

CITY OF VENTURA
NEWS RELEASE

501 Poli Street
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Ventura named a bicycle-friendly city by PeopleForBikes

Ventura, CA – The City of Ventura was honored as a top bicycle-friendly city by PeopleForBikes for its commitment to develop and improve bicycling while encouraging healthier and more sustainable transportation choices.

“Since 2005, the City has focused on integrating on and off-street bicycle network to help cyclists feel more comfortable on all types of trips. During COVID-19, we've seen many community members rediscover a joy for cycling and opting to ride a bike for transportation and recreation,” Derek Towers, the City of Ventura’s Active Transportation Coordinator. “It’s exciting to see residents making the most of the investments the City’s made toward more vibrant, healthy, sustainable and connected places.”

The PlacesForBikes program ranks cities by scoring metrics such as bicycle ridership, safety, and how well the bicycle network serves all communities. This distinction recognizes the City’s commitment to creating transportation and recreational resources that benefit residents of all ages and abilities while encouraging healthier and more sustainable transit choices.

The pandemic has had an undeniable impact on bicycling. Data from bicycle counters around the City recorded a 56% increase in bicycle trips over the same period just last year. Local bicycle shops in Ventura report skyrocketing sales as more residents seek opportunities to ride their bikes. Some of our economically vulnerable citizens, who do not own a vehicle, now look to alternative public transit options by turning to the bicycle for their commute while local families are going on rides to get out of the house for fresh air and exercise.

“Integrating bicycles with other healthy and sustainable methods of commuting (to work or for recreation) represents one of the best approaches for decreasing traffic congestion, promoting health, and stimulating the economy,” said Joey Juhasz-Lukomski, Executive Director of BikeVentura.

Under the direction of the City’s adopted [General Plan](#) in 2005, all transportation designs, including street resurfacing projects, aim to expand opportunities to reinforce our bicycle infrastructure for the health and safety of historically underserved sections of Ventura.

In 2018, Ventura received a ranking of 186th before climbing to 32nd place in 2019 by PeopleForBikes. For more information on city rankings, visit www.peopleforbikes.org

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