bilingual workshops. In addition, several of the BPAB's regularly scheduled and special meetings were held to discuss the development



of the BPMP and included public comment periods. A questionnaire was also done on-line to get the public's help in determining walking and bicycling characteristics; location-specific needs in order to develop an idea of the future types of routes and facilities needed in the community, and to provide another method of public participation for those who could not attend public meetings in person. Public comments were considered or included in the early drafts of the BPMP update and refined in later versions, which shaped the draft final presented by staff to the BPAB, Planning Commission, and City Council. Finally, the staff presentation of the BPMP update to the Planning Commission and the City Council included public hearings as part of the recommendation and adoption process.

96d. Is there a dedicated funding source for implementation?

- ☒ Yes
☐ No

If yes, describe the funding source and designated amount (250 word limit)

The City receives approximately \$110,000 annually from the Transportation Development Act (TDA) Article 3 state funding to construct bike and pedestrian projects.

96e. What percentage of the current plan has been implemented?

estimated 20%

96f. Are you meeting annual target goals for implementation?

Yes

97. What local agencies have a bicycle master plans or similar section in another plans and transportation demand management documents?

- ☒ Transit agency
☐ School District
☒ Parks and Recreation
☒ Other

If other, please describe (100 word limit)

The Sonoma County Transportation Authority (SCTA) has an adopted Countywide Bike Plan. The City of Santa Rosa Bicycle and Pedestrian Master Plan is a component of the overall SCTA's Countywide Bike and Pedestrian Plan.

98. What percentage of the total transportation budget – on average - was invested in bicycle projects in FY 2010-2014?

During that time frame approximately 25%, or \$2.9 million (FY 2013/14), of the total City of Santa Rosa Transportation and Public Works Capital Improvement Program (CIP) budget goes to projects affecting bicyclists, pedestrians and ADA improvements.

98a. Do you allocate bicycle-related funding to low-income communities and minority communities?

- ☒ Yes
☐ No
☐ No low-income or minority communities

If yes, please describe (250 word limit)

As part of our Safe Routes to School Program, Santa Rosa has built the following bicycle related projects in underserved areas of our community: Aston Avenue pathway, Bellevue Avenue pathway and pedestrian actuated flasher, Dutton Meadow pathway, Hearn Avenue class II bike lanes, Stony Point Road class II bike lanes, a pedestrian actuated flasher at Meadow Way and Kawana Springs Road; pedestrian and bicycle enhancements on Tokay Street; and Hendley Avenue class II bike lanes.

99. How is bicycle planning integrated with transit planning? If your community does not have a transit system, write N/A.

The City of Santa Rosa's Transit Planners have historically had a high level of involvement in the bicycle planning process. With the merger of the Transit Department and Public Works Department to form the new Transportation and Public Works Department in 2011, the relationship between bicycle planning and transit planning has been strengthened. Transit Planners work closely with the City's Transportation Planner and Traffic Engineer to coordinate a range of activities that impact both bicycle and transit planning and the relationships between them—from restriping plans to work on the City's Bicycle and Pedestrian Master Plan, short range and long range transit plans, and specific plans. Transit and bicycle planning staff also coordinate comments and conditions during the development review process to ensure that transit and bicycle planning considerations are balanced and integrated. A Transit Planner currently serves as a staff liaison to the Bicycle and Pedestrian Advisory Board, and the Transportation Planner and Traffic Engineer will serve on the Technical Advisory Committee for the a major redesign of the City's transit system, ensuring that any changes to the transit route network or facilities reflect good coordination with bicycle planning.

100. How is bicycle planning integrated with affordable housing planning? If no affordable housing, write N/A.

Local affordable planning includes higher density sites, which are often utilized for affordable housing and are generally located to provide residents opportunities to use alternative modes of transport, including bicycling, walking, and transit. The general plan and bike plan identify the location of proposed bicycle facilities and they are provided as new development occurs.

101. How does your community collect information on bicycle usage?

- ☒ Automated bicycle counters
☒ Regular statistically valid community bicycle surveys
☐ Travel diaries
☒ Regular manual counts of bicyclists on trails
☒ Regular manual counts of bicyclists on the road
☐ Regular counts of parked bicycles at transit stations (if applicable)
☐ Regular counts of parked bicycles at schools
☐ Other
☐ None

If known (based on your own data collection), what percentage of all utilitarian trips are made by bicycle? Please identify the source.

1.3% of all utilitarian trips are made by bicyclists. In 2002, 2003, and 2004 the Metropolitan Transportation Commission (MTC) undertook a project to count pedestrians and bicyclists at various locations in the Bay Area, including Santa Rosa. Since then, the 2010 and 2011 counts, and all future MTC counts use the National Bicycle and Pedestrian Documentation Project methodology. The bicycle counts conducted at 31 locations throughout the City as part of the 2010 BPMP update were also done using the national count methodology. In addition, since 2009 the Sonoma County Transportation Authority (SCTA) administers an annual bike and pedestrian count program which includes 4 locations in Santa Rosa. Between 2012 and 2013, the four locations all experienced an increase in bicycle activity. The percentage increase ranged from 1% to 9%. Actual counts ranged from 105 cyclists during the AM and PM peaks in 2012 to 106 cyclists during the same time period in 2013 at one count location resulting in a 1% increase. Another location, experienced a 9% increase based on 161 cyclists during the AM and PM peaks in 2012 to 176 cyclists during the same time period in 2013. In 2014, the SCTA collected daily bike counts at two locations in Santa Rosa as part of a pilot program.

If known, how often do residents use a bicycle recreationally?

An estimated 10%

If known, what percentage of all bicycle trips are made by women?

An estimate 32%

If known, what percentage of children bike to school?

3% or less - Elementary; 2% or less - Middle School; 2% or less - High School

If known, what percentage of children commute to preschool/daycare by bike (e.g. in a bicycle child seat or bike trailer)?

0%

Please describe any other relevant results and trends. (250 word limit)

Sonoma Avenue bike lanes bike counts were taken during the AM and PM peak periods at 3 locations in 2009 (pre construction) and 2012 (after construction). At one of the locations, the counts increased from 72 cyclists in 2009 to 75 cyclists in 2012. The other two location counts generally remained the same. Humboldt Street Bike Boulevard 2008-2011 bike counts were taken during the AM and PM peak periods at four locations during the 4 year period. The number of cyclists increased each year, average counts ranged from 58 in 2008 to 100 cyclists in 2011. Santa Rosa in August 2014 counted two locations using automated counters for a week as part of a pilot program with the SCTA. The daily average for one location was 171 cyclists and the daily average for the other location was 128 cyclists.

102. According to the American Community Survey, what is the most current journey-to-work data for your community? TIP: Search for topic B08301 (Means of Transportation to Work) for your community on the American FactFinder website (Advanced Search). Choose the most recent data set available for your community. Divide total number of cyclists ("Bicycle") by total number of commuters ("Total") and multiply by 100. Repeat for pedestrians ("Walked") and transit users ("Public transportation [excluding taxicab]").

Bicycling (in %)

1.3%

Walking (in %)



2.9%

Transit (in %)

2%

103. Does your community establish target goals for bicycle use, e.g. a certain level of bicycle mode share?

- ☐ Yes
☒ No

If yes, please describe (250 word limit)

104. Does your community routinely conduct pre/post evaluations of bicycle-related road projects?

- ☒ Yes
☐ No

If yes, please describe the results. (250 word limit)

Sonoma Avenue bike lanes bike counts were taken during the AM and PM peak periods at 3 locations in 2009 (pre construction) and 2012 (after construction). At one of the locations, the counts increased from 72 cyclists in 2009 to 75 cyclists in 2012. The other two location counts generally remained the same. Humboldt Street Bike Boulevard 2008-2011 bike counts were taken during the AM and PM peak periods at four locations during the 4 year period. The number of cyclists increased each year, average counts ranged from 58 in 2008 to 100 cyclists in 2011.

105. Has your community conducted a network analysis to determine what percentage of bicycling trips can be done entirely on low-stress routes and to identify intersections and corridors that represent significant barriers?

- ☐ GIS-based network analysis
☐ Level of Traffic Stress analysis
☒ Bicycle Level of Service for roads
☒ Bicycle Level of Service for Intersections
☒ Multi-modal Level of Service
☐ Other
☐ None

106. How many cyclists have been involved in a crash in your community in the past five years involving a motor vehicle? If none, write 0.

305

106a. How many cyclist fatalities have occurred in your community in the past five years involving a motor vehicle? If none, write 0.

4

106b. Do you have a specific plan, policy or program to reduce these numbers?

- ☐ Vision Zero policy
☐ Towards Zero Deaths program or similar (A data-driven, interdisciplinary approach that targets areas for improvement and employs proven countermeasures, integrating application of education, enforcement, engineering, and emergency medical and trauma services.)
☐ Traffic safety plan
☒ Other
☐ None

If other, please describe (250 word limit)

One of the 6 primary ranking criteria used to prioritize projects in the 2010 update of the BPMP is collision history. This criterion highlights the importance of addressing projects at sites with high auto-bicycle, auto-pedestrian, or bicycle-pedestrian collision histories. Data is based on numbers reported by California Highway Patrol's State Wide Integrated Traffic Records System. This criterion directly addressed issues of safety by focusing on intersections with a history of collisions involving bicyclists with a weighting system based on the frequency of collisions.

107. Have you done an economic impact study on bicycling in your community?

- ☒ Yes
☐ No

If yes, describe the results. (250 word limit)

In 2013, the Sonoma County Transportation Authority (SCTA) published the "Economic Impacts of Walking and Bicycling in Sonoma County" which discussed the economic benefits of professional cycling events. In 2012, the Amgen Tour of California was projected to generate \$6.8 million for the local economy as spectators, racing teams, sponsors, and organizers patronized local hotels, restaurants and shops. Santa Rosa's GranFondo Economic Impact Report for 2009 states that the nearly 3,500 bicyclists that participated in the event helped create 13.8 jobs, recruited 600 volunteers and 48 vendors with staff to work the event. Much of the economic benefit for government is based less on economic generation than significant cost savings from the lower roadway impacts. Tourism supports upwards of 10% of our Sonoma County economy, and Santa Rosa leads the county's tourism efforts by providing one third of the total tourism value. After wine and beer, cycling is the lead economic indicator under the tourism sector. As such, the support the Santa Rosa Chamber of Commerce and the Santa Rosa Convention and Visitors Bureau provide is immense. Through the Tourism Business Improvement Area assessments on Santa Rosa lodging establishments, funding is set aside to support cycling events, (over \$200,000 over the past 3 years), with additional funds spent on various marketing campaigns that consistently and fully integrate cycling as a key marketing theme. The Santa Rosa Convention and Visitors Bureau created a list of 30 things to do in and around Santa Rosa including "renting a bike" and "go on a cycling adventure" which are ranked # 8 and # 26 in the list. The Bike Coalition has bike maps that are sold at the Santa Rosa Visitor Center.

108. Describe any other programs or policies that your community uses to evaluate and/or plan bicycling conditions, programs, and facilities. (500 word limit)

In 2012, the City of Santa Rosa City Council adopted the Climate Action Plan which includes local targets to reduce green house gases resulting from motorized transportation. Transit Oriented Development Specific Area Plans focus on creating walkable and bike able communities. The City of Santa Rosa is currently preparing the Roseland Area/Sebastopol Road Specific Area Plan. This area is considered a low income underserved area which has a predominate number of Hispanic residents. There have been a few recent healthy community initiatives "Live Healthy Sonoma County" , Sonoma Health Action.org, and Portrait of Sonoma County. These documents substantiate the importance of being physically active including biking and walking to maintain healthy lifestyles in Santa Rosa.

Final Overview

109. What are the three primary reasons your community deserves to be designated a Bicycle Friendly Community?

Reason One (250 word limit)

The first reason why Santa Rosa deserves to be designated a Bicycle Friendly Community is the community commitment to creating a culture of cooperation between cyclists and motorists has grown significantly over the years. There is a recognition in the Community that cyclists are going places and are important and that commute includes on a bike as well as in a car. Santa Rosa has long been thought of as a professional bicycling haven, examples of this are: 1) the City has hosted some of the nation's greatest cycling events dating back to 1971 with the original Tour of California; 2) in the mid-to-late 1980's, Coors Light, Motorola, 7-11 and other national teams had training camps based in Santa Rosa. Bissell, BMC Racing, Astana, and Team Radioshack have used country roads for early season training; 3) the tourism industry and the very identity of Santa Rosa was changed forever when the Amgen Tours of California came to Santa Rosa. Bicyclists demanded--and got-- a seat at the table in local political discussions; and 4) the GranFondo has been touted as the best ride on the continent, highlighting Santa Rosa as the hub of the Sonoma County cycling mecca. For many years bicycling was booming among the most daring out on country roads, but bicycle tendencies were much more latent in town. Bicycle infrastructure in the city is now expanding with bike lanes replacing car lanes on many local streets. Santa Rosa is truly an urban mecca for recreational cycling. "Out there Santa Rosa", a marketing tool features cycling as one of the major recreational activities of our City. (outheresr.com) Festivals and fund-raisers elevated the visibility of bike culture beyond those who had previously kept it vibrant, but underground.

Reason Two (250 word limit)

The second reason Santa Rosa deserves to be designated a Bicycle Friendly Community is that the City has a well established historical record that documents the positive trend of the City's commitment in preparing bicycle plans and constructing bicycle facilities. City Bike and Pedestrian Plans - 1972 - City developed its first bikeway plan; 1994 - City developed an updated bicycle plan that identified 154 miles of proposed bikeways; 2001 - City adopted an updated bicycle and pedestrian master plan that identified 162 miles of proposed bikeways; 2010 - City adopted an updated bicycle and pedestrian master plan that identified 172 miles of proposed bikeways. Bike Facility Implementation - Class I (Off-street) -- 1994 - 9 miles; 2000 - 12 miles; 2009 - 13 miles; 2014 - 14 miles. Class II (On-street) -- 1994 - 12 miles; 2000 - 25 miles; 2009 - 46 miles; 2014 - 61 miles. There continues to be a strong commitment to bicycle programs and infrastructure by local and regional government. The Santa Rosa General Plan 2035, updated in 2009, explicitly calls for the provision of bicycle lanes on all regional/arterial and high volume transitional/collector streets, and on major



access routes to all schools and parks. It also calls for planners to consider bicycle operating characteristics and safety needs in the design for roadway, intersection, and traffic control systems. Updates to the Bicycle and Pedestrian Master Plan reflect a proactive response to safety concerns when prioritizing projects. Furthermore, understanding the value of valet parking at downtown events, Sonoma County Bicycle Coalition (SCBC) has commended the City for taking the lead in requesting SCBC valet parking services at such events.

Reason Three (250 word limit)

The third reason Santa Rosa deserves to be designated a Bicycle Friendly Community is the important role bicycling plays in our local healthy community initiatives. In June 2012, the Santa Rosa City Council adopted the Climate Action Plan (CAP). Bicycling and walking are two mode choices that significantly contribute to reducing the amount of GHG emissions in Santa Rosa, the largest city in Sonoma County. One of the goals in the Climate Action Plan is to improve transport options by increasing the availability of safe, reliable, and convenient alternatives to single-occupancy vehicular travel. This climate action goal establishes a standard to further increase bicycling in Santa Rosa. There are a few recent healthy community initiatives "Live Healthy Sonoma County", Sonoma Health Action.org, and Portrait of Sonoma County that have documented the importance of being physically active including biking and walking to maintain healthy lifestyles in Santa Rosa.

110. What are the three aspects of your community most in need of improvement in order to accommodate bicyclists?

Aspect One (100 word limit)

The first aspect of Santa Rosa that needs improvement in order to accommodate bicyclists is the lack of a Bicycle Coordinator/Program Manager staff person in the City. While considerable staff time is spent on bicycle-related projects and programs, the lack of a specific point-person has seemed to create some inefficiencies and confusion with staff working on bicycle issues being located in three different divisions of the City - transportation, transit, and economic development.

Aspect Two (100 word limit)

The second aspect of Santa Rosa that needs improvement in order to accommodate bicyclists is a lack of connectivity in bike infrastructure and bike culture. The City has an on going commitment to 1) expand and develop bicycle safety programs to include pedestrian safety programs to address the issues faced by pedestrians and bicyclists of all ages as well as motorists; 2) expand and develop pedestrian and bicycle promotion programs to encourage and legitimize walking and bicycling as transportation for work, school, shopping and recreation; and 3) enhance the Street Smarts and Safe Routes to School education and enforcement efforts. In addition, the City continues to make strides in completing the bike infrastructure network 1) the City has 123 centerline miles of on street bike lanes and 38 centerline miles of paved shared paths; and 2) we are gradually increasing the percentage of transportation budget invested in bicycle infrastructure, i.e. 25% or \$2.9 million in FY 13/14 goes to projects affecting bicyclists, pedestrians and ADA improvements. The City continues to close not only the infrastructure gap but also the mobility culture gap which fosters greater incentive for biking and walking and less incentive for driving. A new challenge will result with the start of the SMART passenger rail service in 2016 which will accommodate bicycles. The rail line has been inactive for nearly two decades. This service will create a need to educate bicyclists and other road users about safety near rail crossings and rail tracks. One notable area of focus is examining efforts to enhance conditions for existing crossings of Highway 101. The planned bicycle and pedestrian bridge across the Highway 101, currently in the Project Initiation Document (PID) (a required Caltrans document) phase, will be a good addition however the construction date is unknown.

Aspect Three (100 word limit)

The third aspect of Santa Rosa that needs improvement in order to accommodate bicyclists is the challenge to secure funding from limited sources and highly competitive grant programs for bicycle projects. The City continues to aggressively pursue funding and inter-agency cooperation in the development of the bikeway network. Santa Rosa seeks more consistent and reliable funding sources for bicycle projects and programs. The City is advocating for maintenance of Class I bike paths as an eligible project for state and federal funds.

111. Are you planning any new projects based on your completion of the Bicycle Friendly Community application?

- ☒ Yes
☐ No

If yes, describe (250 word limit)

Below is a list of new focus areas that are bicycle related that the City will be involved with - 1) new challenges will result with the start of the SMART passenger rail service in 2016 which will accommodate bicycles. The rail line has been inactive for nearly two decades. The City has made it a priority to ensure that SMART passenger rail service is successful on opening day (2016). Bicycle access and parking in Santa Rosa at the two new rail stations are critical. The City is working with SMART to implement bike access and parking at these locations. In addition, coordinating SMART operating schedule with the Santa Rosa CityBus schedules will be important as both transit services accommodate bicycles. This service will create a need to educate bicyclists and other road users about safety near rail crossings and rail tracks; 2) the Santa Rosa Community Development Department initiated in Fall 2014 a process to develop the Roseland Area/Sebastopol Road Specific Plan which will include an analysis of circulation using a multi-modal level metric (bicyclists, pedestrians, transit riders and motorists); and 3) another project initiated in 2014 by the Community Development Department was the Southeast Greenway. The Department is preparing a feasibility study for the linear vacant property currently owned by Caltrans (State Transportation Department). One of the suggested uses for this property is a multi-use linear parkway which would include bicycle and pedestrian path or trail.

We often get requests for model BFC applications from aspiring communities. Would you be willing to share your application?

Yes

How did you hear about the BFC program?

The Santa Rosa Bicycle and Pedestrian Advisory Board.