It is exciting to hear that Santa Monica is creating a Complete Streets/Vision Zero policy that will be built from coordinating with all divisions of the City including Police/Fire, Community and Cultural Services, Public Works and Planning and Community Development. The enforcement category was a weak spot in your application and this policy development process and implementation can be a huge step to improving safety-related practices.

Create an official Bicycle & Pedestrian Advisory Committee (BPAC) to create a systematic method for ongoing citizen input into the development of important policies, plans, and projects. Ensure that the members of the committee reflect the diversity and ability levels of cyclists in your community.

Work with local bicycle groups and interested parents to expand and improve the Safe Routes to School program to all schools.

Providing bicycles in schools ensures that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household.

Create a signature annual event. A signature annual event can be a catalyst for the creation of a culture that supports bicycling. Signature events can be based around iconic infrastructure or architecture, locally important businesses or celebrities, or other existing cultural touchstones.

Continue to implement your Bike Action Plan, increasing the ability of people to safely and comfortably travel by bike in Santa Monica. Improve safety and comfort by creating better bicycle facilities, such as buffered and separated bicycle lanes, where possible.