

PALO ALTO, CA

TOTAL POPULATION 66.955 TOTAL AREA (sq. miles) 26

POPULATION DENSITY 2575

OF LOCAL BICYCLE FRIENDLY BUSINESSES

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES

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

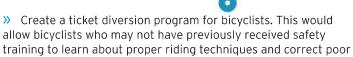
CATEGORY SCORES

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

KEY OUTCOMES	Average Platinum	Palo Alto
RIDERSHIP Percentage of Commuters who bike	12%	9%
SAFETY MEASURES CRASHES Crashes per 10k bicycle commuters	90	420
SAFETY MEASURES FATALITIES Fatalities per 10k bicycle commuters	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 'Ciclovia' 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.
- allow bicyclists who may not have previously received safety behavior.
- >> Ensure that there are bicycle education opportunities specifically for women, families, and otherdemographic 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.

