



Santa Rosa, CA



Award: Silver | Fall 2023
Award History: Silver since 2019;
 Previously Bronze since 2015.

Santa Rosa's BFA Program Stats

of Local Bicycle Friendly Businesses: **4**
 # of Local Bicycle Friendly Universities: **0**
 # of Local League Cycling Instructors: **9**
 California's Bicycle Friendly State Ranking: **#4**

Community Profile

Population: 178,127
 Area: 42.53 square miles
 Population Density: 4188.3 people/square mile
 Land Classification:
 Mixed Suburban/Urban/Rural
 Poverty Rate: 11.1%*
 Median Household Income: \$86,459*
 Percent of the Population that Speaks a
 Language Other Than English at Home: 33.9%*
 Percent with Disability: 12%*
 Percent of Households with No Vehicle Available: 1.8%*

*Source: https://data.census.gov/profile/Santa_Rosa_city,_California?q=160XX00US0670098

Santa Rosa's Bike Links

Bike Network Map, if available:
<https://santarosa.maps.arcgis.com/apps/instant/minimalist/index.html?appid=8308f46754324f6a8f492f39a9cddb5¢er=-122.711,38.4388&level=12>

Bike Plan, if available:
https://www.srcity.org/DocumentCenter/View/24312/Bicycle-and-Pedestrian-Master-Plan-Update-2018-final-version_PRINT

The 5 Es Category Scores	Santa Rosa	Max Score this round
Engineering	49.99%	79.3%
Education	61.03%	76.3%
Encouragement	73.60%	87.5%
Evaluation & Planning	65.53%	78.0%
Equity & Accessibility	38.07%	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.

Key Outcomes

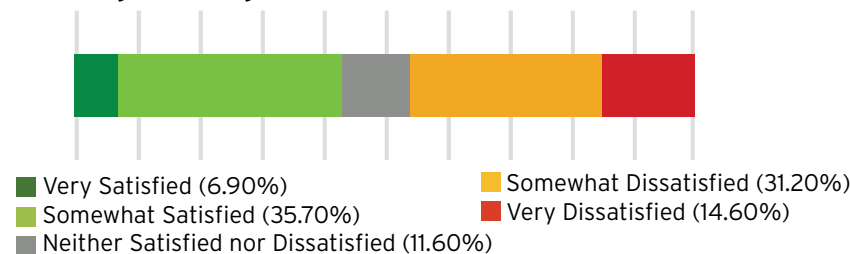
Overall Commuter Ridership: 0.8%
 Male Commuter Ridership: 1.3%
 Female Commuter Ridership: 0.2%
(Bicycle Mode Share among commuters, according to the Census Bureau's 2022 American Community Survey 5-Year Estimate.)

Bicycle Mode Share: Unknown
(Reported by applicant)

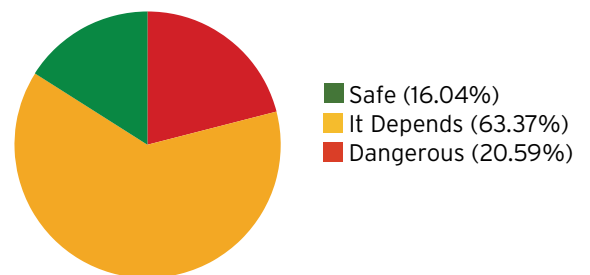
Annual Average Bicyclist Crashes in last 5 years: 41
Annual Average Bicyclist Fatalities in last 5 years: 0.2
(Crashes and Fatalities both reported by applicant)

Fall 2023 BFC Public Survey Response Summary for Santa Rosa, CA

How satisfied are you with how this community is designed for making bike riding safe? (n = 378)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 374)



What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 379)

1. More bike paths (25.60%)
2. Improve existing bike lanes to protected bike lanes (24.00%)
3. More bike lanes (16.90%)
4. Reduce speeds through traffic calming and/or road diets (8.40%)

About this Report Card

The following scores are based on the online application submitted by Santa Rosa 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>Santa Rosa earned a weighted score of 49.99% in the Engineering Category. Below is the full breakdown of points that Santa Rosa 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	Santa Rosa's Subcategory Points in Engineering
	Policies and Design Standards for the Built Environment	17.4 / 41 pts
	End-of-Trip Facilities	16.3 / 44 pts
	Bicycle Network	35.5 / 128 pts
	Network Maintenance	11 / 32 pts
	Bicycle Access to Public Transportation	9.6 / 23 pts
	Bike Sharing	2.3 / 24 pts
	Other Bicycle-Related Amenities	3 / 6 pts
	Engineering Bonus Points	3.7 / 10 pts

EDUCATION	<i>Santa Rosa earned a weighted score of 61.03% in the Education Category. Below is the full breakdown of points that Santa Rosa 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	Santa Rosa's Subcategory Points in Education
	Youth Bicycle Education	25.5 / 68 pts
	Adult Bicycle Education	30.2 / 47 pts
	Motorist Education	12.7 / 28 pts
	Bicycle Safety Education Resources	3.5 / 16 pts
	Inclusive Education	5.3 / 26 pts
	Education Bonus Points	2.8 / 7 pts

ENCOURAGEMENT	<i>Santa Rosa earned a weighted score of 73.60% in the Encouragement Category. Below is the full breakdown of points that Santa Rosa earned in each subcategory of the Encouragement section, compared to the total points available in that subcategory from the Fall 2023 BFC application.</i>	
	Encouragement Subcategories	Santa Rosa's Subcategory Points in Encouragement
	Encouragement Policies, Programs and Partnerships	8.1 / 17 pts
	Route-Finding Support	7.2 / 10 pts
	Bicycle Culture and Promotion	61.9 / 91 pts
	Access To Bicycle Equipment and Repair Services	17 / 35 pts
	Reducing Work-Related/Fleet VMT	2.5 / 11 pts
Encouragement Bonus Points	3.5 / 7 pts	

EVALUATION & PLANNING	<i>Santa Rosa earned a weighted score of 65.53% in the Evaluation & Planning Category. Below is the full breakdown of points that Santa Rosa 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	Santa Rosa's Subcategory Points in Evaluation & Planning
	Staffing And Committees	18 / 35 pts
	Public Engagement for Bicycle Planning	19.8 / 35 pts
	Planning, Funding, And Implementation	18.4 / 46 pts
	Evaluating The Bicycle Network	7.8 / 25 pts
	Evaluating Ridership	7.5 / 20 pts
Evaluating & Improving Safety Outcomes	22.5 / 42 pts	
Evaluation & Planning Bonus Points	5.5 / 15 pts	

EQUITY & ACCESSIBILITY	<i>Santa Rosa earned a weighted score of 38.07% in the Equity & Accessibility Category. Below is the full breakdown of points that Santa Rosa 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	Santa Rosa's Subcategory Points in Equity & Accessibility
	Equity & Accessibility Staffing, Committees, & Partnerships	5.9 / 24 pts
	Equity Data Collection & Goals	0.6 / 27 pts
	Equity & Accessibility Policies & Plans	2 / 21 pts
	Equity & Accessibility in Engineering	5.5 / 44 pts
	Equity & Accessibility in Education	10.8 / 52 pts
	Equity & Accessibility in Encouragement	18.2 / 42 pts
Equity & Accessibility in Evaluation & Planning	20.9 / 51 pts	
Equity & Accessibility Bonus Points	0.3 / 9 pts	



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FEEDBACK TO IMPROVE:

To maintain and improve on Santa Rosa's Silver-level Bicycle Friendly Community award, BFC Reviewers recommend...

- » Continue to increase the amount of high quality bicycle parking available at popular destinations and bus stops throughout the community, and to upgrade the quality of existing bike parking to meet APBP standards, as well as to accommodate adaptive cycles, cargo bikes, and other non-standard bicycles. (See www.apbp.org/bicycle-parking-solutions)
- » 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.
- » Continue working with regional partners including SCTA on the Marin-Sonoma Bike Share Pilot program, and work together toward the implementation of a permanent public bike share system in Santa Rosa and neighboring communities. 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.
- » Develop education 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. Santa Rosa's Equity Priority Communities (EPCs) should be a primary focus area for bicycling education for youth and adults, in addition to the existing encouragement and engineering improvements that are already happening in EPCs.
- » Host a League Cycling Instructor (LCI) seminar to increase the number of local LCIs in your community. 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.
- » Establish a performance measurement program for bicycling and/or active transportation infrastructure. See FHWA's resources on this topic: https://bit.ly/FHWA_bikepedPMs.
- » Your Bicycle Friendly Community application reported that ACS data shows a gender gap in bicycle modeshare (1.3% of male commuters bike to work, compared to 0.2% 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 Santa Rosa. 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.
- » Santa Rosa's 2023 application reported that the Diversity, Equity, Inclusion and EEO Officer position is currently vacant and in the process of being recruited. Once this position is filled, engage the city's new Diversity, Equity, Inclusion and EEO Officer in bicycling and planning activities to result in more equitable and inclusive Active Transportation and bicycle planning, outreach, engagement, and programming efforts.



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FEEDBACK TO IMPROVE, CONTINUED:

- » BFC Reviewers agreed and were pleased to see with the following statement from Santa Rosa's BFC Application. The League strongly encourages the City of Santa Rosa to continue to prioritize safety and equity while filling in the gaps of your bike network to create a cohesive, low-stress, and well-connected bikeway network that provides a safe, comfortable, and intuitive route for people to reliably bike to their daily destinations from every neighborhood. As stated in Santa Rosa's 2023 BFC application:
"Through our planning process we could make all class IV bike lanes the default bike lanes for developers to install and for our city staff to implement during projects. We could work towards implementing protected intersections on our High Injury Network where bicycle and pedestrian collisions are most prevalent. We can work towards engaging all of our residents not just the interested ones. We could also do a better job of public outreach in our equity priority communities and low income communities. We could add a more inclusive focus to engage and support people with accessibility issues. This is a priority in our upcoming Active Transportation Plan."

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>