



VENTURA, CA

TOTAL POPULATION
109,000

POPULATION DENSITY
3200

TOTAL AREA (sq. miles)
32.1

OF LOCAL BICYCLE FRIENDLY BUSINESSES **1**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **0**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

| | Average Silver | Ventura |
|--|------------------------|-----------------|
| High Speed Roads with Bike Facilities | 35% | 58% |
| Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage | 48% | 28% |
| Bicycle Education in Schools | GOOD | ACCEPTABLE |
| Share of Transportation Budget Spent on Bicycling | 11% | UNKNOWN |
| Bike Month and Bike to Work Events | GOOD | VERY GOOD |
| Active Bicycle Advocacy Group | YES | YES |
| Active Bicycle Advisory Committee | MEETS EVERY TWO MONTHS | MEETS QUARTERLY |
| Bicycle-Friendly Laws & Ordinances | GOOD | AVERAGE |
| Bike Plan is Current and is Being Implemented | YES | SOMEWHAT |
| Bike Program Staff to Population | 1 PER 78K | 1 PER 43.6K |

CATEGORY SCORES

| | |
|--|-----------------|
| ENGINEERING <i>Bicycle network and connectivity</i> | 4.43 /10 |
| EDUCATION <i>Motorist awareness and bicycling skills</i> | 4.33 /10 |
| ENCOURAGEMENT <i>Mainstreaming bicycling culture</i> | 6.24 /10 |
| EVALUATION & PLANNING <i>Setting targets and having a plan</i> | 4.50 /10 |

KEY OUTCOMES

| | Average Silver | Ventura |
|--|----------------|---------|
| RIDERSHIP <i>Percentage of Commuters who bike</i> | 2.7% | 1.04% |
| SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i> | 537 | 952.38 |
| SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i> | 6.3 | 0 |



KEY STEPS TO SILVER



» Continue to expand Ventura's low stress bicycle facilities and close gaps in the bikeway network. Take advantage of Ventura's high number of low-speed streets and develop a network of bike boulevards/ neighborhood greenways to encourage and optimize bicycle travel on low-stress corridors. Diverters, wayfinding, chicanes, and other treatments can be effective at reducing vehicle speeds and promoting the bicycle-oriented nature of a bike boulevard.

» Continue to increase the amount of high quality bicycle parking available throughout the community, and to upgrade the quality of existing bike parking to meet APBP standards. (See www.apbp.org/bicycle-parking-solutions)

» Repeal the mandatory bike registration law or ordinance in your community, which may be prohibitive or discouraging for new bicyclists. Ensure that any this and any other ordinances or laws which place restrictions on bicyclists do not have punitive repercussions -- focus on engineering, education, and encouragement solutions instead.

» Continue to expand bicycle safety education to also reach elementary and high school students, and ensure that all schools and the surrounding neighborhoods are particularly safe and convenient for biking and walking.

» Work with local League Cycling Instructors (LCIs) to offer Bicycle Friendly Driver training to motorists in Ventura, particularly to professional drivers and fleet operators.

» Congratulations on the community's current efforts to update the Active Transportation Plan. Your updated plan should take advantage of best practices that are applicable to a community of your size, including the use of separated bike lanes, targeted education programming, and demonstration projects to help the community understand possible bicycle facilities. Apply lessons learned from the Shared Streets program to inform the plan, and ensure that it includes specific and measurable goals, a strong implementation plan, and dedicated funding or an annual budget to ensure its success.