

CITY OF SANTA ROSA  
BICYCLE AND PEDESTRIAN ADVISORY BOARD  
STAFF REPORT  
November 17, 2011

**SUBJECT**

*Bicycle Friendly Community Designation*

**ISSUE**

Staff will discuss a recent inquiry about designating Santa Rosa as a Bicycle Friendly Community

**STAFF PRESENTER**

*Nancy Adams*

**RECOMMENDATION**

The Board may advise staff to contact the Sonoma County Bicycle Coalition to ask if they would be willing to partner with the City in submitting an application requesting that Santa Rosa be designated as a Bicycle Friendly Community.

**BACKGROUND**

A recent article in the *Press Democrat* has sparked interest in pursuing a Bicycle Friendly Community designation for the City.

The Bicycle Friendly Community is a designation provided to a city by the League of American Bicyclists, a national non-profit advocacy group. The designation is based on a community completing an online application with 126 questions and covers what they identify as five main "E"s;

- Engineering (bike lanes/paths, master-planning, bike parking, linkages, etc.),
- Education (bike and car training, League Cycling Instructors, info distribution, etc.)
- Encouragement (promotions like Bike to Work Week, community maps, wayfinding signage, commuter incentive programs, Safe Routes, cycling clubs, community participation etc.)
- Enforcement (connections between cycling and law enforcement, e.g. bike patrols, share-the-road targeted enforcement, bicycle-related laws)
- Evaluation & Planning (crash and fatality rates, having a bike master plan, bike boards/BPAB, steps for improvements, etc.)

There are two application deadlines per year, one in February and the other in July.

A city official responsible for bicycling issues usually completes the application. Much of the application can be completed by anyone familiar with what a community has done for bicycling, but the communities governing body must approve its final submission. Often the most complete applications come from communities where city officials, public agencies and local cyclists work on it together.

## **ANALYSIS**

1. On the League of American Bicyclists website, there is a score card that helps communities assess whether they are ready to apply for the Bicycle Friendly Community Designation. The score card contains several questions regarding the five Es. Based on the answers provided, the assessment was that Santa Rosa is ready to apply for the designation (See attachment).
2. The Board may advise staff to contact the Sonoma County Bicycle Coalition to ask if they would be willing to partner with the City in submitting an application for the Bicycle Friendly Community designation.

## **RECOMMENDATION**

The Board may advise staff to contact the Sonoma County Bicycle Coalition to ask if they would be willing to partner with the City in submitting an application requesting that Santa Rosa be designated as a Bicycle Friendly Community.

Attachments: Score card

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*Working for a Bicycle Friendly America*

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## ENGINEERING

- YES  NO Does your community have a comprehensive, connected and well-maintained bicycling network?
- YES  NO Is bike parking readily available throughout the community?
- YES  NO Is there a Complete Streets ordinance or another policy that mandates the accommodation of cyclists on all road projects?

## EDUCATION

- YES  NO Is there a community-wide Safe routes to School program that includes bicycling education?
- YES  NO Are there bicycling education courses available for adults in the community?
- YES  NO Does your community educate motorists and cyclists on their rights and responsibilities as road users?

## ENCOURAGEMENT

- YES  NO Does your community have an up-to-date bicycle map?
- YES  NO Does the community celebrate bicycling during national Bike month with community rides, Bike to Work Day or media outreach?
- YES  NO Does the community host any major community cycling events or rides?
- YES  NO Is there an active bicycle advocacy group in the community?

## ENFORCEMENT

- YES  NO Do law enforcement officers receive training on the rights and responsibilities of all road users?
- YES  NO Does your community have law enforcement or other public safety officers on bikes?
- YES  NO Do local ordinances treat bicyclists equitably?

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**EVALUATION**

- YES  NO Is there a specific plan or program to reduce cyclist/motor vehicle crashes?
- YES  NO Does your community have a current comprehensive bicycle plan?
- YES  NO Is there a Bicycle advisory Committee that meets regularly?
- YES  NO Does your community have a bicycle program manager?

Your score: 16 points.

Score 9-17: Your community is ready to apply for Bicycle Friendly Community status! You've already got a good start - we'll tell you what you've done well and how you can improve. Start working with local officials to fill out the Bicycle Friendly Community application and call us to help you through the process.

Click here for more information on the Bicycle friendly Community program. Questions? Contact us at 202-822-1333 or [info@bicyclefriendlycommunity.org](mailto:info@bicyclefriendlycommunity.org). We would love to help you make your community a Bicycle Friendly Community.

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League of American Bicyclists, 1612 K Street NW, Suite 510, Washington, DC 20006. 202-822-1333 [bikeleague@bikeleague.org](mailto:bikeleague@bikeleague.org)  
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