



SAN MARCOS, TX

TOTAL POPULATION

64,589

POPULATION DENSITY

1878

TOTAL AREA (sq. miles)

34.4

OF LOCAL BICYCLE FRIENDLY BUSINESSES

1

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

1

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	San Marcos
High Speed Roads with Bike Facilities	35%	9%
Total Bicycle Network Mileage to Total Road Network Mileage	48%	16%
Bicycle Education in Schools	GOOD	NEEDS IMPROVEMENT
Share of Transportation Budget Spent on Bicycling	11%	UNKNOWN
Bike Month and Bike to Work Events	GOOD	ACCEPTABLE
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	NONE
Bicycle-Friendly Laws & Ordinances	GOOD	ACCEPTABLE
Bike Plan is Current and is Being Implemented	YES	UNDER DEVELOPMENT
Bike Program Staff to Population	1 PER 78K	1 PER 86K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	3.5 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	2.4 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	2.5 /10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	2.2 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	2.2 /10

KEY OUTCOMES

	Average Silver	San Marcos
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	1.22%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	471
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	27.7



KEY STEPS TO SILVER



- » Continue to expand the bike network and follow a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.
- » Ensure that your Complete Streets policy is followed for all projects, and that compliance is tracked. If necessary, revisit your Complete Streets policy and process to ensure better compliance.
- » Expand bicycle safety education to be a routine part of education for students of all ages in all K-12 schools.
- » Increase the number of local League Cycling Instructors (LCIs) in your community.
- » Develop a bike patrol unit to improve bicyclist/officer relations, and ensure that all law enforcement officers have basic training or experience with bicycling in your community in order to foster positive interactions between bicyclists and police officers.
- » Adopt a comprehensive road safety plan or a Vision Zero policy to

create engineering, education, and enforcement strategies to reduce traffic crashes and deaths for all road users.

- » Work with the local school district to appoint or hire a new Safe Routes to School Coordinator to continue improving education for students and to focus on improving the bicycle network around schools.
- » Create an official Bicycle & Pedestrian Advisory Committee.
- » Your application indicated that your community is currently creating a bicycle master plan. This is a great step to improving conditions for bicycling and institutionalizing processes for continual improvement.
- » Create a bicycle count program utilizing several methods of data collection to better understand current bicyclists and the effects of new facilities on bicycling in San Marcos. Automated bike counters provide long-term data on bicycle use at fixed points and mobile counters can provide periodic or before/after data related to changes in your road or bicycle network. Observational counts can supplement automated data to collect demographic information and examine social equity goals.

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