



WATSONVILLE, CA

TOTAL POPULATION
53,856

POPULATION DENSITY
8038

TOTAL AREA (sq. miles)
6.7

OF LOCAL BICYCLE FRIENDLY BUSINESSES **0**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **0**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Watsonville
High Speed Roads with Bike Facilities	35%	114%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	35%
Bicycle Education in Schools	GOOD	VERY GOOD
Share of Transportation Budget Spent on Bicycling	11%	14%
Bike Month and Bike to Work Events	GOOD	EXCELLENT
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	MEETS EVERY TWO MONTHS
Bicycle-Friendly Laws & Ordinances	GOOD	ACCEPTABLE
Bike Plan is Current and is Being Implemented	YES	SOMEWHAT
Bike Program Staff to Population	1 PER 78K	1 PER 359K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	2.5 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	4.4 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	5.8 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4.0 /10

KEY OUTCOMES

	Average Silver	Watsonville
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	0.95%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	818
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	17.8



KEY STEPS TO SILVER



- » Continue to improve and expand the low-stress bike network for all ages and abilities, and ensure that your community follows a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.
- » Develop a design manual that meets current NACTO standards or adopt the NACTO Urban Bikeway Design Guide. This will make it easier for city staff to propose and implement bicycle facility designs that have been shown to improve conditions for people who bike in other cities throughout the United States.
- » Increase the amount of staff time spent on improving conditions for people who bike and walk, either by creating a new dedicated position or expanding the responsibilities of

current staff. Ensure that this position is well supported with training and professional development opportunities to stay up-to-speed on the latest best practices and safety guidelines for bicycle planning, outreach, and infrastructure.

- » Continue to increase the amount of high quality bicycle parking throughout the community. Ensure that APBP-compliant bicycle parking is available in areas near popular destinations and urban activity centers. Without secure and convenient bike parking it is difficult for a person to choose to ride their bicycle for transportation or utilitarian trips.
- » Consider making end-of-trip facilities available to bike commuters in your community, such as publicly accessible bicycle repair stations and air pumps.

KEY STEPS CONTINUED ON PAGE 2...



WATSONVILLE, CA

Fall 2021

KEY STEPS TO SILVER CONTINUED

- » Continue to expand bicycle safety education to be a routine part of education for students of all ages, and ensure that schools and the surrounding neighborhoods are particularly safe and convenient for biking and walking. Work with the school district, local bicycle groups, and interested parents to create Safe Routes to School programming for all K-12 schools.
- » Work with local League Cycling Instructors (LCIs) to offer Bicycle Friendly Driver training to motorists in Watsonville, particularly to professional drivers and fleet operators.
- » Encourage more local businesses, agencies, and organizations to promote cycling to their employees and customers and to seek recognition through the Bicycle Friendly Business program.
- » Begin the process of creating a new Bicycle Master Plan or updating your 2012 Trails & Bicycle Master Plan. Regularly updating your bicycle plan is key to improving conditions for bicycling, adhering to evolving best practices and national

standards, and institutionalizing processes for continual evaluation and improvement. Ensure the new plan includes specific and measurable goals and performance measures to track progress, and is supported by a dedicated budget for implementation.

- » Adopt a target level of bicycle use (percent of trips) to be achieved within a specific timeframe, and ensure data collection necessary to monitor progress. Continue to develop a bicycle count program that utilizes several methods of data collection to create an understanding of current bicyclists and the effects of new facilities on bicycling in Watsonville. Automated bicycle counters provide long-term data on bicycle use at fixed points in a community and mobile counters can provide periodic or before/after data related to a change in your community's road or bicycle network. Observational counts and surveys can supplement automated data in order to collect demographic information and examine social equity goals.

MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » League of American Bicyclists: <https://www.bikeleague.org>
- » Guide to the BFC Report Card: https://bikeleague.org/sites/default/files/Guide_to_the_Bicycle_Friendly_Community_Report_Card.pdf
- » Resources for Building a Bicycle Friendly Community: https://bikeleague.org/BFC_Resources
- » Building Blocks of a Bicycle Friendly Community: <https://bikeleague.org/content/building-blocks-bicycle-friendly-communities>
- » About the BFC Application Process: <https://bikeleague.org/content/about-bfc-application-process>
- » The Five E's: <https://bikeleague.org/5-es>
- » Tips for Current and Aspiring BFCs: <https://bikeleague.org/BFC-tips>
- » Smart Cycling Program: <https://bikeleague.org/ridesmart>
- » Advocacy Reports and Resources: <https://bikeleague.org/reports>
- » Bicycle Friendly Business Program: <https://bikeleague.org/business>
- » National Bike Month: <https://bikeleague.org/bikemonth>

