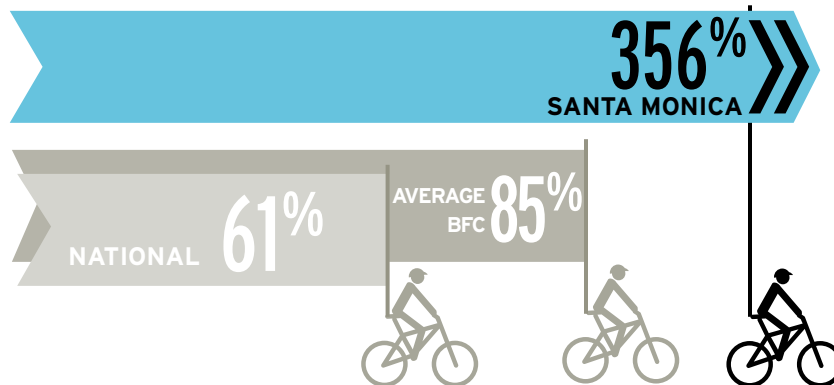


SANTA MONICA IS A

BICYCLE FRIENDLY COMMUNITY

2000-2012 RIDERSHIP GROWTH

Santa Monica is ahead of the curve



RIDERSHIP

5.2%
Commuting by bicycle



CRASH RATE

334
Per 10k daily cyclists



FATALITY RATE

.6
Per 10k daily cyclists



PUBLIC RATING

Local cyclists take on Santa Monica



Bicycle Friendly Community Category Ratings

ENGINEERING

Bicycling network and connectivity



EDUCATION

Motorist awareness and bicycling skills



ENCOURAGEMENT

Mainstreaming bicycle culture



ENFORCEMENT

Promoting safety and protecting bicyclists' rights



EVALUATION

Setting targets and having a plan



LEARN MORE » WWW.BIKELEAGUE.ORG/COMMUNITIES

COMMUNITY:

SANTA MONICA CALIFORNIA

TOTAL POINTS:

45^{of 100}



KEY STEPS TO GOLD

Use community-based social marketing to create more awareness of new facilities

Increase connectivity by adding bike lanes on more arterials such as Lincoln Blvd/Pacific Coast Hwy and Pico Blvd

Protect integrity of bike lanes by enforcing ordinance of no parking or stopping in bike lanes

GET INVOLVED:

ANSWER 5 SHORT QUESTIONS TO IMPROVE BIKING AND GET CONNECTED TO LOCAL ADVOCACY!

» WWW.BIKELEAGUE.ORG/COMMUNITY-SURVEY



SUPPORTED BY **TREK**