



## San Marcos, TX



**2024 BFC Award: Bronze**  
**Award History:** Bronze since 2018.

### San Marcos's BFA Program Stats

# of Local Bicycle Friendly Businesses: **0**  
 # of Local Bicycle Friendly Universities: **1**  
 # of Local League Cycling Instructors: **0**  
 Texas's Bicycle Friendly State Ranking: **#30**

The 5 Es Category Scores	San Marcos	Max Score this round
Engineering	38.80%	79.26%
Education	29.61%	83.25%
Encouragement	30.00%	90.86%
Evaluation & Planning	27.86%	75.73%
Equity & Accessibility	13.72%	75.47%

Scores are determined by points earned in each 'E' Category, weighted against comparable communities in the 2024 BFC round. See pages 2-3 for your full subcategory points in each Category.

### Community Profile

Population: 70,301  
 (Size classification for weighted scoring: Medium)  
 Area: 39.92 square miles  
 Population Density: 1,761.00 people/square mile  
 Land Classification: Mixed Suburban/Urban/Rural  
 Poverty Rate: 21.1%\*  
 Median Household Income: \$52,040\*  
 Percent of the Population that Speaks a Language Other Than English at Home: 28.9%\*  
 Percent with Disability: 13.2%\*  
 Percent of Households with No Vehicle Available: 3.9%\*

\*Source: [https://data.census.gov/profile/San\\_Marcos\\_city,\\_Texas-?g=160XX00US4865600](https://data.census.gov/profile/San_Marcos_city,_Texas-?g=160XX00US4865600)

### San Marcos's Bike Links

**Bike Network Map, if available:**  
<https://cosm.maps.arcgis.com/apps/instant/interactivelegend/index.html?appid=3416037ded-b647008e64440cfd50f4f5>

**Bike Plan, if available:**  
<https://sanmarcostx.gov/DocumentCenter/View/39223/Bike-Plan?bidId=>

### Key Outcomes

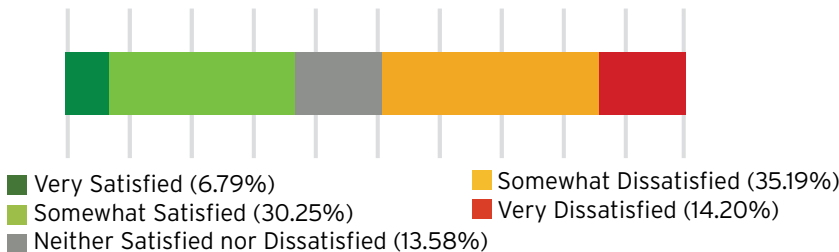
**Overall Commuter Ridership: 1.2%**  
 Male Commuter Ridership: 1.4%  
 Female Commuter Ridership: 0.8%  
 (Bicycle Mode Share among commuters, according to the Census Bureau's 2022 or 2023 American Community Survey 5-Year Estimate.)

**Bicycle Mode Share: Unknown**  
 (Reported by applicant)

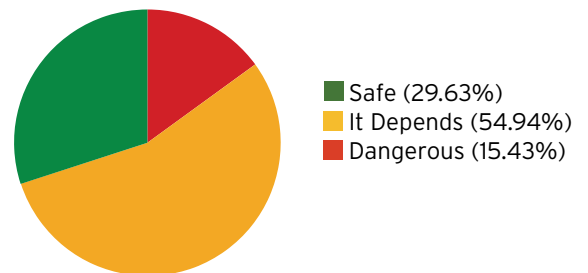
**Annual Average Bicyclist Crashes in last 5 years: 9.6**  
**Annual Average Bicyclist Fatalities in last 5 years: 0.2**  
 (Crashes and Fatalities both reported by applicant)

## 2024 BFC Public Survey Response Summary for San Marcos, TX

How satisfied are you with how this community is designed for making bike riding safe? (n = 162)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 162)



What are the top 1-3 changes you would most like to see the local government make in this community for bicyclists? (n = 162)

1. More bike lanes (54.94%)
2. More bike paths (52.47%)
3. Improve existing bike lanes to protected bike lanes (37.65%)
4. Reduce speeds through traffic calming and/or road diets (22.84%)

## About this Report Card

The following scores are based on the online application submitted by San Marcos in the 2024 Bicycle Friendly Community (BFC) submission round. These scores reflect a combination of automatically-generated points earned through the online application, as well as judge-assigned points and bonus points given by BFC reviewers.

The League updated its Bicycle Friendly Community application and awards criteria in 2022, after nearly a year of research, focus groups, interviews, listening sessions, and other outreach. The updated application includes a new section on Equity and Accessibility, and other changes throughout. As such, **this Bicycle Friendly Community Report card is a beta version** as we refine our new scoring system and develop a greater understanding of how to convey new information.

All 2024 BFC Report Cards (including this one) will be republished with updated scores if there are significant changes to the points system after the next round of BFC applications. To learn more about the BFC application and awards criteria, please visit <https://bikeleague.org/community>.

<b>ENGINEERING</b>	<i>San Marcos earned a weighted score of 38.80% in the Engineering Category. Below is the full breakdown of points that San Marcos earned in each subcategory within the Engineering section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Engineering Subcategories	San Marcos's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	13.7 / 41 pts
	End-of-Trip Facilities	5.3 / 44 pts
	Bicycle Network	34.6 / 128 pts
	Network Maintenance	16.5 / 32 pts
	Bicycle Access to Public Transportation	11.0 / 23 pts
	Bike Sharing	1.3 / 24 pts
	Other Bicycle-Related Amenities	0.3 / 6 pts
	Engineering Bonus Points	2.8 / 10 pts

<b>EDUCATION</b>	<i>San Marcos earned a weighted score of 29.61% in the Education Category. Below is the full breakdown of points that San Marcos earned in each subcategory of the Education section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Education Subcategories	San Marcos's Subcategory Points in Education
	Youth Bicycle Education	27.2 / 68 pts
	Adult Bicycle Education	8.5 / 47 pts
	Motorist Education	3.8 / 28 pts
	Bicycle Safety Education Resources	1.1 / 16 pts
	Inclusive Education	1.5 / 26 pts
Education Bonus Points	0.5 / 7 pts	

<b>ENCOURAGEMENT</b>	<i>San Marcos earned a weighted score of 30.00% in the Encouragement Category. Below is the full breakdown of points that San Marcos earned in each subcategory of the Encouragement section section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Encouragement Subcategories	San Marcos's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	3.3 / 17 pts
	Route-Finding Support	5.0 / 10 pts
	Bicycle Culture and Promotion	22.2 / 91 pts
	Access To Bicycle Equipment and Repair Services	11.2 / 35 pts
	Reducing Work-Related/Fleet VMT	0.3 / 11 pts
	Encouragement Bonus Points	1.5 / 7 pts

<b>EVALUATION &amp; PLANNING</b>	<i>San Marcos earned a weighted score of 27.86% in the Evaluation &amp; Planning Category. Below is the full breakdown of points that San Marcos earned in each subcategory of the Evaluation &amp; Planning section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Evaluation & Planning Subcategories	San Marcos's Subcategory Points in Evaluation & Planning
	Staffing And Committees	1.7 / 35 pts
	Public Engagement for Bicycle Planning	9.7 / 35 pts
	Planning, Funding, And Implementation	9.5 / 46 pts
	Evaluating The Bicycle Network	7.2 / 25 pts
	Evaluating Ridership	1.8 / 20 pts
	Evaluating & Improving Safety Outcomes	9.4 / 42 pts
Evaluation & Planning Bonus Points	1.8 / 15 pts	

<b>EQUITY &amp; ACCESSIBILITY</b>	<i>San Marcos earned a weighted score of 13.72% in the Equity &amp; Accessibility Category. Below is the full breakdown of points that San Marcos earned in each subcategory of the Equity &amp; Accessibility section, compared to the total points available in that subcategory from the 2024 BFC application.</i>	
	Equity & Accessibility Subcategories	San Marcos's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	5.0 / 24 pts
	Equity Data Collection & Goals	0.0 / 27 pts
	Equity & Accessibility Policies & Plans	2.3 / 21 pts
	Equity & Accessibility in Engineering	2.0 / 44 pts
	Equity & Accessibility in Education	2.0 / 52 pts
	Equity & Accessibility in Encouragement	8.4 / 42 pts
	Equity & Accessibility in Evaluation & Planning	5.0 / 51 pts
Equity & Accessibility Bonus Points	0.0 / 9 pts	



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### FEEDBACK TO IMPROVE:

#### To maintain and improve on San Marcos's Bronze-level Bicycle Friendly Community award, BFC Reviewers recommend...

- » Work to expand and improve San Marcos's low-stress, on-road bike network and ensure that your community consistently follows a bicycle facility selection criteria that increases physical separation and protection of bicyclists based on levels of motor vehicle speed and volume, to maximize safety and comfort for bicyclists of all ages and abilities. Identify gaps and add new facilities that complete and expand the bicycle network, and work to upgrade existing facilities, such as by converting bike lanes into protected bike lanes, and upgrading roads with sharrows into dedicated bicycle boulevards through speed reductions and traffic calming.
- » Ensure that your Complete Streets policy is followed for all projects, and that compliance is tracked. A Complete Streets policy should prompt the community to consider lane and/or road diets when repaving or otherwise doing major maintenance on roadways. If necessary, revisit your Complete Streets policy and process to ensure better compliance.
- » Conduct a connectivity analysis and network quality evaluation of your existing bicycle network, and work to identify and fill any gaps. Continue efforts to establish a performance measurement program for bicycling and/or active transportation infrastructure. See FHWA's resources on these topics: [https://bit.ly/FHWA\\_connectivity](https://bit.ly/FHWA_connectivity) and [https://bit.ly/FHWA\\_bikepedPMs](https://bit.ly/FHWA_bikepedPMs).
- » Pay close attention to how bicycles are accommodated at intersections, particularly where off-street paths or dedicated on-road bike facilities cross roads with posted speed limits above 25 mph. Refuge islands, curb extensions, and bike-specific timing for signalized crossings are infrastructure changes that can make intersections safer for bicyclists and pedestrians.
- » Lower speed limits -- and designed speeds -- on residential streets to 20 mph or less. Introduce road diets and traffic calming measures to ensure compliance. Develop a system of bicycle boulevards, utilizing these quiet neighborhood streets, that creates an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all ages and skill levels. Use the Bicycle Boulevards section of the NACTO Urban Bikeway Design Guide for design guidelines.
- » Increase the amount of high quality bicycle parking throughout the community. Conduct a bike parking study or audit to determine current conditions of bike parking, both in terms of quality and quantity. Develop community-wide Bicycle Parking Standards that adhere to current APBP guidelines. (See [www.apbp.org/bicycle-parking-solutions](http://www.apbp.org/bicycle-parking-solutions))
- » Congratulations on the planned launch of an e-bike bike share program! Bike sharing is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike, make bicycling more accessible to all, and to bridge the "last mile" between public transit and destinations.



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### FEEDBACK TO IMPROVE, CONTINUED:

- » Improve bicycle safety education for students of all ages by incorporating more on-bicycle education opportunities and by expanding the program to all K-12 schools. Providing bicycles in schools for on-bike education ensures that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household. Work with the school district, local bicycle groups, and interested parents to expand and improve the Safe Routes to School program. Appoint or hire a dedicated Safe Routes to School Coordinator to lead these efforts.
- » Develop bicycle education opportunities for adults. Consider ways to target demographics who currently do not feel safe riding with classes or events that address their concerns and create an inclusive, welcoming environment.
- » Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a City staffer or local bike advocate to attend an existing seminar elsewhere. Having several active instructors in the area will enable you to expand cycling education for youth and adults, recruit more knowledgeable cycling ambassadors, deliver Bicycle Friendly Driver education to motorists, and have experts available to assist in encouragement programs. Visit [bikeleague.org/ridesmart](http://bikeleague.org/ridesmart) for more information.
- » Develop education and encouragement outreach methods and programs that specifically target families, women, seniors, low-income, and non-English speaking communities, in addition to general non-targeted outreach and media campaigns that discuss current and new bicycle facilities, safe driver and bicyclist behavior, and events related to walking and biking. In particular, launch education and encouragement programming that cater to the 28.9% of community members who speak a language other than English in the home.
- » Work with local employers and the Capital Area Metropolitan Planning Organization (CAMPO) to develop a community-wide trip reduction ordinance/program, commuter incentive program, and a Guaranteed Ride Home program to encourage and support bike commuters in San Marcos.
- » 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. City Hall or other municipal buildings could apply to the BFB program as an employer to lead by example among other local employers.
- » 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.
- » Establish a dedicated annual budget for implementation of your Bicycle Master Plan, in addition to funding for ongoing bicycle programming and infrastructure development/maintenance.



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### FEEDBACK TO IMPROVE, CONTINUED:

- » Create 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 San Marcos. 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.
- » Continue efforts to improve data-driven road safety operations, and adopt a comprehensive road safety plan or a Vision Zero policy to identify specific strategies to reduce traffic crashes and deaths for all road users, including bicyclists and pedestrians. Increasing the connectivity of low stress bikeway facilities and lowering vehicle speeds through general traffic calming treatments are important engineering components for addressing roadway safety. Look into the Safe Streets and Roads for All (SS4A) Planning and Demonstration Grants from the U.S. Department of Transportation for potential funding opportunities to support this work:  
<https://www.transportation.gov/grants/SS4A>.

### MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » **Guide to this BFC Report Card:** <https://bit.ly/BFC-Report-Card-Guide-2024>
- » **League of American Bicyclists:** <https://www.bikeleague.org>
- » **Bicycle Friendly Community (BFC) Program:** <https://bikeleague.org/community>
- » **Resources for Building a Bicycle Friendly Community:** [https://bikeleague.org/BFC\\_Resources](https://bikeleague.org/BFC_Resources)
- » **About the BFC Application Process:** <https://bikeleague.org/content/about-bfc-application-process>
- » **The Five E's:** <https://bikeleague.org/5-es>
- » **The BFC Ideabook and Map:** <https://bikeleague.org/BFCIdeaBook>
- » **The League's Benchmarking Project on Biking & Walking Data and Reports:** <https://data.bikeleague.org>
- » **Bicycle Friendly State (BFS) Rankings and Report Cards:** <https://bikeleague.org/state>
- » **Bicycle Friendly Business (BFB) Program:** <https://bikeleague.org/business>
- » **Bicycle Friendly University (BFU) Program:** <https://bikeleague.org/university>
- » **Smart Cycling Education Program:** <https://bikeleague.org/ridesmart>
- » **National Bike Month Resources:** <https://bikeleague.org/bikemonth>
- » **More Reports and Resources from the League:** <http://bikeleague.org/reports>
- » **Federal Funding Resources from the League:** <https://bikeleague.org/federal-funding-resources/>
- » **Pedestrian and Bicycle Funding Opportunities from U.S. DOT Transit, Safety, and Highway Funds:** [https://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/funding/funding\\_opportunities.pdf](https://www.fhwa.dot.gov/environment/bicycle_pedestrian/funding/funding_opportunities.pdf)
- » **U.S. DOT Navigator:** <https://www.transportation.gov/dot-navigator>