



MORRO BAY, CA

TOTAL POPULATION

10,234

POPULATION DENSITY

990.0

TOTAL AREA (sq. miles)

5.3

OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

N/A

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Morro Bay
Arterial Streets with Bike Lanes	45%	80%
Total Bicycle Network Mileage to Total Road Network Mileage	30%	52%
Public Education Outreach	GOOD	GOOD
% of Schools Offering Bicycling Education	43%	32%
Bike Month and Bike to Work Events	GOOD	GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	YES	YES
Bicycle-Friendly Laws & Ordinances	SOME	VERY GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	PER 70K	342

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	2/10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3/10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	4/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3/10

KEY OUTCOMES

	Average Silver	Morro Bay
RIDERSHIP <i>Percentage of daily bicyclists</i>	3.5%	2.70%
SAFETY MEASURES CRASHES <i>Crashes per 10k daily bicyclists</i>	180	57.9
SAFETY MEASURES FATALITIES <i>Fatalities per 10k daily bicyclists</i>	1.4	7.2



KEY STEPS TO SILVER



- » Have your Bicycle Advisory Committee meet monthly to step up your BFC efforts.
- » Work in close partnership with Caltrans and the County to expand the on and off street bike network and to increase network connectivity. On roads with posted speed limits of more than 35 mph, especially Highway 1, it is recommended to provide protected bicycle infrastructure and to use innovative treatments to make on and off ramps safer for all road users.
- » Increase the amount of high quality bicycle parking throughout the community.
- » Adequately maintain your on and off road bicycle infrastructure to ensure usability and safety.

- » Schools and the surrounding neighborhoods should be particularly safe and convenient for biking and walking. Work with Caltrans to find solutions to major barriers near schools such as Highway 1.
- » Promote cycling throughout the year by offering or supporting more family-oriented community or social rides, and bicycle-themed festivals, parades or shows.
- » Encourage local businesses, agencies, and organizations to promote cycling to their employees and customers, and to seek recognition through the national Bicycle Friendly Business program. For example, local businesses could provide discounts for customers arriving by bicycle.