



City of Ventura

Appendix G: Bicycle Friendly Communities Checklist

November 2021



MEMORANDUM

To: Derek Towers, City of Ventura
From: Corinna Kimball-Brown, Nelson\Nygaard
Date: November 17, 2021
Subject: Bicycle Friendly Community Checklist

What is a Bicycle Friendly Community?

The League of American Bicyclists (LAB) Bicycle Friendly Communities program evaluates communities on how well they encourage and support people riding bicycles. The levels of bicycle friendliness are Bronze, Silver, Gold, and Platinum. In 2017, Ventura was recognized as a Bronze community. The Bronze rating was re-approved in 2020.

A community recognized by the League of American Bicyclists as a Bicycle Friendly Community is one that encourages people to bike for transportation and recreation through the five Es: equity, engineering, education, encouragement, and evaluation.

Through the actions described in the Active Transportation Plan, Ventura hopes to achieve Gold Bicycle Friendly Community status, with the ultimate aim of becoming Platinum. The metrics described below are integral to the LAB's assessment of bicycle-friendliness, and informed the Ventura Active Transportation Plan's recommendations.

10 Building Blocks

1. Bike facilities on high speed roads
2. Total bicycle network mileage to total road network mileage
3. Bicycle education in schools
4. Share of transportation budget spent on bicycling
5. Bike Month and Bike to Work events
6. Active Bicycle Advocacy Group
7. Active Bicycle Advisory Committee

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8. Bicycle-Friendly laws and ordinances
9. A current Bicycle Plan that is actively being implemented
10. Bike Program staff to population ratio

Key Outcomes

- Ridership: Percentage of commuters who bike
- Crashes: Crashes per ten thousand bicycle commuters
- Fatalities: Fatalities per the thousand bicycle commuters

Reaching for Platinum

Ventura must make progress across seven of the ten building blocks metrics and two of the key outcomes to reach the Silver level, and to eventually join the small number of communities that attain Platinum status.

Ventura's Scorecard

Figure 1 Ventura's Score Compared to Silver and Platinum: Ten Building Blocks

Scoring Criteria	Ventura	Average Silver	Average Platinum	Action Needed
Bikeways on High Speed Roads	58%	35%	36%	None
Total Bike Network to Total Road Network	28%	48%	80%	Increase total bike network miles 2-3x (including trails)
Bike Education	Acceptable	Good	Good	Increase bicycle education to 60% of schools
Share of Transportation Budget	Unknown	11%	14%	Determine existing share of city transportation budget spent on bicycling
Events	Very Good	Good	Very Good	None
Advocacy Group	Yes	Yes	Yes	None
Advocacy Committee	Meets Quarterly	Meets every two months	At least monthly	Increase advisory committee meetings

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Scoring Criteria	Ventura	Average Silver	Average Platinum	Action Needed
Laws and Ordinances	Average	Good	Very Good	Repeal mandatory bike registration
Bike Plan	Somewhat	Yes	Yes	Adopt new plan and make progress on more than 50% of goals
Staff	1 per 43.6k	1 per 78k	1 per 21k	Double bike program staff time

Figure 2 Ventura's Score Compared to Silver and Platinum: Key Outcomes

Scoring Criteria	Ventura	Average Silver	Average Platinum	Action Needed
Bike Commute Mode Share (from ACS)	1.04%	2.7%	13.60%	Significant increase in bike commute mode share
Bike Crashes per 10k Bike Commuters	952.38	537	100	Decrease crashes and increase bike commuters
Bicyclist Fatalities per 10k Bike Commuters	0	6.3	0.4	None

Key Next Steps

This section summarizes feedback from LAB on Ventura's 2020 BFC report card, as well as items related to scoring criteria that could use improvement. Items with an asterisk were not listed in the BFC report card.

Engineering

- Continue to expand the bike network (with a focus on bike boulevards) and close gaps
- Implement safety infrastructure improvements to decrease crashes involving people bicycling*
- Increase high-quality bike parking

Education

- Expand bicycle education programs to reach Elementary and High School students (currently provided for all Middle School students)
- Ensure safe routes to school

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- Offer bike-friendly driver training

Encouragement

- Repeal mandatory bike registration and introduce additional bike-friendly ordinances
- Introduce additional programming to encourage commuting by bicycle*

Evaluation and Planning

- Adopt Active Transportation Plan and make progress on completing goals
- Track existing share of city transportation budget spent on bicycle projects and programs*
- Increase bike program staff time by about 2x*

This memorandum was adapted from a presentation given to the Active Transportation Focus Group on November 17, 2021.