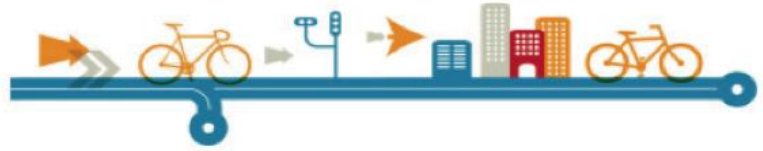




BICYCLE FRIENDLY COMMUNITY FEEDBACK



SANTA ROSA, CA

Fall 2015

Our Bicycle Friendly Community review panel was very pleased to see the current efforts and dedication to make Santa Rosa a safe, comfortable and convenient place to bicycle.

Below, reviewers provided recommendations to help you further promote bicycling in Santa Rosa. **Key recommendations are highlighted in bold.** Underlined phrases are links to further information and resources online.

We strongly encourage you to use this feedback to build on your momentum and improve your community for bicyclists.

There may also be initiatives, programs, and facilities that are not mentioned here that would benefit your bicycling culture, so please continue to try new things to increase your ridership, safety, and awareness.

The cost of bicycle facilities and possible funding options are discussed on the last page of this report.

RECOMMENDATIONS

Engineering

Many local reviewers suggested that **maintenance and sweeping could improve their bicycling experience.** Consider how maintenance practices may be changed to ensure that bicycle lanes and shoulders are swept regularly or designed in

ways to minimize the buildup of hazardous debris. When roads with bicycle lanes and shoulders are rebuilt, consider how their design may facilitate future sweeping and maintenance of bicycle lanes or shoulders suitable for use by bicyclists. Street maintenance that involves restriping is an excellent time to improve bicycle infrastructure.

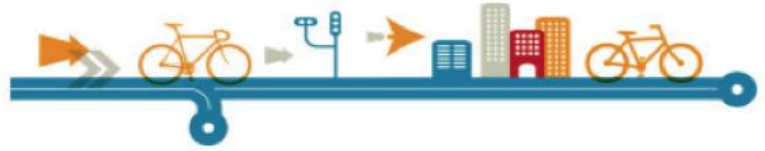
Adopt bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume. When considering facility designs, consider the actual speed rather than the posted speed. Local reviewers indicated that some low posted speed routes, such as the Humboldt Street Bike Boulevard, often had higher than posted speed traffic.

Ensure good connectivity of your street network by adopting connectivity policies or standards. A well connected street network is associated with more walking, biking, and transit use due to greater directness of travel and more route choice options. For walking and biking connectivity, it is not always necessary to create full-scale streets and paved trails between neighborhoods or subdivisions can have significant impacts on the distances that people walking and biking would otherwise have to travel. For more information about connectivity check out: <http://americawalks.org/retrofit-street-walking-and-bicycle-connections-into-existing-suburbs/>

Continue to increase the amount of high quality bicycle parking that meets APBP standards throughout the community. Ensure that people



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arriving by bicycle have a secure and legal place to lock their bikes at popular destinations. Increasing and improving bicycle parking should also include increasing the diversity of bicycle parking types, particularly to accommodate long-term and short-term parking at transit and commercial districts. Bike corrals can be a great way to increase high quality bike parking in commercial or mixed use areas without disrupting pedestrian space. Long-term and secure bicycle parking may be particularly appreciated by people who come to Santa Rosa for bicycle events and tourism.

Continue to expand the bike network, especially along arterials and streets with posted speed limits of more than 25 mph, through the use of different types of bicycle facilities. On roads where automobile speeds regularly exceed 35 mph, it is strongly recommended to provide protected bicycle facilities such as protected bike lanes/cycle tracks, buffered bike lanes or parallel 10ft wide shared-use paths (in low density areas). On-street improvements coupled with the expansion of the off-street system will encourage more people to cycle and will improve safety. Ensure smooth transitions for bicyclists between the local and regional trail network, and the street network. These improvements will also increase the effectiveness of encouragement efforts by providing a broader range of facility choices for users of various abilities and comfort levels. **Several local reviewers noted barriers to safe north-south and east-west travel in Santa Rosa caused by high speed and/or high volume roads, such as Hwy 101. Addressing barriers**

by creating safe connections can dramatically expand access to the existing or future bicycle network.

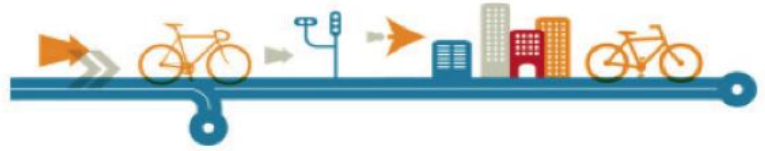
Education

Bicycle-safety education should be a routine part of education, for students of all ages, and schools and the surrounding neighborhoods should be particularly safe and convenient for biking and walking. Particularly as students learn to drive cars; it is important that they continue to learn about safe bicycling practices and how to safely share the road as drivers. **Work with your local bicycle groups, interested parents, and the County Department of Health Services to expand the Safe Routes to School program to all schools.** Click [here](#) for an exemplary bicycle safety curriculum designed for fourth and fifth grade students. For more information on Safe Routes to School, see the [National Highway Traffic Safety Administration's Safe Routes To School Toolkit](#) or visit www.saferoutesinfo.org. The City of Sonoma may also be a good resource as you consider ways to locally fund and expand Safe Routes to School programming.

Expand educational outreach to professional drivers. Many communities have engaged taxi drivers and other professional drivers that regularly interact with bicyclists on specific behaviors that are problematic. Consider whether it is



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appropriate to distribute decals or other materials to remind professional drivers of bicycle-vehicle collisions that are associated with professionally driven vehicles, such as dooring collisions with exiting taxi passengers and right hook collisions with delivery trucks.

Encouragement

Continue efforts to create an Open Streets event that allows people to safely experience your community by walking, biking, and other active transportation options. These events can also be a great place to engage people about improvements they would like in their community and barriers to biking more often that they experience.

Consider whether a bike share system that is open to the public is feasible. Bike sharing can be a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike, bridge the “last mile” between public transit and destinations, and supplement bicycle-on-bus transit capacity. Learn more about bike share in the [United States](#) and current efforts to make bike share [more equitable](#).

Encourage more local businesses, agencies, and organizations to promote cycling to their employees and customers and to seek recognition through the [Bicycle Friendly Business program](#). Businesses will profit from a [healthier, happier and more productive workforce](#) while the community will benefit from less congestion, better air quality, increased amenities and new destinations for cyclists,

new and powerful partners in advocating for bike infrastructure and programs, and business-sponsored public bike events or classes. The League [offers many tools](#) to help promote the Bicycle Friendly Business program in your community.

Enforcement

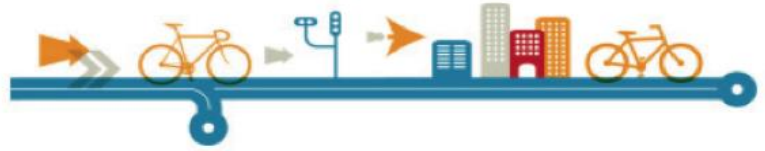
Continue efforts to ensure that police officers are initially and repeatedly educated on traffic law as it applies to bicyclists and motorists. Training is offered by the International Police Mountain Bike Association, the Law Enforcement Bicycle Association and the National Highway Traffic Safety Administration. Ensure that law enforcement officers who are not certified or trained as bicycle patrol officers nevertheless have basic training or experience with bicycling in your community in order to foster great interactions between bicyclists and police officers. Here are some recommended Law Enforcement products: [Roll Call Video: “Enforcing Law for Bicyclists”](#) and [Enhancing Bicycle Safety: Law Enforcement’s Role](#) (2-hour self-paced interactive video training).

Evaluation & Planning

Hire a Bicycle & Pedestrian Coordinator. A Bicycle & Pedestrian Coordinator reviews development proposals to ensure that local bicycle/pedestrian



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requirements are incorporated and to assess bicycling and walking impacts, develop and implement educational and promotional programs, write grant proposals, serve as the public contact for bicycling/walking inquiries and complaints, educate other staff about state and federal facilities standards and guidelines, and coordinate with neighboring cities, transit agencies and other departments to implement policies and projects. See [this report](#) on the importance of Bicycle & Pedestrian program staff.

Ensure that there is a feedback mechanism to help the community meet goals for the implementation of your bicycle and pedestrian plan. An annual report on implementation or a public portal with timely updates can help the public be aware of progress that is made or when to provide input that will help the plan move forward.

You reported that women ride significantly less than men; this gender gap may be addressed through infrastructure improvements, and targeted education and encouragement efforts. Learn more at bikeleague.org/womenbike.

Adopt a target level of bicycle use (percent of trips) to be achieved within a specific timeframe, and ensure data collection necessary to monitor progress.

Adopt a Vision Zero plan to improve road safety for all road users. To learn more about Vision Zero, visit visionzeronetwork.org.

COSTS AND FUNDING OPTIONS

Costs

Building a new roadway for motor vehicles can cost millions of dollars to construct, and many of the pedestrian and bicycle infrastructure facilities are extremely low-cost in comparison. Use [this database](#) to review up-to-date estimates of infrastructure costs of pedestrian and bicycle treatments from states and cities across the country.

Federal Funding

Since 1992 bicycle and pedestrian projects have been eligible for federal transportation funding. To learn more about what federal funds are available for bicycle projects, use Advocacy Advance's interactive [Find it, Fund it tool](#) to search for eligible funding programs by bike/ped project type or review the same information as a PDF [here](#).

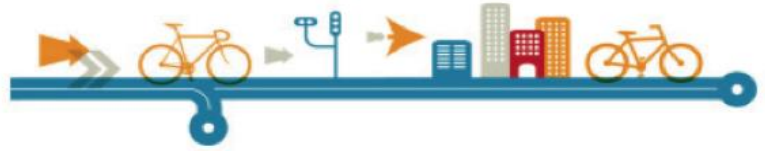
State Funding

Biking and walking dollars aren't only available from the federal government. States can also have their own revenue sources that can be used to fund active transportation. Use this [report](#) and an [online tool](#) to explore your state's funding sources for bicycle and pedestrian improvements.

Local Funding



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Local governments can also create their own revenue streams to improve conditions for bicycling and walking. Three common approaches include: special bond issues, dedications of a portion of local sales taxes or a voter-approved sales tax increase, and use of the annual capital improvement budgets of Public Works and/or Parks agencies. Bicycle facility improvements can also be tagged on to larger projects to create economies of scale that results in reduced costs and reduced impacts to traffic, businesses, and residents. For example, if there is an existing road project, it is usually cheaper to add bike lanes and sidewalks to the project than to construct them separately. To learn more about public funding of bicycle infrastructure improvements, visit pedbikeinfo.org/planning/funding_government.cfm.

Resources and Support

Advocacy Advance offers several tools, resources, and workshops to help advocates and agency staff maximize eligible funding programs.