



Healdsburg, CA



Award: Bronze | Fall 2023

Award History:

Bronze since 2014.

Healdsburg's BFA Program Stats

of Local Bicycle Friendly Businesses: **0**

of Local Bicycle Friendly Universities: **0**

of Local League Cycling Instructors: **0**

California's Bicycle Friendly State Ranking: **#4**

The 5 Es Category Scores	Healdsburg	Max Score this round
Engineering	38.80%	79.3%
Education	5.68%	76.3%
Encouragement	18.22%	87.5%
Evaluation & Planning	27.72%	78.0%
Equity & Accessibility	15.75%	70.5%

Scores are determined by points earned in each 'E' Category, weighted against comparable communities in the Fall 2023 BFC round. See pages 2-3 for your full subcategory points in each Category.

Community Profile

Population: 11,340

Area: 4.42 square miles

Population Density: 2565.6 people/square mile

Land Classification:

Mixed Suburban/Urban/Rural

Poverty Rate: 10%*

Median Household Income: \$94,375*

Percent of the Population that Speaks a

Language Other Than English at Home: 26.5%*

Percent with Disability: 10.5%*

Percent of Households with No Vehicle Available: 7%*

*Source: https://data.census.gov/profile/Healdsburg_city,_California?g=160XX00US0633056

Healdsburg's Bike Links

Bike Network Map, if available:

PDF available upon request.

Bike Plan, if available:

<https://healdsburg.gov/367/Bicycle-Pedestrian-Master-Plan>

Key Outcomes

Overall Commuter Ridership: 1.6%

Male Commuter Ridership: 3%

Female Commuter Ridership: 0.01%

(Bicycle Mode Share among commuters, according to the Census Bureau's 2022 American Community Survey 5-Year Estimate.)

Bicycle Mode Share: Unknown

(Reported by applicant)

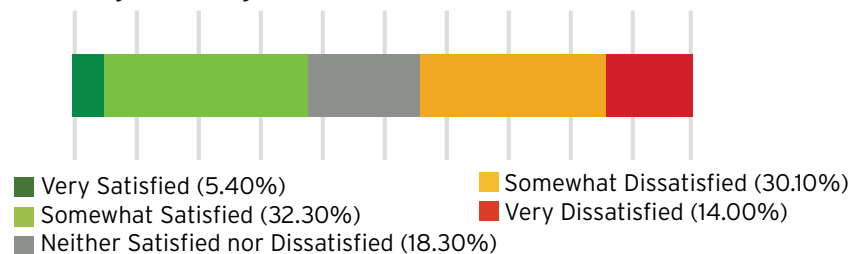
Annual Average Bicyclist Crashes in last 5 years: No Crash Data Collected

Annual Average Bicyclist Fatalities in last 5 years: 0

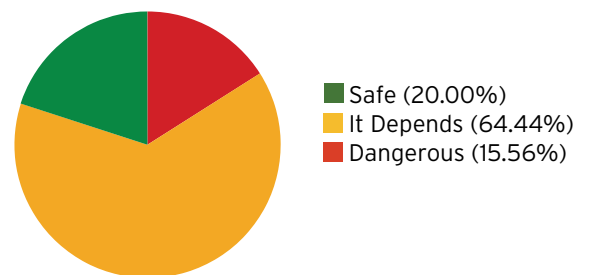
(Crashes and Fatalities both reported by applicant)

Fall 2023 BFC Public Survey Response Summary for Healdsburg, CA

How satisfied are you with how this community is designed for making bike riding safe? (n = 93)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 90)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 93)

1. More bike lanes (38.70%)
2. Improve public decision-making processes for transportation improvements, including bicycling improvements (15.10%)
3. More bike paths (14.00%)

About this Report Card

The following scores are based on the online application submitted by Healdsburg in the Fall 2023 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 Fall 2023 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>.

ENGINEERING	<i>Healdsburg earned a weighted score of 38.80% in the Engineering Category. Below is the full breakdown of points that Healdsburg earned in each subcategory within the Engineering section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Engineering Subcategories	Healdsburg's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	8.2 / 41 pts
	End-of-Trip Facilities	11.2 / 44 pts
	Bicycle Network	24.6 / 128 pts
	Network Maintenance	18.9 / 32 pts
	Bicycle Access to Public Transportation	6.6 / 23 pts
	Bike Sharing	5.2 / 24 pts
	Other Bicycle-Related Amenities	0.3 / 6 pts
	Regional Coordination	5 / 23 pts
Engineering Bonus Points	1.5 / 10 pts	

EDUCATION	<i>Healdsburg earned a weighted score of 5.68% in the Education Category. Below is the full breakdown of points that Healdsburg earned in each subcategory of the Education section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Education Subcategories	Healdsburg's Subcategory Points in Education
	Youth Bicycle Education	7.1 / 68 pts
	Adult Bicycle Education	0 / 47 pts
	Motorist Education	0 / 28 pts
	Bicycle Safety Education Resources	0 / 16 pts
	Inclusive Education	0 / 26 pts
	Education Bonus Points	0 / 7 pts

ENCOURAGEMENT	<i>Healdsburg earned a weighted score of 18.22% in the Encouragement Category. Below is the full breakdown of points that Healdsburg earned in each subcategory of the Encouragement section section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Encouragement Subcategories	Healdsburg's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	1 / 17 pts
	Route-Finding Support	2 / 10 pts
	Bicycle Culture and Promotion	10.8 / 91 pts
	Access To Bicycle Equipment and Repair Services	5.8 / 35 pts
	Reducing Work-Related/Fleet VMT	2 / 11 pts
	Encouragement Bonus Points	1 / 7 pts

EVALUATION & PLANNING	<i>Healdsburg earned a weighted score of 27.72% in the Evaluation & Planning Category. Below is the full breakdown of points that Healdsburg earned in each subcategory of the Evaluation & Planning section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Evaluation & Planning Subcategories	Healdsburg's Subcategory Points in Evaluation & Planning
	Staffing And Committees	0.9 / 35 pts
	Public Engagement for Bicycle Planning	4.3 / 35 pts
	Planning, Funding, And Implementation	7.3 / 46 pts
	Evaluating The Bicycle Network	0 / 25 pts
	Evaluating Ridership	-0.3 / 20 pts
	Evaluating & Improving Safety Outcomes	21.4 / 42 pts
Evaluation & Planning Bonus Points	2.3 / 15 pts	

EQUITY & ACCESSIBILITY	<i>Healdsburg earned a weighted score of 15.75% in the Equity & Accessibility Category. Below is the full breakdown of points that Healdsburg earned in each subcategory of the Equity & Accessibility section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Equity & Accessibility Subcategories	Healdsburg's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	4 / 24 pts
	Equity Data Collection & Goals	0.3 / 27 pts
	Equity & Accessibility Policies & Plans	3.5 / 21 pts
	Equity & Accessibility in Engineering	6.8 / 44 pts
	Equity & Accessibility in Education	0.8 / 52 pts
	Equity & Accessibility in Encouragement	0.8 / 42 pts
	Equity & Accessibility in Evaluation & Planning	5.3 / 51 pts
Equity & Accessibility Bonus Points	1 / 9 pts	



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FEEDBACK TO IMPROVE:

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

- » Your application indicated that your community is currently updating the 2013 Bicycle Pedestrian Master Plan into a new Active Transportation Plan. This is a great step to improving conditions for bicycling and institutionalizing processes for continual improvement. Your Plan update should take advantage of best practices that are applicable to a community of your size, including the use of separated and protected bike lanes, targeted education programming, and demonstration projects to help the community understand possible bicycle facilities. Ensure that the new Plan includes specific and measurable goals, a strong implementation plan, and dedicated funding or an annual budget to ensure its success.
- » As part of your new Active Transportation Plan, develop an updated design manual that meets current NACTO standards or officially adopt the NACTO Urban Bikeway Design Guide and/or the FHWA's Small Town and Rural Multimodal Network Guide as approved design guidance for the City of Healdsburg. 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.
- » Continue to expand and improve Healdsburg's low-stress on-road bike network 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, 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 by lowering speed limits and introducing traffic calming measures.
- » Conduct a connectivity analysis and network quality evaluation of your existing bicycle network, and work to identify and fill any gaps. Establish a performance measurement program for bicycling and/or active transportation infrastructure. See FHWA's resources on these topics: https://bit.ly/FHWA_connectivity and https://bit.ly/FHWA_bikepedPMs.
- » Increase the amount of high quality bicycle parking throughout the community. Develop community-wide Bicycle Parking Standards to ensure that APBP-compliant bicycle parking is available in areas near popular destinations and urban activity centers. (See appb.org/bicycle-parking-solutions)
- » Congratulations on recently launching the new Bird Ebike Share pilot program in Healdsburg! 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, and we hope to see the system become permanent by your next BFC application. Continue to monitor bikeshare usage and ridership data, and explore ways to incorporate the new system into your community's bicycling education and encouragement programming efforts to reach new audiences. Be sure to prioritize equity and accessibility when considering how to promote and expand the system in the future. (See the League's Bicycle Friendly Community Ideabook for inspiration on how to take advantage of your bikeshare program to expand bike culture and increase ridership – see Section 3.1 for several related case studies and resources! Learn more at <https://bikeleague.org/BFCIdeabook>)
- » 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.



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FEEDBACK TO IMPROVE, CONTINUED:

- » 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 for more information.
- » Work with local LCIs and employers to offer Bicycle Friendly Driver training to motorists in Healdsburg, particularly to professional drivers, government employees, emergency responders, and fleet operators. Learn more at <https://bikeleague.org/bfd>.
- » Continue to increase multi-lingual bike safety and motorist education opportunities for both children and adults. The League now offers several of the Smart Cycling education resources in Spanish, including the Smart Cycling Quick Guide and Smart Cycling manual.
- » 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.
- » 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) for the City of Healdsburg to create a systematic method for ongoing citizen input into the development of important policies, plans, and projects that impact bicycling conditions in Healdsburg. Ensure that the members of the committee reflect the diversity and ability levels of cyclists in your community, and coordinate with the county-wide bike/ped committee whenever appropriate. See the Evaluation & Planning section of the BFC Resources page for several resources related to creating and maintaining an effective BPAC: https://bikeleague.org/BFC_Resources.
- » 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 Healdsburg. 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.
- » Your Bicycle Friendly Community application reported that ACS data shows a gender gap in bicycle modeshare (3% of male commuters bike to work, compared to 0.01% of female commuters, according to ACS data). Consider how focused outreach around bicycling education, encouragement, and engagement could help bring more women to bike for transportation in Healdsburg. Consider how local data collection efforts may be able to further inform your work by capturing gender in other bike use and modeshare counts, as well as identifying gender disparities in perceptions of safety and barriers to bicycling.



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FEEDBACK TO IMPROVE, CONTINUED:

- » Work with area hospitals and emergency responders to collect and track bike crash data, even minor crashes. Collecting data is an important step to addressing bike safety. Data about crashes should be used to identify where projects can resolve or mitigate safety issues.
- » As your community develops a new Diversity, Equity, and Inclusion (DEI) Plan, ensure that this effort is integrated with bicycling and mobility planning activities to result in more equitable and inclusive bicycle planning, outreach, engagement, and programming efforts.
- » Involve local and state public health agencies in active transportation planning and advocacy to support your common goals to achieve health and wellness through greater physical activity in residents' daily lives.
- » Congratulations on many improvements since your last BFC application! The League encourages the City of Healdsburg to partner with local/regional bike advocates, schools, and employers, to expand bicycling safety education and encourage/outreach efforts to continue building bike culture and ridership.

MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » **Guide to this BFC Report Card:** <https://bit.ly/BFC-Report-Card-Guide-Fa23>
- » **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
- » **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 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>
- » **Advocacy 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
- » **U.S. DOT Navigator:** <https://www.transportation.gov/dot-navigator>