

City Of Paso Robles Bicycle Friendly Community Application Supplement

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Appendix A: Completed Bicycle Friendly Community Application for City of Paso Robles

Introduction

Project Description

This project is designed to act as a support document for the City of Paso Robles' Bicycle Friendly Community Application (BFC) to the League of American Bicyclists (LAB). The project will be given to City Staff in Paso Robles and will describe where Paso Robles currently is in regard to "Bicycle Friendliness," provide case studies and best practices, and recommend policies, programs, and strategies that will help Paso Robles further improve their Bicycle Friendliness.

Process

The first part of this project contains review of the League of American Bicyclist's Bicycle Friendly Community Application and an analysis of the City of Paso Robles' progress toward designation as a Bicycle Friendly Community. The completed application was used to identify deficiencies and achievements in bicycle infrastructure and policy in Paso Robles. This project process includes submittal of the Bicycle Friendly Community Application to the League of American Bicyclists on behalf of the City of Paso Robles. The second part of this project contains case study reviews of various Bicycle Friendly Communities from around the United States and analysis of their bicycle infrastructure and/or programs. These cases will be used to illustrate what sorts of bicycle programs and policies are realistic in a city of Paso Robles' size. Along with the case studies, the second part of the report will contain policy and program recommendations that will further improve the Bicycle Friendliness of the City of Paso Robles. Ideally these recommendations will be incorporated into the next update of the Paso Robles Bike Master Plan.



Figure 1: Bicycle Friendly Community Logo

Methodology

The League of American Bicyclist's Bicycle Friendly Community Application consists of a series of questions that are designed to comprehensively account for a community's overall bicycle achievements. The questions establish criteria and thresholds for what constitutes a Bicycle Friendly Community. Various sources were used to complete the League of American Bicyclist's Bicycle Friendly Community Application. Primary sources used for completion of the application include data from city documents (Bike Master Plan, Circulation Element, etc.) and the US Census Bureau, interviews with city staff and local bicycle advocates, and field observations.

Case studies reviewing best practices from other Bicycle Friendly Communities from around the United States are provided to recommend strategies, policies, and programs to help Paso Robles further improve its Bicycle Friendliness. Cities with similar populations and urban/rural setting as Paso Robles were selected for case studies for easier comparisons and recommendations to the City of Paso Robles. Policy and program recommendations were formulated based on case studies, collaboration with community members and bicycle advocates, and review of previously recommended policies and programs.



Figure 2: Bicycle Happy Hour in Downtown Paso Robles

A portion of this project included a “pilot event” to gauge the community’s overall attitudes towards bicycle-centered events. After collaboration with local business owners, regional advocacy groups, and City Staff, “Bike Happy Hour” was held in City Park on May 11, 2012. The turnout at the event was larger than expected and the event went very smoothly, proving the community is eager for more bicycle-centered events. The success of this event influenced policy and program recommendations found later in this document.

League of American Bicyclists and the Bicycle Friendly Community Designation

The League of American Bicyclists (LAB) began as the League of American Wheelmen (LAW) in 1880 in Newport, Rhode Island. From its start the league was responsible for defending the rights of cyclists, mainly through advocating for paved roadways across the US before the reign of the automobile. By 1898, the LAW had more than 102,000 members including the Wright Brothers, Diamond Jim Brady, and John D Rockefeller. The LAW was renamed to the League of American Bicyclists in 1994 and the organization now focuses its programs on education and advocacy. The LAB’s Bicycle Friendly America program gives awards to communities which have adopted measures to encourage and accommodate bicycle use. The LAB also offers the only nationwide instruction certification program (BikeEd program), proclaims National Bike Month each May, and works with congress and various transportation agencies to better accommodate bicyclists in the US.

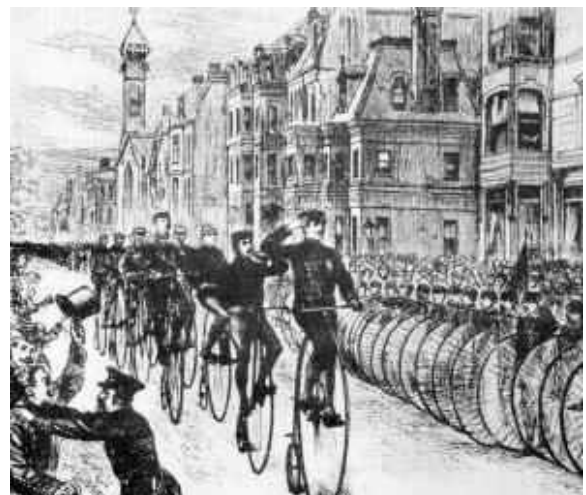


Figure 3: Boston members of the League of American Whellmen are shown parading in 1881

The LAB's Bicycle Friendly America program provides incentives, hands-on assistance, and award recognition for communities, businesses, or universities that actively support bicycling. As of September 2011, the LAB has currently designated 190 Bicycle Friendly Communities in 46 states. The LAB has four different Bicycle Friendly Community levels (Platinum, Gold, Silver, and Bronze) and they award Honorable Mentions to cities and counties who are not quite yet a Bicycle Friendly Community but are making progress towards becoming one. The City of San Luis Obispo (SLO) is the only city in SLO County with a Bicycle Friendly Community designation; SLO currently has a silver designation from the LAB.

Applicant communities are reviewed in five categories often referred to as the "Five Es". The Five Es are Engineering, Education, Encouragement, Enforcement, and Evaluation & Planning. A community must show accomplishments in each of the five categories to be considered for designation. The BFC application is described by LAB as a great self-assessment tool that allows communities to see where they are lacking in each of these categories.

The LAB's descriptions of each of the Five Es are as follows:

Engineering

Communities are asked about what is on the ground; what has been built to promote cycling in the community. For example, questions in this category inquire about the accommodation of cyclists on public roads, and the existence of both well-designed bike lanes and multi-use paths in the community. Reviewers also look at the availability of secure bike parking and the condition and connectivity of both the off-road and on-road network.



Figure 4: The LAB recognizes the importance of bicycle access across bridges and tunnels



Figure 5: Skills clinics, like this children's riding clinic, are highly valued by the LAB

Education

The questions in this category are designed to determine the amount of education there is available for both cyclists and motorists. Education includes teaching cyclists of all ages how to ride safely on multi-use paths and congested city streets as well as teaching motorists how to share the road safely with cyclists. Some things that reviewers look at are the availability of cycling education for adults and children, the number of League Cycling Instructors in the community, and ways that safety information is distributed to both cyclists and motorists in the community including bike maps and tip sheets.

Encouragement

This category concentrates on how the community promotes and encourages bicycling. Good promotional measures are Bike Month and Bike to Work Week events as well as community bike maps, route finding signage, community bike rides, commuter incentive programs, and having a Safe Routes to School program. In addition, some questions focus on other things that have been built to promote cycling or a cycling culture such as off-road facilities, BMX parks, velodromes, and the existence of both road and mountain bicycling clubs.



Figure 6: Bike Month Events help encourage people to get on their bike more often



Figure 7: Formal interactions between the cycling and law enforcement communities are beneficial for all

Enforcement

The enforcement category contains questions that measure the connections between the cycling and law enforcement communities. Questions address whether or not the law enforcement community has a liaison with the cycling community, if there are bicycle divisions of the law enforcement or public safety communities, if the community uses targeted enforcement to encourage cyclists and motorists to share the road safely, and the existence of bicycling related laws such as penalties for failing to yield to a cyclist while turning or penalties for motorists that “door” cyclists.

Evaluation & Planning

Here the community is judged on the systems that they have in place to evaluate current programs and plan for the future. Questions are focused on measuring the amount of cycling taking place in the community, the crash and fatality rates, and ways that the community works to improve these numbers. Communities are asked if they have a bicycle master plan, how much of it has been implemented and what the next steps for improvement are.

Existing Conditions

The City of Paso Robles

The City of Paso Robles is located on the central coast of California in northern San Luis Obispo County. The city is known for its vineyards and rolling hills, Mediterranean climate, and the annual Mid-State Fair held every summer. Paso Robles' climate is characterized by hot, dry summers and cool, wet winters and is ideal for year-round bicycling. Paso Robles has a population of 29,793 (US Census Bureau, 2010) and a labor force population of 14,361 (US Census Bureau, 2008-2010).



Figure 8: A couple enjoys the pleasant weather and landscapes while riding tandem through the rolling hillsides surrounding the city

Both the community and city staff in Paso Robles has recently started to recognize the many benefits resulting from increased bicycling for both transportation and recreation. In December 2009, City Staff completed and adopted a comprehensive Bike Master Plan. Currently, approximately 0.7% of the population commutes to work by bicycle according to Journey-to-Work data (US Census Bureau, 2008-2010). The policies and programs recommended in this project will help facilitate a larger percentage of the population bicycling to work.

Paso Robles Bicycle Master Plan

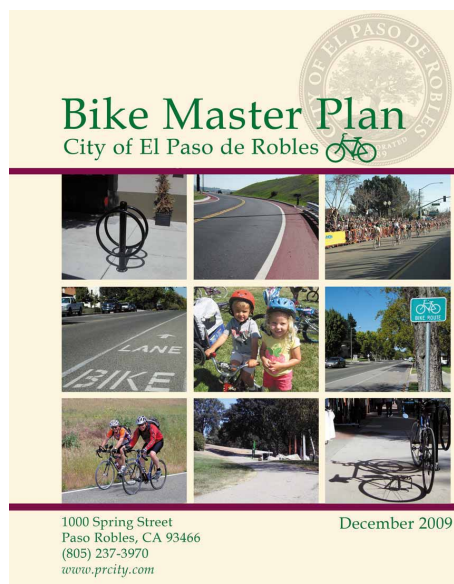


Figure 9: The Paso Robles Bicycle Master Plan

The Paso Robles Bicycle Master Plan is a comprehensive plan to address the needs of both recreational and commuter cyclists. The current version of the plan was completed by City Staff and adopted in December 2009. The plan provides direction for city bike planning and improvements over the next ten years. Development of the plan included formation and close collaboration with a "Bike Plan Stakeholders Committee". The committee included members representing Paso Robles Public School District, the Mainstreet Association, SLOCOG, SLO County Bike Coalition, the Parks and Recreation Advisory Committee, and local residents. The plan includes goals that establish what the city would like to achieve, policies to provide the guidance on how to achieve the goals, and actions to direct the city's efforts. Policy and program recommendations reflected the general goals and policies detailed in the Bike Master Plan.

A copy of Paso Robles' Bike Master Plan can be downloaded at: <http://www.prcity.com/government/departments/commdev/planning/pdf/BikeMasterPlan.pdf>

Current assessment of “Five Es” in Paso Robles

This section highlights deficiencies and major achievements by the City of Paso Robles in relation to each of the LAB's “Five E's”. Specifically, this section reviews and summarizes questions directly from the different sections of the LAB's BFC Application. This assessment formed the foundation for policy and program recommendations found later in this document.

Engineering

Overall the City of Paso Robles has made several major achievements in the area of engineering. Some of the major highlights are as follows:

- The City successfully adopted a Complete Streets Policy in 2011
- A majority of bridges and tunnels throughout Paso Robles are accessible to bicyclists
- Recently installed bike racks throughout downtown (~70 spaces). There are also racks at all schools, at a majority of government buildings, and at all newer parks & recreation centers.
- All transit service vehicles in town are equipped with bicycle racks
- There is currently almost 9 miles of bike lanes, but have approximately 49 more miles planned and mapped in the Bicycle Master Plan
- Construction of red asphalt bike lanes along South Vine Street.
- There is currently approximately 4 miles of paved shared use paths, with plans for an additional 10 miles of paved shared use paths



Figure 10: Colored Class-II bike lanes along South Vine Street

The following can be looked at as both an achievement and deficiency:

- 50% of arterials have bike lanes or paved shoulders

Education

While the city has several highlights in the area of education, there is room for improvement in relation to bicycle education within Paso Robles. Some major highlights are as follows:

- Students/Children are taught safe riding skills at annual bicycle clinics, helmet fit seminars, and bicycle rodeos such as Kidz Ride Paso
- The local bike shop, Best Bike Zone donates refurbished bikes to underprivileged children; they have donated 60-70 bikes so far. This program helps educate children about the joys of cycling while providing bikes to children who would otherwise not be able to purchase a bike.
- Best Bike Zone hosts bike maintenance clinics monthly
- Best Bike Zone also hosts monthly cycling skills classes
- Best Bike Zone has hosted Boy Scouts bike safety & skills clinics for merit badges in the past



Figure 11: Best Bike Zone sponsors several bicycle education efforts in the community

Some areas highlighted by the Application where the City could improve its efforts at bicycle education:

- Schools participate minimally with the Safe Routes to School program, only Paso Robles High School has worked with SRTS in the past
- There is currently diversion program for cyclists or motorists
- There has been no explicit education efforts within last 18 months to educate motorists and bicyclists on sharing the road safely
- There are no League Cycling Instructors in the community, and the city hasn't hosted a League Cycling Instructor seminar within the past two years
- There is no driver training for professional drivers (transit operators, school bus operators, city staff, taxi drivers, etc) that includes information on sharing the road with cyclists

Encouragement

The City of Paso Robles has made several great achievements in the area of encouragement of bicycling. Some of the highlights are as follows:

- The City promotes National Bike Month through city an annual proclamation, 100+ people participate in bike month activities annually
- SLO Regional Rideshare actively promotes Bike to Work Day, and annual commuting incentive programs like the Commuter Bike Competition and the Commute for Cash Challenge
- There are several signature bicycle events held annually in Paso Robles: the Great Western Bike Rally, Kidz Bike Paso, Wildflower Triathlon, Bike Month activities, and the City has hosted the Tour of California in the past
- The City has been incredible supporter of Tour of California over the years by providing massive upfront investment in public safety, infrastructure, and permitting to encourage the event.

- The City has also been major supporter of Kidz Bike Paso and Bike Happy Hour by providing permitting, publicity, and public safety officer support for Bike Rodeo type events.
- The tourism board is active sponsor of Great Western Bicycle Rally and promotes Paso Robles as a cycling destination in their media kit and online itineraries at www.travelpaso.com
- There are recreational bike clubs, mountain bike clubs, racing clubs/teams, and bicycle advocacy groups in the community
- There are 2 specialty bicycle retailers in Paso Robles: Best Bike Zone and Cambria Bicycle Outfitter.
- Best Bike Zone offers public bicycle rentals
- Online route finding services, online bicycle maps, printed on-road bike-routes maps, printed mountain bike trails maps are available in Paso Robles
- The Bicycle Mater Plan includes policies and actions that address bike riding safety and bicycle riding encouragement

Completion of the LAB BFC Application highlighted one area where the city could improve its bicycle encouragement. The deficiency is as follows:

- There are no youth recreation or intervention programs centered around bicycling in Paso Robles

Enforcement

While the City of Paso Robles has made progress in the realm of enforcement, there is still room for improvement. The City has made several achievements they are as follows:

- Paso Robles PD deploys police department employees on bikes during special events
- In addition to basic academy training, police complete a Smart Cycling Course, receive Law Enforcement Bicycle Association training, and National Highway Traffic Safety Administration Law Enforcement Training
- The following ordinances treat cyclists equitably in Paso Robles:
 - It is illegal to park or drive in a bike lane
 - There is a ban on cellphone use and texting while driving (state law)
 - There is a state law that requires cyclists to use bike lanes where they are provided
 - There is a general restriction on bicyclists riding on the sidewalk
- Paso Robles PD does helmet and light giveaways targeting improved cyclist safety



Figure 12: Police support during the Amgen Tour of California

Despite these achievements, there is still one major deficiency concerning Bicycle Enforcement in Paso Robles and it is as follows:

- There is currently no formal interaction between the Paso Robles Police Department and the local bicycling community.

Evaluation & Planning

There are several highlights throughout bicycle evaluation & planning in Paso Robles. Along with these highlights, there is room for improvement in relation to evaluation & planning. Some of the highlights are as follows:

- Only 0.7% of community commutes to work by bicycle, despite this low number there is a large amount of recreational cycling in the hilly terrain surrounding the city
- Many regional resources available to Paso Robles Residents and Staff (SLO Car Free, SLO County Bicycle Coalition website, SLO Regional Rideshare, connectslocounty.org)
- No cyclist/motor vehicle fatalities have occurred in community in past five years
- Data from 2006-2010 CA SWITRS shows 35 cyclist/motor vehicle crashes in past five years (no specific plans to reduce these numbers)
- Community adopted Bicycle Master Plan in December 2009, 10% of plan has been implemented
- Collection of Development Impact Fees act as dedicated source of funding for implementation of Bicycle Master Plan

Areas that can be improved:

- There are no annual target goals for implementation in Bicycle Master Plan
- There is currently no trails master plan that addresses mountain bike access and no formal cooperation between the mountain biking community and the community recreation and planning staff
- There are no trip reduction ordinances, policies, or programs
- There hasn't been an economic impact study on bicycling in the community
- There is no mechanism to ensure facilities, programs, and encouragement efforts are implemented in traditionally underserved communities



Figure 13: SLO Regional Rideshare & Connect SLO County are two regional resources available to Paso Robles residents

Bike Month 2012

Introduction

A portion of this project included planning a bicycle-related event to be held in Paso Robles during Bike Month 2012. National Bike Month is every May and includes National Bike to Work Week and Day (May 14-18 and May 18 respectively), Bike to School Day (May 9), and various other bicycle-related events. In San Luis Obispo County, Bike Month efforts are coordinated by San Luis Obispo Regional Rideshare. Last year in San Luis Obispo County, Bike Month included 60 plus volunteer-run events, attended by over 2,500 participants.



Figure 14: Bike Month 2012 logo

Summary of Bike Happy Hour

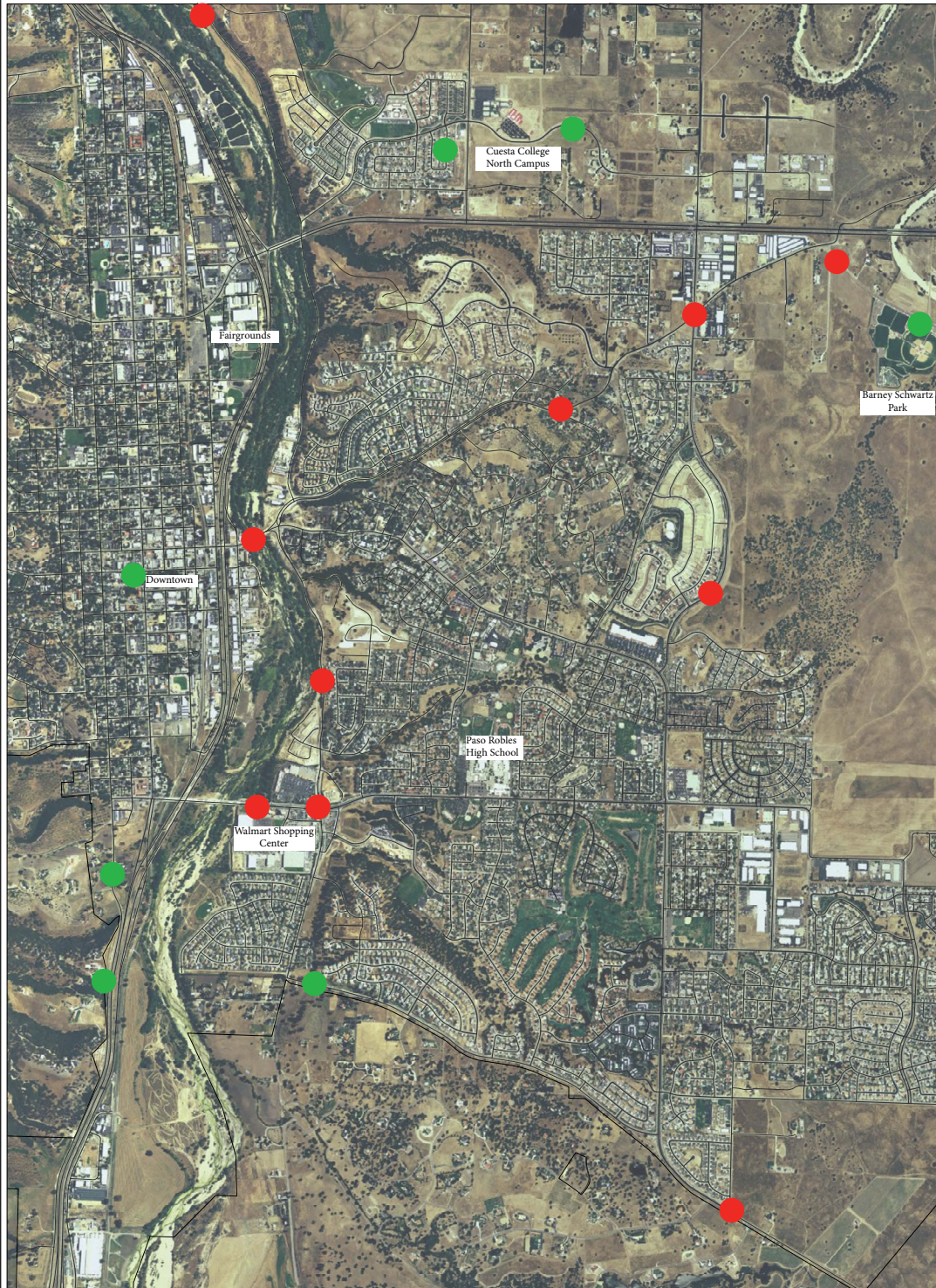
On May 11, 2012, the first Bike Happy Hour was held in City Park in Downtown Paso Robles. Between 60 and 70 people showed up to the event, which was held from 5:00 to 7:00 in the evening. Various items were raffled off at the end of the event and food and drinks were provided. Smart Bike Wash was at the event washing bikes for donations. The SLO County Bicycle Coalition provided bicycle racks for the event. SLO Regional Rideshare sent up an intern to promote Bike Month and give out raffle tickets and Bike Month T-shirts. The local car-sharing company Fun Ride was also at the event talking about their services.

At this event a mapping exercise was prepared to find out where members of the community feel safe and don't feel safe riding around Paso Robles. This exercise was done to give participants something to talk about with each other and provide the City with valuable data on how the community views bicycling around town. A large map was provided and participants were asked to mark locations where they feel safe riding with a green dot and locations where they feel unsafe riding with red dots. In general, red dots were placed mostly on the east side of town, where high-speed arterials and big box commercial shopping centers are commonplace. The western side of town, especially downtown, is an area where people generally feel safer riding.

The following page contains the results from the mapping exercise and additional comments are listed below.

- Additional comments from mapping:
 - o Estrella Road is great (Green)
 - o River Rd. to San Miguel is bad (Red)
 - o Airport Rd. feels unsafe (Red)
 - o Trash on bike lanes/shoulder are unsafe (Red)

Where do you feel safe riding?



Mark locations where you feel safe riding with **green** dots. Mark locations you don't feel safe riding with **red** dots.

Figure 15: Bike Happy Hour mapping exercise with dots

Documentation of Bike Month Event Planning

On February 1, 2012 Christopher Ulrich met with Susan DeCarli from the City of Paso Robles's Planning Division to discuss potential Bike Month events. At this meeting Mrs. DeCarli expressed that Bike Month tends to be focused on San Luis Obispo and her excitement for potentially bringing more Bike Month activities to Paso Robles. Mrs. DeCarli had several ideas for potential events, including a community/family trail ride along the river, bicycle breakfast, and ice cream social. She expressed that the city is very family oriented and any events held during Bike Month should fully accommodate families, especially children. During the meeting Mrs. DeCarli passed along several contacts that would be key in planning for Bike Month.

On February 8, 2012, another meeting was held, this time at Best Bike Zone in Paso Robles. The meeting was attended by Steve Fleury, owner of Best Bike Zone, Dan Revoire, executive director of the SLO County Bicycle Coalition, Susan DeCarli, and Christopher Ulrich. At this meeting Mr. Fleury discussed how he is trying to be the facilitator with the city on matters related to bicycle planning and events. Mrs. DeCarli declared the City Council must be informed about the grassroots efforts in the community related to bicycling. The potential for holding an event directed towards children was discussed again, with positive results. The idea of a "Kids Bike Paso" event was thrown around and Mr. Fleury mentioned the Children's Museum held a bike rodeo three years ago. The Great Western Bike Rally (GWBR), which is held annually in Paso Robles on Memorial Day Weekend, was brought up at the meeting. Meeting participants then discussed the potential for holding an event at the beginning of May to help raise awareness for the GWBR being held at the end of the month. The last thing discussed at this meeting was a "Bicycle Happy Hour" event, where residents could ride by after work/school to have a drink and light snacks while networking with fellow Paso Robles bicyclists. Meeting participants agreed on the Bike Happy Hour after deliberation and moved forward with planning of the event.

On March 1, 2012, Christopher Ulrich met with Steve Fleury at Best Bike Zone to further discuss details of the Bike Happy Hour event. This meeting was centered on figuring out the location for the event and other logistical details related to planning for the event. Potential locations for the event included North Coast Engineering (Paso Robles's only bicycle friendly business), the Firestone Brewery, City Park, and Best Bike Zone. Mr. Fleury discussed potential hurdles associated with holding the event at City Park in Downtown Paso Robles. The city requires council approval of all new events in the park. At this meeting the date of Friday, May 11 was finalized as the best day for the event. Mr. Fleury attended the Paso Robles City Council meeting on April 3, 2012 and received approval to hold the event in City Park.

Starting on January 25, 2012, Christopher Ulrich attended biweekly Bike Month meetings held by SLO Regional Rideshare. The meetings were held in Downtown San Luis Obispo and were attended by Rideshare staff, Bike Month participants, and community residents. Items discussed at these meetings included Bike Month sponsorship, Mini-grant opportunities, advertising and outreach, event brainstorming, and general logistics. These meetings proved valuable because participants were actively brainstorming and coming up with a large amount of quality ideas related to bicycling in general.

Throughout this planning process Christopher Ulrich also attended biweekly meetings with project advisor Michael Boswell. These meetings were mainly regarding general logistics of the event.

Proof of Concept/Lessons Learned



Figure 16: Bike Happy Hour participants actively discussing the mapping exercise

This event was set up in an effort to gauge community attitudes towards bicycle-centered events and increase awareness of Bike Month and the potential Bicycle Friendly Community Designation. This event was also set up to test certain Policy and Program Recommendations found later in this project. One of the recommendation areas is centered on improved bicycle encouragement and education efforts in Paso Robles. This report recommends for the city to get more involved in proactively supporting bicycle-centered events, both during and outside of Bike Month. This event was set up to get an idea of how the community would receive a bicycle-centered event.



Figure 17: Items being raffled off at end of Bike Happy Hour

Bike Happy Hour 2012 was a great success, with a larger than expected turnout, support from the city, and plenty of smiles all around. The large turnout and positive reception of the event demonstrates that Paso Robles is a community that would receive increased bicycle-centered events with open arms. After setting up and running this experimental event, it has been demonstrated that the city and community would benefit from increased bicycle-centered events.



Figure 18: Bicycle racks were completely full at the event

Case Studies

Introduction

This section of the report contains three case studies that look at cities from around the United States that have a Bronze Designation as a Bicycle Friendly Community. This section will examine each city's bicycle infrastructure and programs according to LAB's "Five Es". The case studies will highlight the most significant work done by the case study cities in three of the five Es. These particular bronze-level cities were chosen because of their similarities in size and urban/rural setting with Paso Robles.



Figure 19: Road sign awarded to all Bicycle Friendly Communities by the League of American Bicyclists

South Lake Tahoe, California

Overview

The City of South Lake Tahoe is located near the California-Nevada border and has a population of 21,403 (US Census Bureau, 2010). The city is located near several ski resorts, casinos, and year-round recreational opportunities on the lake. The city's natural setting and beauty attract tourists from around the world. South Lake Tahoe was designated a Bronze Bicycle Friendly Community in September 2006.



Engineering

Although the City of South Lake Tahoe has yet to adopt its own Bicycle Master Plan, the city is included in the Lake Tahoe Region Bicycle and Pedestrian Plan prepared by the Tahoe Regional Planning Agency and adopted in August 2010. The plan was prepared to improve bicycling and walking region-wide, to provide multiple mobility options, maintain healthy communities, and to protect the natural environment. This plan includes 33 miles of proposed improvements in the City of South Lake Tahoe alone. Proposed improvements in South Lake Tahoe includes eight miles of Class I bike paths, 10 miles of Class II bike lanes, eight miles of Class III bike routes, and seven miles of sidewalks. The plan includes cost estimates for these improvements and a detailed funding strategy listing potential amounts and sources for funding.

Currently, there are 7.16 miles of class one bike trails within the City of South Lake Tahoe, linking the state line area with the west side of town. (City of South Lake Tahoe, 2012)

Encouragement

The Lake Tahoe Bicycle Coalition's mission is to promote safe bicycle rights-of-ways and enjoyable riding for transportation and recreation throughout the Lake Tahoe Region. Since its creation in 2005, the coalition has printed and distributed 40,000 Lake Tahoe Bicycle Trail Maps. They are currently working on design updates to the map for 2012/2013 and have plans for distributing new maps from Santa Barbara to the South to the Oregon border to the North. The coalition was instrumental in helping the City of South Lake Tahoe obtain a Bicycle Friendly Community designation.

In addition to having a very active local bicycle coalition, the City of South Lake Tahoe is host to annual bicycling events that help promote bicycling and tourism in the city. America's Most Beautiful Bikeride starts and ends in South Lake Tahoe and is held annually in June. The event is widely popular and regularly sells out its 3,500 rider registration spots. In addition to participating in National Bike Month in May, The Lake Tahoe Bicycle Coalition holds Tahoe Bike Month every June. Tahoe Bike Month includes the two-week long Tahoe Bike Challenge, an event where teams log their bicycle trips and compete against one another to see who can log the most trips. In the past the Tahoe Bike Challenge was held in May to coincide with National Bike to Work Week, but the event was recently moved to June due to weather.



Figure 20: America's Most Beautiful Bike Ride

Evaluation & Planning

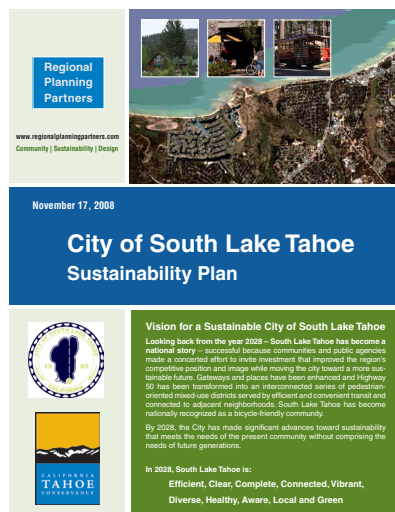


Figure 21: City of South Lake Tahoe Sustainability Plan

In November 2008 the City of South Lake Tahoe adopted the City of South Lake Tahoe Sustainability Plan. This plan includes programs focused on reducing Greenhouse Gas Emissions, with one of the main guiding principles in the plan being an environmentally friendly transportation network. This principle includes widespread pedestrian and bicycle improvements, incorporation of complete streets, and upgrades to transit efficiency, including increasing bicycle storage capacity.

In November 2011 South Lake Tahoe voters passed Measure R, which expanded the South Lake Tahoe Recreational Facilities Joint Power's use of pre-approved funds to renovate Class I bike trails around the area. Passage of Measure R also resulted in the formation of a Bicycle Advisory Committee, which will hold public meetings every month this summer.

Marquette, Michigan

Overview



With a population of 21,355, Marquette is most populated city of Michigan's Upper Peninsula region (US Census Bureau, 2010). Marquette is located on the Lake Superior shore and is home to Northern Michigan University, the Upper Peninsula's largest university. The City of Marquette was designated a Bronze Bicycle Friendly Community in April 2010.

Education

The City of Marquette's website offers a great amount of bicycle information to the public. The rules of the road are posted online, including regulations and responsibilities of riding bicycles on the road, restrictions on riding along certain roadway types, and a link to the state of Michigan website for more information is provided. The city website includes text of a local ordinance that prohibits riding bicycles on sidewalks in the business district during certain hours. The website includes recommendations to wear helmets and various statistics regarding helmet use and effectiveness. This website also includes descriptions and instructions for proper bicycling hand signals.

All this information and more can be found at: http://www.mqtcty.org/police_bike.html.

Encouragement

The City of Marquette holds several annual bicycle events that help encourage bicycling while bringing people and economic activity to the city. The Ore to Shore 28 and 48 mile mountain bike race, held in August of every year, attracts around 2,000 racers to the city. For many years Marquette hosted the three-day long Superior Bike Fest, which included races on a variety of courses and attracted around 500 racers a year. Unfortunately the event was cancelled in 2011 due to low registration numbers, but local bicycle advocates and businesses have created a new event called the Marquette Bike Jam. This event is designed to be more affordable and friendly for locals to participate in an effort to attract more families and youth to the event.



Figure 22: Ore To Shore Race 2005

Along with a number of annual bicycle events, the City of Marquette website provides additional bicycle information to the public. The city website includes information regarding the annual bicycle rodeo hosted by the Marquette Police Department. This website contains information regarding the city's multi-use paths and an online map of the city's 16 miles of multi-use paths. The City of Marquette offers free bicycle licensing for city residents and has an online license form available on the city's website.

Evaluation & Planning

The City of Marquette established a Bikeability Committee in 2008 to address ways to provide a safer environment for Marquette's growing cycling population. The committee includes representatives from bike commuters, bike club members, Northern Michigan University, local business representatives, and the city's planning, police, engineering, and manager's departments. The Bikeability Committee drafted and distributed a survey addressing cyclists' destinations, routes, and obstacles. Survey results allowed the Bikeability Committee to prioritize safety solutions and educational opportunities. The Committee regularly reports to the Marquette City Council and continues to advocate for improvements to Marquette's bicycle infrastructure.

Although the City of Marquette has not yet adopted a Bicycle Master Plan, the city adopted a complete streets resolution in May 2011. This resolution comes eight years after the Planning Commission required that all new or substantially reconstructed roads must provide an adjacent non-motorized alternative in 2003.

Arcata, California

Overview

The City of Arcata is located in Humboldt County in northern California and has a population of 17,321 (US Census Bureau, 2010). The city is home to Humboldt State University, a state university with a student population of approximately 7,700 students. The city is located just inland from Humboldt Bay and the Pacific Ocean and was designated a Bronze Bicycle Friendly Community in May 2008.



Engineering



Figure 23: Arcata Cyclists welcome their city's recognition as a Bicycle Friendly Community in 2008

On April 7, 2010, the Arcata City Council adopted updates to the City of Arcata Pedestrian and Bicycle Master Plan, originally adopted in 2004. The master plan was created to set funding priorities for bicycle and pedestrian improvements and act as a resource and coordinating document. The plan recommends projects in three main chapters; Pedestrian Facilities, Bicycling Facilities, and Programs. The plan includes an implementation chapter that estimates costs and identifies potential funding sources for implementing priority projects and programs. The implementation chapter outlines strategies for obtaining grants and identifies potential partners and collaborators for implementing the plan. The appendix contains a "design guidebook," which details design for specific bicycle and pedestrian facilities.

According to the League of American Bicyclists, Arcata currently has bike lanes or paved shoulders on 95% of its arterial streets, 12 miles of bike lanes, and bicycle-activated signals at every intersection. In addition to completed bicycle infrastructure, the city has bicycle-parking requirements for new development and has compiled a list of prominent bicycle parking in Arcata.

Education

The City of Arcata is an active participant in the Safe Routes to School Program. Safe Routes to School is a national program that is aimed at improving children's safety while walking and bicycling to school. The City of Arcata partnered with the City of Eureka, Humboldt Partnership for Active Living, Humboldt County Public Health Branch, the City of Eureka School District, and several schools within the county to implement the Humboldt County Safe Routes to School Program. Funding for the program came from the state Safe Routes Funds and the California Endowment. The program includes several components, some of the bicycle-related highlights of the program include: Hiring a LAB Certified Instructor for bicycling and pedestrian safety education classes, a districtwide hands-on workshop focusing on family's options for modes of transportation to and from school, city and district level competitions during October walk-to-school month, and forming a Safe Routes to School task force.

Encouragement

The Arcata Community Bike Program was founded in 1997 and is dedicated to promoting the use of bicycles by Humboldt County residents as a safe, efficient and environmentally sustainable mode of transportation. The volunteer-run Library Bike Project provides bicycles for Humboldt area residents and visitors from its main facility or one of their four lending stations. Library Bikes are essentially "free" to all community members and are "checked out" to an individual for a six-month period. A Library Bike may be checked out by signing a waiver of liability and a putting down a \$20 deposit. The bikes come in all shapes and sizes, but all have a bright green sticker that proudly proclaims "ARCATA LIBRARY BIKE". After six months, the individual can return the bike and receive his or her deposit back, or recheck it out. The Library Bike Project has proven a great success in the Arcata area and has helped to encourage bicycling through making inexpensive bicycles easily accessible for the community.



Figure 24: Arcata Bike Library from the street

Summary

These case studies illustrate that even smaller, rural communities can and do make significant achievements in all Five E's as defined by the LAB. It is not recommended that Paso Robles directly emulate what these cities have done, instead these case studies were provided to demonstrate what could be realistically done in town of Paso Robles' size.

The following list summarizes various examples of things being done in case study cities that Paso Robles may also benefit from implementing:

- The Lake Tahoe Bicycle Coalition is very active and visible in promoting cycling and cycling events in the area.
- The City of South Lake Tahoe has adopted a Sustainability Plan focused on reducing Greenhouse Gas Emissions, with a guiding principle in the plan being an environmentally friendly transportation network.
- Marquette's municipal website contains a great amount of bicycle-related information for the public.
- Marquette Police Department hosts annual bicycle rodeos and the city actively promotes bicycle-centered events.
- Marquette established a Bikeability Committee in 2008 that regularly meets to address ways to provide a safer environment for Marquette's growing cycling population.
- Arcata has bike lanes or paved shoulders on 95% of its arterial streets and bicycle-activated signals at every intersection.
- Arcata requires bicycle-parking facilities for new development and has compiled a list/map of prominent bicycle parking locations.
- Arcata is an active participant in the Safe Routes to School Program and has partnered with nearby cities and Humboldt County to pursue grant opportunities
- The Library Bike Project in Arcata has helped to encourage bicycling through making inexpensive bicycles widely accessible for the community

Policy & Program Recommendations

Introduction

This section details policy and program recommendations that arose from review of the LAB's BFC Application, case studies, best practices, review of previous policy recommendations, and consultation with local bicycle advocates. These policy & program recommendations are intended to further improve Bicycle Friendliness within Paso Robles. These policy & program recommendations will be most effective if the Bicycle Master Plan is updated to include these new recommendations.

Racks With Plaques



Figure 25: A two space “Rack With Plaque” in Downtown San Luis Obispo

The City of San Luis Obispo has implemented a “Racks With Plaques” program that allows community members to donate bicycle racks and receive permanent recognition with a personalized plaque on the bicycle rack. The program allows the City to provide bicycle racks with little cost and it allows donors to choose the most convenient locations to locate bicycle parking. The following four steps outline how the program works:

- 1) A donor volunteers to purchase a rack for the city,
- 2) A dedication plaque is personalized with a message from the donor,
- 3) A high quality, cast bronze plaque is attached to the rack,
- 4) The rack is installed at a location determined by the City and the donor.

This program was developed by the Public Works Dept. with the assistance of San Luis Obispo resident and bike rack designer, Rod Hoadley, of the Hoadley Design Group. The Bike rack design is unique featuring a staggered placement design for 2,4,6, or 8 bicycles.

The vertical staggered design, easy-to-use locking mechanism, and optional dedication plaque are innovative features that make the racks the most functional and cost effective racks on the market today. The vertical staggering of bikes allows for more bikes to be parked in less space and eliminates handlebar entanglement when parking or retrieving bicycles.

Policy Recommendation 1: Consider implementing a program similar to San Luis Obispo’s “Racks with Plaques” program to facilitate more bicycle parking in the community with minimal costs to the City of Paso Robles. It is recommended the City of Paso Robles contact Peggy Mandeville in Public Works at 805-781-7590 or pmandeville@slocity.org for more information regarding the logistics of the program.

Safe Routes to School Programs

Safe Routes to School (SRS) is a national and international movement to enable and encourage K-12 students to walk and bicycle to school. Through the use of the Five E's (Education, Encouragement, Enforcement, Engineering and Evaluation), programs and projects are being developed to create a safe, healthy and fun environment for walking and biking to school. Locally, SLO Regional Rideshare provides assistance to local governments with the logistics and implementation of SRS projects in SLO County. Rideshare was awarded a Federal SRS Grant and offers staff support and resources to get schools walking & rolling. They offer program planning assistance, parent information sessions, a Safe Routes to School Start-up Kit, financial support, events and activities, safety information, and materials such as flyers, posters and incentives.



Figure 26: The Safe Routes to School Program provides funds to schools to improve walking and bicycling routes to school.

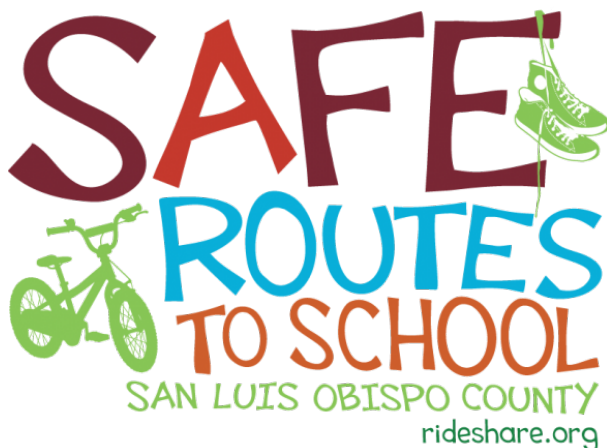


Figure 27: Locally SLO Regional Rideshare provides assistance with Safe Routes to School Programs.

Safety and education is vital to any Safe Routes to School Program. SLO Regional Rideshare offers several programs to integrate safe bicycling and walking to local schools. They offer a Walk/Bike Safety Assembly that is geared towards children in grades K-3. SLO Regional Rideshare and the SLO County Bicycle Coalition team up to teach kids how to be a safe pedestrian by covering rules for walking and the basics of bicycle safety. They also offer a Bike Safety Assembly that is geared towards children in grades 4-6. This assembly focuses on the rules of the road for cyclists, tips for biking smart and safety checks for both the rider and their bike. They also offer Bike Rodeos, which is a hands-on bicycle safety clinic to teach students how to ride safely. After an introduction to the rules of the road and safety

measures, students ride a chalk course and practice what they have learned. Bike Rodeos are also a great opportunity to do helmet fitting and bike safety checks.

SLO Regional Rideshare also offers grants and mini grants throughout the school year to help fund Safe Routes projects and activities. SLO Regional Rideshare offers funding for both onetime events and yearlong programs. Mini-grants are available to schools who wish to host an event or project that encourages children to walk and bike to school. The mini-grants range from \$50-\$100 and help pay for things such as bike in breakfasts, class prizes and other activities. Grants are available to schools who wish to develop an in depth program to encourage children to walk and bike to school all year long. Grant funding depends on the project and ranges from \$200-\$500. Grant recipients will lead the way to

making a long lasting change in the San Luis Obispo County community by serving as model schools for other programs in the area. In addition to funding, grant recipients will receive access to a number of SLO Regional Rideshare's resources and materials to help start and maintain a successful program. SLO Regional Rideshare is now accepting applications for the 2012/2013 School year.

Policy Recommendation 2: Coordinate with SLO Regional Rideshare & SLO County Bicycle Coalition to bring SRS Safety and Education Programs offered by SLO Regional Rideshare to Paso Robles' elementary, middle, and high schools.

Policy Recommendation 3: Apply for both the mini-grant for onetime events and grants for yearlong programs offered by SLO Regional Rideshare. Application for the mini grant can be found at: http://rideshare.org/Libraries/Document_Library/Mini_Grant_Application_2.sflb.ashx and guidelines and application for the grant can be found at: http://rideshare.org/Libraries/Document_Library/SRTS_Grant_4-28-11_1.sflb.ashx.

Increased presence of SLO County Bicycle Coalition in North County

The San Luis Obispo County Bicycle Coalition's mission is to transform San Luis Obispo County into a safer and more livable community by promoting cycling and walking for everyday transportation and recreation. The Coalition envisions SLO County as a vibrant community where residents value and enjoy clean air, active lifestyles, and the natural beauty of their surroundings. The Coalition acts as the main advocacy group for bicycles and pedestrians in SLO County.



Figure 28: The SLO Regional County Bicycle Coalition already has a presence in Paso Robles

The Coalition regularly offers free bicycle education courses, the Bike Kitchen, bike valet, and Kidical Mass rides. The bicycle education courses are designed to give riders the knowledge and skills needed to choose the bicycle for transportation or recreation. The courses are hosted in the Coalition's Downtown SLO office, on the road, in our schools, and in businesses around the county. The courses cover everything from basic laws and rules of the road to riding techniques and bicycle maintenance. The Bike Kitchen is a place for the community to come together for bicycle maintenance, parts recycling, and do-it-yourself work. The Bike Kitchen is open three afternoons a week and has all tools, parts, and knowledge needed to fix up or maintain a bicycle. Coalition volunteers run the Bike Kitchen and offer assistance and advice regarding bicycle maintenance. The Bike Valet is a volunteer run bike parking service designed to make it easy for people to ride to community events. The Bike Valet is free for all users and the Coalition prides itself on its record in keeping bicycles safe while they are locked up under valet. Kidical Mass is held monthly during the summers and is a venue for parents to teach their kids to ride safe and smart. Kidical Mass is a group ride through Downtown SLO at a leisurely pace for

parents and children.

The City of Paso Robles would greatly benefit from bringing SLO County Bicycle Coalition programs to the city. The Coalition willingly works with local governments regularly to help bring their various programs to different jurisdictions. Currently the Coalition does a lot more work in SLO than the North County, but members of the community and the Coalition itself has expressed their desire to bring more Coalition activities to the North County.



Figure 29: A children's riding skills and safety clinic in Morro Bay hosted by the SLO Regional County Bicycle Coalition

Dan Rivoire is the Executive Director of the Coalition and can be emailed at dan@slobikelane.org.
Leslie Bloom is the Marketing and Outreach Director and can be emailed at leslie@slobikelane.org.
Abby Chazanow is the Programs Manager and can be emailed at abby@slobikelane.org

Policy Recommendation 4: Consider partnering with the City of Atascadero to create a “North County Liaison” of the SLO County Bicycle Coalition, with an office in Paso Robles.

Policy Recommendation 5: Partner with the SLO County Bicycle Coalition to bring inaugural Kidical Mass ride to Paso Robles and evaluate feasibility of regular summer Kidical Mass rides in the future.
Policy Recommendation 6: Partner with SLO County Bicycle Coalition and community advocates to study feasibility of creating a monthly Bike Kitchen in Paso Robles.

Bicycle Advisory Committee

Many local governments have assembled a Bicycle Advisory Committee (BAC) to provide oversight and policy direction on the issues related to the many aspects of bicycling. Seats on the BAC are typically open to the public and all members of the community are encouraged to apply. Typically a BAC acts most effectively when it has members from different sectors of the community. A BAC is a valuable forum because it brings together planning professionals and all different types of riders to constructively discuss and coordinate on bicycling safety, connectivity, and program issues. Because a BAC is so specialized, it doesn't have to meet as frequently as other local advisory bodies.

Policy Recommendation 7: Coordinate with local bicycle advocates, business owners, law enforcement, City Staff, the tourism board and others to assemble a Bicycle Advisory Committee that meets quarterly or biannually to assess and analyze latest and upcoming issues relating to bicycle recreation, transportation, and safety.

Improved “Enforcement”

The enforcement section of the BFC Application attempts to measure the connections between the cycling and law enforcement communities. Questions address whether or not the law enforcement community has a liaison with the cycling community, if there are bicycle divisions of the law enforcement or public safety communities, if the community uses targeted enforcement to encourage cyclists and motorists to share the road safely, and the existence of bicycling related laws such as penalties for failing to yield to a cyclists while turning or penalties for motorists that “door” cyclists. After review of the BFC Application it was found that while Paso Robles does has made good progress in terms of enforcement, there is still room for improvement. There is currently no formal interaction between the law enforcement and cycling communities, even though the Police Department regularly deploys police department employees on bicycles during special events. The city would benefit from increased targeted enforcement on both bicyclists and motorists who violate bicycle-related traffic laws and ordinances. The city would further benefit from offering bicycle safety and share the road classes to motorists and bicyclists who violate laws and ordinances.

Policy Recommendation 8: Create and offer a diversion program for bicyclists and motorists who violate bicycle-related laws and ordinances. The diversion program will give the option of attending a bicycle safety class in lieu of paying for a bicycle citation.

Policy Recommendation 9: Coordinate with Paso Robles Police Department to offer community bicycle registration, helmet, and light giveaways to promote safe bicycling conditions and increase interaction between the law enforcement and cycling communities.

Improved “Encouragement” & “Education”



Figure 30: Events like this Bicycle Happy Hour can help bring the community together while encouraging bicycling

Although Encouragement and Education are two separate sections in the BFC Application, there is considerable overlap between the two aspects. It is because of this overlap that the two “E’s” are combined into one policy recommendation section. This section will focus on recommendation of events and activities that will both encourage and educate bicyclists and motorists in Paso Robles. Many bicycling events can both encourage bicycling by offering a fun, constructive, and interesting reason to get on the bike while being educational about the many positive aspects of bicycling. Bicycling events also provide a great opportunity to educate the community about bicycling safety, local bicycling organizations, bicycling laws, and much more.

Bicycling events create the opportunity for community members to come together and connect over shared interests, helping facilitate a stronger sense of community.

SLO Regional Rideshare actively promotes May as Bike Month throughout the county every year. Bike Month 2011 included 50 plus volunteer-run events all across the county that were attended by over 2,500 participants. SLO Regional Rideshare's high level of involvement with Bike Month gives local governments the opportunity to partner and effectively promote bicycling throughout the month. While Bike Month activities are a great opportunity to increase bicycle encouragement and education, the City of Paso Robles would benefit from establishing regular bicycle events outside of Bike Month. SLO Regional Rideshare declares the Commute for Cash Challenge every October and offers cash prizes for commuting by foot, bike, car, or bus.



Figure 31: Bike Month is a great opportunity to partner with SLO Regional Rideshare and others to organize more bicycle-centered events

Policy Recommendation 10: Create partnership between City Staff, the Mayor's Office, and SLO Regional Rideshare to increase active promotion of Bike Month activities to further encouragement and education efforts, especially events like the Commuter Bike Competition. Competition rules for the Commuter Bike Competition can be found at: http://www.rideshare.org/Libraries/Document_Library/2012CommuterBikeCompetitionRulesanFAQs.sflb.ashx

Policy Recommendation 11: Increase promotion of Paso Robles as a bicycling destination by the tourism board and Chamber of Commerce. Create bicycling map of Paso Robles and surrounding rural areas to improve ease of navigation for both tourists and residents.

Policy Recommendation 12: Actively seek opportunities for establishment of regular bicycling events outside of Bike Month. Specifically coordinate City Staff with SLO Regional Rideshare to actively promote the Commute for Cash Challenge. Commute for Cash information and FAQs can be found at: <http://www.rideshare.org/RideshareMonthFAQ.aspx>

Policy Recommendation 13: Create, distribute, and air Public Service Announcements regarding the health benefits, and community benefits of increased bicycling for both transportation and recreation. PSA's can be either on paper, radio, or television and can also be used to help promote upcoming bicycle events, classes, and clinics.

Policy Recommendation 14: Coordinate with local bicyclists and advocates to create an "Adopt-A-Bike-Lane" Program. Community members will be able to call into the program and request sweeping of specific bike lanes in the community. This program will help create a sense of community between participants while helping make roads safer for all users.

Applying for the Bicycle Friendly Community Designation

The LAB's Bicycle Friendly Community program is always open to new applicants and applications must be submitted through LAB's online process. There are two application cycles per year, with deadlines in February and July. A judging panel of national bicycle experts reviews and scores the application and consults with local cyclists. Results of BFC applications take approximately six weeks. The LAB awards BFC designations at the Bronze, Silver, Gold, and Platinum level and acknowledges communities that are close to becoming bicycle friendly, but still have some room to grow, with an Honorable Mention. An award is designated for four years. The LAB recognizes newly designated BFCs with two purple BFC road signs, an award certificate, a digital award seal for online and printed publications, and a profile and formal press announcement on the Bicycle Friendly America website. Every applicant receives detailed feedback on how to improve the community for cycling within four months after the submission deadline. BFC staff continues work with communities to encourage continual improvements after the application and review process has closed.

A detailed description of the BFC program and application specifics can be found at: http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/bfc_about.php

Policy Recommendation 15: Submit completed application to the League of American Bicyclists for potential designation as Bicycle Friendly Community before current deadline of June 20, 2012. A copy of the completed application can be found in Appendix A and the application portal can be found at: <http://apply.bikeleague.org/member.php?act=login>

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Appendix A

Content: Completed Bicycle Friendly Community Application for City of Paso Robles

Bicycle Friendly Community Application, City of Paso Robles

Compiled by: Christopher Ulrich

Senior Project, Winter/Spring 2012

Notes:

- Answers are in **bold**

Questions:

- 1. Type of Jurisdiction
Check One
Town/City/Municipality
County
Metropolitan Planning Organization or Council of Governments
Regional Planning Organization
Rural Planning Organization
Indian Nation
Other
If other, describe (50 word limit)
- 2. Population
Enter a positive whole number, 1 or larger **29,793**
- 3. Square milage of community
Total area (sq. mi.) **19.425**
Water area (sq. mi.) **0.305**
Land area (sq. mi.) **19.120**
- 4. Population Density
(Person per sq. mi.) **1,533.75**
- 5. Climate
Average temperature for January in °F **61**
Average temperature for April in °F **73**
Average temperature for July in °F **91**
Average temperature for October in °F **81**
Average precipitation for January in inches **3.23**
Average precipitation for April in inches **0.799**
Average precipitation for July in inches **0.02**
Average precipitation for October in inches **0.587**
- 6. Median Household Income **\$55,760**

- 7. Age distribution
 - % under 5 **7.8%**
 - % age 6-17 **15.4%**
 - % age 18-64 **63.3%**
 - % age 65+ **13.5%**
 - Totals **100**

- 8. Race
 - % White **77.7**
 - % Black or African American **2.1**
 - % American Indian and Alaskan Native **1.0**
 - % Asian **2.0**
 - % Native Hawaiian and Other Pacific Islander **0.2**
 - % Some other race **13.1**

 - % One race **96.1**
 - % Two or more races **3.9**
 - Totals **100**
 - % Hispanic or Latino (of any race) **34.5**

- 9: Does PR have a “bicycle program manager”? **No**
 - 10: If so, which department does he/she work (Bold/highlight answer)
 - Engineering/public works, Planning, Parks and recreation, Transportation, Other (Describe)
 - 11: Bicycle program manager phone & email
 - 12: what percentage of bicycle program manager’s time is spent on bicycling issues?
- 13: How many government employees, expressed in full time equivalents, work on bicycle issues in PR? **0.02 fte**
- 14: Is there a bicycle advisory committee? **No**
- 15: Is there a bicycle advocacy group(s) in your community? **Yes**
 - What is name of advocacy group(s)? **San Luis Obispo County Bicycle Coalition**
- 16: Primary reasons community has invested in bicycling:
 - Bold/highlight all that apply: **Improved quality of life, Improving public health, Community connectivity, Transportation options, Climate change concerns, Decrease traffic congestion, Increase**

tourism, Increase property values, Cooperation with adjacent communities, Public demand, Economic development, Traffic safety,
Other (if other, describe; 250 word limit)

- 17: What was your community's most significant investment for bicycling in the past year? **Completion of So. Vine Street and Theater Drive realignment and bike lane; going to construction on a mile of new class I bikepath on S. River Road/Salinas River.**
- 18: What specific improvements do you have planned for bicycling in the following year? (100 word limit) **a. Installing 1 mile of multi-purpose trail in Salinas River corridor adjacent to River Road, connecting the 13th Street bridge and Navaho Road trail ends; b. Constructing 2200 ft. of multi-purpose trail along the Charolais Corridor, connecting trail end of Charolais Road bike lane to Salinas River trail at Larry Moor Park.**

ENGINEERING

- 19: Does your community have:
 - A Complete Streets Policy? **Yes: see circulation element**
 - A bicycle accommodation policy? **Yes: see circulation element**
- 19a: When was it adopted **2011**
- 19b: Provide link or attach a copy of this legislation or policy.
http://www.prcity.com/government/departments/commdev/planning/pdf/Draft_Circulation_Element_Final.pdf
- 19c: How was it adopted?
 - Legislation, **Resolution**, Internal Policy, Other
- 19d: what tools are in place to ensure implementation?
 - **Implementation guidance, Design, Manual, Training**, Other (describe)
- 20: How does city ensure engineers and planner accommodate cyclists according to AASHTO & MUTCD standards?
 - **Bold/highlight: Training, Offer FHWA/NHI Training Course, Hire outside consultants to train staff, Send staff to bicycle-specific**

conferences/training, Require project consultants to have bike/ped qualifications, **Internal training or design manual**

- Describe each highlighted/checked (200 word limit) **Ensure that streets are designed to allow adequate room for bike lanes and bike paths. Bikeway Master Plan establishes policy carried out by the City Engineer.**
- 21: What percentage of bridges and tunnels in your community are accessible to bicyclists? **75%**
- 22: How do you ensure there are end-of-trip facilities for bicyclists? (Highlight all that apply)
 - Bike parking ordinance, Bike parking ordinance for all new developments, Ordinance requiring showers and lockers, Building accessibility ordinance, On street bike parking, Ordinance that allows bike parking to substitute for car parking, Standards for bicycle parking that conform to APBP guidelines, **Other** (Describe, 500 word limit), **guidance in Circulation Element 2011 and typically as conditions of approval by Air Pollution Control District.**
- 23: How many bike parking spaces are there in your community?
 - 23a: Bike Racks **275**
 - 23b: Bike Lockers **0**
 - 23c: Bike depot **0**
 - 23d: In-Street Bike Parking **0**
- 24: Approximately what percentage of these locations have bike racks or storage units?
 - 24a: Schools **100%**
 - 24b: Libraries **100%**
 - 24c: Transit Stations **100%**
 - 24d: Parks & Recreation Centers **60%**
 - 24e: Government Buildings **60%**
 - 24f: Office Buildings **20%**

- 24g: Shops **70%**
- 24h: Public Housing **20%**
- 25: Does your community have transit service? **Yes**
 - 25a: Are buses equipped with bike racks? **Yes**
 - 25b: What Percentage? **100%**
- 26: What is total mileage of road network? **209.6**
- 27: What is mileage of total shared-use path network? **4.84**
- 28: List current and planned bicycle accommodations?
 - Bike Lanes
 - Current **8.94**
 - Planned **49.22**
 - Shared Lane Markings
 - Current **0.00**
 - Planned **0.16**
 - Bike Boulevards
 - Current **0.00**
 - Planned **1.80**
 - Signed bike routes
 - Current **0.00**
 - Planned **21.19**
 - Paved shared use paths
 - Current **4.41**
 - Planned **10.24**
 - Natural surface shared use paths
 - Current **0.37**
 - Planned **0.00**
 - Singletrack
 - Current
 - Planned

- 29: What other innovative ways have you improved on-road conditions for bicyclists?
 - Bold/highlight: Road Diets, **Area-wide traffic calming**, Cycle tracks, Contra-flow bike lanes, Speed limits 20mph or less on residential streets, Bike cut thrus, Way-finding signage with distance &/or time info, None, Other (if other describe, 500 word limit)
- 30: What percentage of arterial streets have bike lanes or paved shoulders? **50%**
- 31: What percentage of natural surface, trails and singletrack are open to bicyclists? **100%**
 - 31a. What are the exceptions? (500 word limit)
- 32: what maintenance policies or programs ensure bike lanes and shoulders remain usable and safe?
 - 32a, Street sweeping: Before other travel lanes, **Same time as other travel lanes**, Weekly, **Monthly**, Quarterly, Annually, Never, Other (describe, 500 word limit)
 - 32b, Snow Clearance: **Not applicable**
 - 32c, Pothole maintenance: Within 24 hours of complaint, Within one week of complaint, **Within one month of complaint**, never, other (describe, 500 word limit)
 - 32d, Other maintenance policies or programs for bike lanes and shoulders (describe, 500 word limit)
- 33: What maintenance policies or programs ensure shared-use paths remain safe and usable?
 - 33a, Path sweeping: Weekly, Monthly, **Quarterly**, Annually, Never, Other
 - 33b, Vegetation maintenance: Weekly, Monthly, **Quarterly**, Annually, Never, Other
 - 33c, snow clearance: **Not applicable**
 - 33d, Surface Repair: Within 24 hours of complaint, Within one week of complaint, **Within one month of complaint**, Never, Other

- 33e, Other maintenance policies or programs for shared-use paths
(Describe)
- 34: How do you accommodate cyclists at intersections in your community?
 - All /Most Signals are timed for bicylists, All/most signals are timed, Loop detector markings, Video detection, Advance stop line or Bike Box, Bicycle signal heads, Other (Describe, 500 word limit), **None of the above**
- 35: Are there other infrastructure improvements in your community to promote bicycling? **The city continues to seek grant opportunities to construct bikeway improvements. South Vine Street was recently repaved and enhanced with traffic calming measures and red asphalt bike lanes on both sides of the street.**

EDUCATION

- 36: Do schools in community offer a Safe Routes to School program that includes bicycling education? **Minimally (some at high school)**
 - What percentage of schools in jurisdiction participates?
 - Elementary **0%**
 - Middle School **0%**
 - High School **100%**
- 37: Outside of schools, how are children taught safe bicycling skills?
 - Bold/Highlight all that apply: Youth bike clubs, **Bike clinics or rodeos**, Youth recreation programs, **Helmet fit seminars, Safety town, Trail riding classes, Other (Bicycle Rodeo-Kidz Ride Paso)**, None of the above (if other describe, 500 word limit)
 - **Kidz Ride Paso is a bicycle rodeo that includes trail riding training, bicycle safety checks, helmet checks, and both on and off road skills clinics for the children of Paso Robles.**
- 38: Do you have a diversion program for cyclists or motorists? **No**

- 39: What have you done in the last 18 months to educate motorists and bicyclists on sharing the road safely? **nothing**
- 40: Which of the following options are available on a regular basis to your community? (If yes, how often)
 - 40a: Traffic Skills 101 Classes (including classroom and on-bike instruction) **Never**
 - 40b: Cycling Skills Classes **Yes**, (How often? Weekly, **monthly**, quarterly, annually, other)
 - 40c: Commuter Classes **Never**
- 41: Has your community hosted a League Cycling Instructor seminar in the past two years? **No**
- 42: How many League Cycling Instructors are there in your community? **None**
- 43: List active League Cycling Instructors (active means they have taught at least one class during the past 12 months). **None**
- 44: Does PR have driver training for any of the following professional drivers that includes information on sharing the road with cyclists? **No**
 - City staff, taxi drivers, transit operators, school bus operators, delivery drivers
 - If yes to any of above, describe
- 45: Describe any efforts your community has made to ensure your education programs reach traditionally underserved populations. **Best Bike Zone accepts older bicycle for donation at the shop. They refurbish the bicycles and donate them to underprivileged children in the community. So far Best Bike Zone has donated between 60 and 70 refurbished bicycles in this manner.**
- 46: Are there other education efforts in your community to promote bicycling? **Yes**
- 46a: If yes, describe: **Best Bike Zone has recently started hosting monthly bicycle maintenance and riding skills clinics at their shop. The shop has**

also hosted Boy/Cub Scout bicycle safety/skills clinics for merit badges in the past.

ENCOURAGEMENT

- 47: How do you promote National Bike Month?
 - Bold/Highlight: **City proclamation**, Community ride, Mayor-led ride, Public service announcements, Publish a guide to Bike Month events, Bike Month web site, Commuter challenge, Commuter breakfasts, Trail construction or maintenance day, Other, No promotion (if other describe, 1000 word)
- 48: How many people participate in Bike Month events? **100+**
- 49: How do you promote bicycling outside of National Bike Month?
 - Bold/Highlight: Community ride, Mayor-led ride, Public service announcements, Trail construction or maintenance day, Summer streets/Cilovia/Sunday parkways, Commuter challenge, Commuter breakfasts, Other (describe), **No promotion**
- 50: Do you actively promote Bike to Work Day or other bicycle commuting incentive programs? (If yes, describe 500 word limit) **City not actively involved, SLO Regional Rideshare is involved in actively promoting Bike to Work Day and other bicycling commuting incentive programs (including Commuter Bike Competition & Commute for Cash Challenge, held annually)**
- 51: List signature cycling events in PR? **Tour of CA (Paso Stage), Wildflower Century, Wildflower Triathlon, Kids Bike Paso (Bike Rodeo/Trail Riding Event), The Great Western Bike Rally, Bike Month (bike happy hour, bike to school days, bike swap meet, bike rodeo).**
- 52: Does municipality actively support any of these rides?
 - If yes, how? (500 word limit) **The City of Paso has been an incredible supporter of the Tour of CA (Paso Stage) over the years whenever possible by providing massive up front investment in public safety,**

infrastructure, and permitting to encourage the event. The City has also been a major supporter of Kids Bike Paso (Bike Rodeo/Trail Riding Event) and Bike Happy Hour by providing permitting, publicity, and public safety officer support for Bike Rodeo type events.

- 53: Does your local tourism board promote bicycling in your area? **Yes**
 - 53a. If yes, How? **The tourism board is an active sponsor of the Great Western Bicycle Rally and promotes Paso Robles as a cycling destination in their media kit and itineraries on www.travelpaso.com.**
- 54: Are there cycling's organizations in your area?
 - Bold/Highlight all that apply: **Recreational bike clubs, Mountain bike clubs**, Friends of the trail groups, **Racing clubs or teams**, Bicycle co-ops, **Other**, None (If other describe, 500 word limit). **Groups falling under "other" category are advocacy groups.**
 - 54a: For each type of club checked, list names of the organizations. **San Luis Obispo Bike Club (recreational), San Luis Obispo County Bicycle Coalition (advocacy), Central Coast Concerned Mountain Bikers (Mountain/Trails), SLO NEXUS (Racing), Velo Bella (Racing)**
- 55: How many specialty bicycle retailers are there in your community? **2**
 - 55a. List their names. **Best Bike Zone, Cambria Bicycle Outfitter**
- 56: Which of these bicycling areas or facilities do you have in your community?
 - BMX Track, Velodrome, Cyclocross course, Mountain bike park, Pump tracks, Other, **None** (if other, describe)
- 57: Is there a skatepark in your community? **Yes**
 - 57a: If yes, do bikes have access to the skatepark? **No**
- 58. Are there opportunities to rent bicycles in your community? **Yes**
- 59. Does your community have a bike-sharing program? **No**
 - 59a. If yes, of what use is it? Public use, Private institution, Other
- 60: Do you have any current Bicycle Friendly Businesses in your community?
Yes

- If yes, list names of the businesses: **North Coast Engineering**
- 61. Does your community have youth recreation and/or intervention programs centered around bicycling? **No**
- 62. What mapping and route finding information is available for your community, which has been updated in the last 18 months?
 - Check all that apply: **Online route finding service, Online map, Printed on-road bike-routes map, Printed mountain bike trails map, Other, None available**
- 63. Does your community have other programs or policies to encourage cycling? **Yes**
 - 63a: If yes, describe: **Paso Robles Bicycle Master Plan includes policies and actions that address bike riding safety, bicycle facilities, bike project partnering & funding, a complete bicycle system, and bike riding encouragement.**

ENFORCEMENT

- 64. How does your police department interact with the local cycling community?
 - Check all that apply: A police officer is an active member of bicycle advisory committee, Identified law-enforcement point person to interact with cyclists, **No current formal interaction**, Other (describe)
- 65. What kind of training is offered to police officers regarding traffic law as it applies to bicyclists?
 - Check all that apply: **Basic academy training, International Police Mountain Bike Association or Law Enforcement Bicycle Association training, National Highway Traffic Safety Administration Law Enforcement Training, Completion of Smart Cycling course by Police, Presentation by League Cycling Instructor or local cyclist, Institute for Police Training and Development bicycle training, Other, No training currently offered**
- 66. What enforcement campaigns are targeted at improving cyclist safety?

- Check all that apply: **Helmet/light giveaways**, Targeting motorist infractions, Targeting cyclist infractions, Share the road campaigns, Other, None of the above
- 67. Do you have police department employees on bikes? **Yes, during special events.**
 - If yes, what percentage of police department employees is on bike? **No specific percentage assigned, only used during special events.**
- 68. Are there any other public safety (e.g. fire department or EMS) employees on bikes? **No**
- 69. Do your local ordinances treat bicyclists equitably? Bold/Highlight all that apply:
 - There are specific penalties for failing to yield to a cyclist when turning.
 - **It is illegal to park or drive in a bike lane** (intersections excepted)
 - There are penalties for motor vehicle users that 'door' cyclists
 - **There is a ban on cell phone use while driving.**
 - **There is a ban on texting while driving.**
 - The community uses photo enforcement for red lights and/or speed
 - There is a state or local law that requires cyclists to use sidepaths regardless of their usability.
 - There is a state or local law that requires cyclists to use bike lanes where they are provided.
 - Cyclists are required to ride as far to the right of the road as practicable without exceptions listed in Uniform Vehicle Code.
 - **There is a general restriction on bicyclists riding on the sidewalk.**
 - There are local or school policies that restrict youths from riding to school.
 - None of the above
 - Additional information on any of the above mentioned ordinances as it pertains to your community.
- 70. Are there any additional prohibitions or restrictions on cyclists in your

community? **No**

- 71. Does your community have other programs or policies to enforce safe cycling? (if yes, describe) **No**

EVALUATION AND PLANNING

- 72: What is the most current journey-to-work data for your community? **0.7%**
- 73: What additional information do you have on bicycle use for your community? **Because of its location in San Luis Obispo County, the City of Paso Robles has access to many regional resources related to bicycling. SLO Regional Rideshare offers support to local governments in the area of encouraging commuters out of the habit of driving alone to work and more towards bicycling, walking, carpooling, and taking transit to/from work and school. Car Free San Luis Obispo offers itineraries, city guides, detailed information, and rewards for visitors who chose to get around the county car free, their website can be found at: www.slocarfree.org. The SLO Bicycle Coalition website (www.slobikelane.org) contains many resources for residents of the county and opportunities to connect with bicycle staff regarding bringing bicycle advocacy and education events to their town. www.connectslocounty.org is another online resource where residents of the county can donate to, advocate for, and learn about the efforts to connect and finish the various regional paths in the county. Included on the site is the De Anza Trail, which is planned to run from Santa Margarita to the south, through Paso Robles north to San Miguel.**
- 74. How many cyclist/motor vehicle fatalities have occurred in your community in the past five years? **None**
- 75. How many cyclist/motor vehicle crashes have occurred in your community in the past five years? **Data available 2006-2010 in CA SWITRS shows 35**
- 76. Do you have a specific plan or program to reduce these numbers? **No**
- 77. Does your community have a bicycle plan? **Yes**
- 77a. when was it passed or most recently updated? **December 2009**

- 77b. Is there a dedicated funding source for implementation (of bicycle plan)?
Yes (if yes, describe) **Collection of Development Impact Fees**
- 77d. What percentage of the (bicycle) plan has been implemented? **10%**
- 77e. Are you meeting annual target goals for implementation? (provide link to plan or describe) **No annual target**
- 78: Do you have a trails master plan that addresses mountain bike access? **No**
- 79. Is there formal cooperation between the mountain biking community and the community recreation and planning staff? (If yes describe 500 word limit) **No**
- 80: Do you have trip reduction ordinances, policies, or programs? **No**
- 81: Have you done an economic impact study on bicycling in your community?
No
- 82. Do you have a mechanism to ensure facilities, programs and encouragement efforts are implemented in traditionally underserved communities? (If yes describe, 500 word limit) **No**
- 83. Does your community have other programs or policies to evaluate and/or plan bicycling conditions, programs, and facilities in your community? **No** (If yes describe 500 word limit)
- 84. What are the three primary reasons your community deserves to be designated a Bicycle Friendly Community? (100 word limit per reason)
 - 84a: **In terms of bicycle planning and bicycling culture, Paso Robles is an anomaly. The city has been consistently taking significant steps towards improving its bicycle infrastructure and community, despite a strong local conservative political culture and limited city resources. These improvements become more impressive when the rural character and small community population are considered. Paso Robles deserves to be designated a Bicycle Friendly Community because it has made improvements despite a local culture that doesn't look like the typical Bicycle Friendly Community.**
 - 84b: **The environment and weather in Paso Robles is ideal for year-**

round cycling. The rolling landscapes surrounding the town and mild Mediterranean climate are both factors contributing to a high-quality bicycling experience year-round. The beautiful landscapes and climate are great areas to train and they attract racing teams from all around the state. Because of the rural character of the community, the roads surrounding the city have very little traffic, making year-round bicycling experience even more enjoyable.

- **84c: Lastly, the City has been very proactive about building bicycle parking in locations that make sense for the community. To implement an “end-of-trip” bike parking strategy, a Downtown Bike Parking Plan is part of the recently updated Bicycle Master Plan. This plan resulted in more than 30 bike racks being installed throughout the Downtown. This plan brought much-needed bicycle parking to the Downtown Shopping District, an area that only had five bike racks before the program.**
- **85: What are three aspects of your community most in need of improvement in order to accommodate bicyclists?**
 - **85a: Continued implementation of Bicycle Master Plan to close gaps between existing bicycle paths and lanes. Completion of bike paths along the Salinas River will be a highly visible statement of Paso Roble’s commitment to bicycling as a valuable form of transportation and recreation.**
 - **85b: Increased involvement on behalf of the City in regards to Bicycle Encouragement and Education. Implementation of more city-sponsored events centered on bicycling on a regular basis.**
 - **85c: More interaction between the law enforcement community and bicycling community. Currently some hostility exists between cyclists and motorists, but enforcement and education from the police department for both parties would improve relations.**
- **86. Are you planning any new projects based on your completion of the Bicycle**

Friendly Community application? **No, but City will continue ongoing efforts**

- 87: Has completing this application made you more aware of what your community needs to do to be bicycle friendly? **Yes**
 - 87a: **This application was completed as part of a student project at Cal Poly San Luis Obispo. A portion of this project included policy & program recommendations that were designed to further the community's bicycle friendliness and improve on the progress the city has made over the past few years. Ideally these recommendations will be incorporated into the Bicycle Master Plan with the next update.**