



# PALO ALTO, CA

## TOTAL POPULATION

66,955

## TOTAL AREA (sq. miles)

26

## POPULATION DENSITY

2575

# OF LOCAL BICYCLE FRIENDLY BUSINESSES 1

# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES 1

## 10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Platinum	Palo Alto
Arterial and Major Collector Streets with Bike Lanes	78%	~30%
Total Bicycle Network Mileage to Total Road Network Mileage	45%	31%
Public Education Outreach	EXCELLENT	VERY GOOD
Share of Transportation Budget Spent on Bicycling	INSUFFICIENT DATA	10%
Bike Month and Bike to Work Events	EXCELLENT	VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	YES	MONTHLY
Bicycle-Friendly Laws & Ordinances	VERY GOOD	FEW
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 20K	1 PER 19,839

## CATEGORY SCORES

<b>ENGINEERING</b> <i>Bicycle network and connectivity</i>	5 / 10
<b>EDUCATION</b> <i>Motorist awareness and bicycling skills</i>	4 / 10
<b>ENCOURAGEMENT</b> <i>Mainstreaming bicycling culture</i>	4 / 10
<b>ENFORCEMENT</b> <i>Promoting safety and protecting bicyclists' rights</i>	4 / 10
<b>EVALUATION &amp; PLANNING</b> <i>Setting targets and having a plan</i>	4 / 10

## KEY OUTCOMES

	Average Platinum	Palo Alto
<b>RIDERSHIP</b> <i>Percentage of Commuters who bike</i>	12%	9%
<b>SAFETY MEASURES CRASHES</b> <i>Crashes per 10k bicycle commuters</i>	90	420
<b>SAFETY MEASURES FATALITIES</b> <i>Fatalities per 10k bicycle commuters</i>	0.5	0



## KEY STEPS TO PLATINUM



- » Increase the amount of high quality bicycle parking throughout the community. As the use of bicycles grows it is important that people arriving by bicycle have a secure and legal place to lock their bikes at popular destinations.
- » Create a 'Ciclovía' or Open Streets event, closing off a major corridor to auto traffic and inviting cyclists and pedestrians.
- » Continue to build a safe and accessible network for people of all ages and abilities and address major roads with appropriate bicycle facilities.
- » Work with area employers to expand traffic demand management programs that are focused on changing behavior through individualized marketing to promote alternatives to driving alone.

- » Create a ticket diversion program for bicyclists. This would allow bicyclists who may not have previously received safety training to learn about proper riding techniques and correct poor behavior.
- » Ensure that there are bicycle education opportunities specifically for women, families, and other demographic groups.
- » Repeal your ordinance that requires that bicyclists to license their bicycles. Bicycle licensing can create a barrier to people biking and potentially serve as a basis of discriminatory enforcement. There are many other ways to prevent bicycle theft or promote good bicyclist behavior without requiring licenses.
- » Monitor local satisfaction and needs with a robust surveying and reporting tool.