



SANTA CRUZ, CA

TOTAL POPULATION

59,946

POPULATION DENSITY

4705.3

TOTAL AREA (sq. miles)

15.4

OF LOCAL BICYCLE FRIENDLY BUSINESSES **3**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **1**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Platinum	Santa Cruz
Arterial and Major Collector Streets with Bike Lanes	78%	60%
Total Bicycle Network Mileage to Total Road Network Mileage	45%	46%
Public Education Outreach	EXCELLENT	EXCELLENT
Share of Transportation Budget Spent on Bicycling	INSUFFICIENT DATA	23%
Bike Month and Bike to Work Events	EXCELLENT	GOOD/VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	YES	MEETS EVERY TWO MONTHS
Bicycle-Friendly Laws & Ordinances	VERY GOOD	FEW/GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 20K	1 PER 10K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	4/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	6/10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	4/10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	4/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4/10

KEY OUTCOMES

	Average Platinum	Santa Cruz
RIDERSHIP <i>Percentage of daily bicyclists</i>	12%	9.5%
SAFETY MEASURES CRASHES <i>Crashes per 10k daily bicyclists</i>	90	222
SAFETY MEASURES FATALITIES <i>Fatalities per 10k daily bicyclists</i>	0.5	0.7



KEY STEPS TO PLATINUM



- » Continue efforts to update your 2008 bicycle plan to ensure that state-of-the-art bicycle facilities are included, and that infrastructure planning is complimented with encouragement, education, and enforcement programs to increase usage.
- » Develop a system of bicycle boulevards, utilizing 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.
- » You reported a high percentage of roads with a posted speed limit of 25 mph or less. Conduct speed studies to ensure that your low speed road network has a high degree of compliance with the posted speed limit and implement traffic calming measures and

low speed design principles where compliance is low.

- » Ensure that there are bicycle education opportunities specifically for women, seniors, families and other specific demographic groups. By targeting education opportunities to certain groups you can ensure that those groups are better reached and their concerns are addressed by the curriculum.
- » Launch a bike share system that is open to the public. Bike sharing is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike and to bridge the "last mile" between public transit and destinations.
- » Consider ways to minimize bicycle theft, such as improved secure bicycle parking, video surveillance of bicycle parking areas, or other police and community efforts.