



VENTURA, CA

TOTAL POPULATION

109,708

POPULATION DENSITY

4915

TOTAL AREA (sq. miles)

21.7

OF LOCAL BICYCLE FRIENDLY BUSINESSES

0

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

0

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

| | Average Silver | San Buenaventura (Ventura) |
|---|------------------------|----------------------------|
| High Speed Roads with Bike Facilities | 40% | 53% |
| Total Bicycle Network Mileage to Total Road Network Mileage | 47% | 22% |
| Bicycle Education in Schools | GOOD | ACCEPTABLE |
| Share of Transportation Budget Spent on Bicycling | 11% | UNKNOWN |
| Bike Month and Bike to Work Events | GOOD | GOOD |
| Active Bicycle Advocacy Group | YES | YES |
| Active Bicycle Advisory Committee | MEETS EVERY TWO MONTHS | NONE |
| Bicycle-Friendly Laws & Ordinances | SOME | GOOD |
| Bike Plan is Current and is Being Implemented | YES | YES |
| Bike Program Staff to Population | 1 PER 91K | 1 PER 137K |

CATEGORY SCORES

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

KEY OUTCOMES

| | Average Silver | San Buenaventura (Ventura) |
|--|----------------|----------------------------|
| RIDERSHIP <i>Percentage of Commuters who bike</i> | 2.6% | 1.2% |
| SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i> | 549 | 879 |
| SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i> | 7.3 | 7 |



KEY STEPS TO SILVER

- » Adopt a Complete Streets policy and create implementation guidance. By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation.
- » Your application indicated that Ventura is developing a bicycle education program for sixth graders. This is a great step to making bicycle education a routine part of childhood education. Improving in-school education will address a current weakness in your application.
- » Mandatory registration can be a barrier to some people choosing to use a bicycle. You should review your local ordinance that requires bicycle registration and consider non-enforcement actions that can

address the concerns that led to the current requirement.

- » Consider ways to increase the "human infrastructure" that supports bicycling. This may include the creation of a Bicycle Advisory Committee, a point of contact for the bicycling community in your police department, and/or an increase in staff time spent on improving bicycling and walking in Ventura. Improving this "human infrastructure" may help support broader changes to streets and other bicycle-related programming.
- » Your reported bicycle network showed that there are many low-speed streets without bicycle facilities. Develop a network of bike boulevards to take advantage of these low-speed streets to encourage and optimize bicycle travel on low-stress corridors.