

## 2. BICYCLING IN SANTA MONICA TODAY

### INTRODUCTION

With its year-round moderate climate, relatively flat terrain, and easy to navigate street system, Santa Monica is ideally suited for riding bikes. The city benefits from a robust bicycle network and a comprehensive package of bicycle programs. Over the past ten years, more than \$1.7 million has been invested in bicycle facilities and programs throughout the city.<sup>1</sup> In order to become a world-class bicycling community and to make the city a comfortable place to ride for more people, further investment in Santa Monica's bicycle programs and network is needed. To understand and better address next steps, we begin with a review of the current bicycle facilities, programs, and travel behavior in Santa Monica.

This chapter also highlights the faces of bicycling in Santa Monica: residents and visitors who bike Santa Monica today. These profiles include insight and anecdotes on why the bicycle is

<sup>1</sup> Includes bicycle projects only. Does not include street resurfacing projects where bike lanes were striped; if these types of projects were included, the City has spent significantly more than \$1.7 million.

important to them and what improvements are needed to advance bicycling in Santa Monica.


The City's Land Use and Circulation Element (LUCE) makes an ongoing commitment to invest in alternative modes of transportation. The City's land use vision and principles support bicycling as an attractive transportation option in the following ways:

- ▶ **Neighborhood Preservation.** Make streets more comfortable for cyclists and residents by proposing bicycle improvements on some neighborhood routes.
- ▶ **Convenient Access to Goods and Services.** Provide bicycle connections to all of the city's neighborhood commercial districts and activity centers, making it easy for residents to meet their daily needs without a car.
- ▶ **Reduction in New Vehicle Trips.** Reduce new vehicle traffic by locating new businesses and residents near transit and near services, and by providing better choices to get around.
- ▶ **Schools and Institutions.** Link the city's schools, colleges, hospitals and other institutions that provide valuable services for residents and help define the city's unique character.



*A mother and son prepare to bike away after picking up their bike at a valet.*

- ▶ **Active Living.** Promote a healthy and active lifestyle by developing programs and infrastructure that encourage bicycling.
- ▶ **Local Economy.** Support the local economy by creating a bicycle system that makes it easy for residents to bike to their local destinations.
- ▶ **Connection to Exposition Light Rail Line.** Provide bicycle connections that will link into the future Exposition Light Rail Line in order to effectively integrate local and regional transit and bicycling.

Figure 2-2  shows the City Council-approved land use plan from the LUCE. The city is comprised of well-established single-family residential neighborhoods, mid-rise density commercial and multi-family residential nodes, as well as mixed-use activity centers such as the downtown core. Neighborhood commercial areas such as Montana Avenue and Main Street provide local shopping and gathering and are destinations for many people seeking a walkable neighborhood experience. Complete new neighborhoods are created at the Expo Memorial Park and Bergamot Stations, where new housing, open space, daily needs and activities combine to support the area and future transit. The Downtown continues to be a center of community life and commercial activity. The city is bounded by parkland and beach to the west.

## BICYCLES BY THE NUMBERS

### Bicycle Commuters

According to the American Community Survey, the City of Santa Monica boasts a bicycle commuter mode share of 3.4%, which is notably higher than most California cities. However, the City’s bicycle commuter mode share still lags behind other leading “bicycle-friendly” cities in the country, including Portland, Oregon (5.8%) and Boulder, Colorado (12.3%).

Recent surveys of Santa Monica businesses with 50 or more employees report that one out of every 30 employees bikes to work.<sup>1</sup> This is a 29% increase from the 2008 employee survey, signifying a marked increase in the number of commuter cyclists even though there remains a lot of area for improvement (Figure 2-1). When comparing bicycling to other choices on how to get to work, it is clear that bicycling has seen the most dramatic increase in riders. More than half of Santa Monica residents rode a bicycle in the past year.

### Bicycle Counts

Every two to three years, the City conducts traffic counts at over 190 of its intersections.

<sup>1</sup> City of Santa Monica, Department of Planning and Community Development, Employer Annual Transportation Fee Filing Form/Invoice (for businesses with 50 or more employees), FY07/08 - FY09/10.

**Figure 2-1 Recent Changes Mode Shift in Santa Monica – Major Employers**

	07/08 Mode Split	09/10 Mode Split	Change
Total Trips	100%	100%	
Drive alone	67.80%	65.76%	-3.0%
Carpool	12.9%	13.37%	3.2%
Transit	9.10%	8.95%	-1.6%
Walk	3.40%	3.42%	.6%
Bike	2.59%	3.33%	28.7%
Non-commute*	4.16%	5.16%	24.0%

\* Includes telecommute, compressed work week day off and non-commute.

*Bicycle mode share increased dramatically in the past two years. Source: Santa Monica Employer Annual Transportation Fee Filing Form/Invoice, FY07/08 - FY09/10*

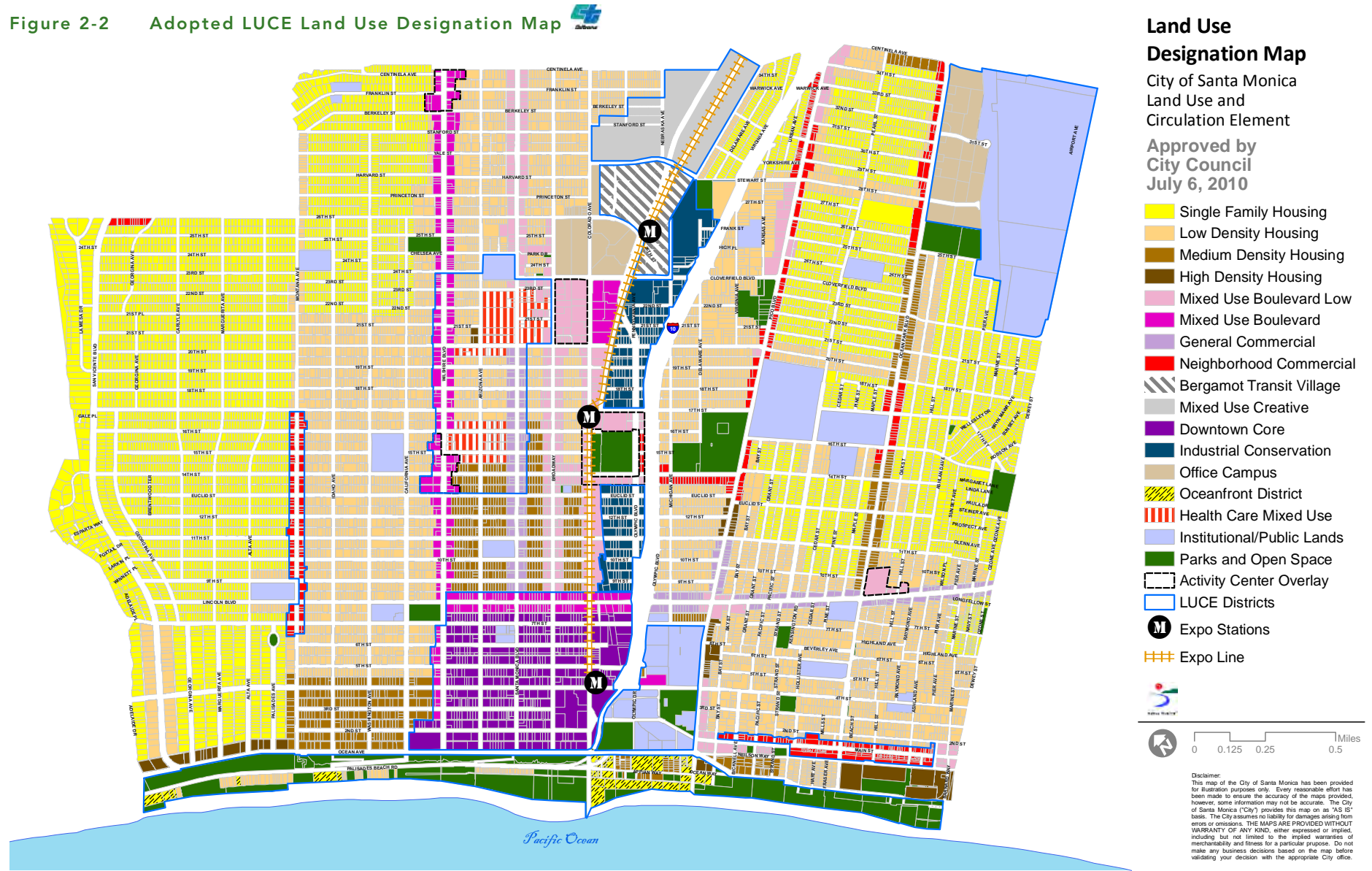
The traffic counts have included counts of bicycle and pedestrian movements at signalized intersections during the weekday morning and evening peak hours and during weekend peak hours. Peak bicycle counts are shown in Figure 2-3.

The most recent data indicate that cyclists were observed traveling through citywide intersections over 3,600 times during the morning commute peak hour and over 4,300 times in the evening commute peak hour.<sup>2</sup> During a typical summer weekend, cyclists were observed traveling through intersections over 2,100 times.<sup>3</sup>

<sup>2</sup> City of Santa Monica 2007 data collection

<sup>3</sup> City of Santa Monica 2007 data collection

Figure 2-2 Adopted LUCE Land Use Designation Map



The LUCE's 20 distinct land use designations fit into the following five broad categories: Neighborhoods, Boulevards, Mixed Use Centers, Employment and Commerce, and Community and Public Uses.

Figure 2-3 Weekday Peak Bicycle Counts, 2007



Intersections with the heaviest bicycle volumes are located in the City's central area, including downtown, on Broadway, and on Main Street. Source: Santa Monica Traffic Counts

## STRIPING OCEAN PARK BOULEVARD

Ocean Park Boulevard is a heavily traveled east-west corridor in the City that leads directly to the beach. A number of destinations are located along this street, including neighborhood serving retail and services, a



local library, and schools. In March 2008, Ocean Park Boulevard was reconfigured on a trial basis to improve safety for vehicles, pedestrians, and cyclists. As part of the reconfiguration, bicycle lanes were striped along nine segments of Ocean Park Boulevard between Lincoln and Cloverfield Boulevards.

The peak hour count data comparing 2007 to 2010 shows an overall increase of 95% in observed bicycling traffic in the study area. The intersections with the largest increase include:

- ▶ 17th Street with a 216% increase from 50 to 158 cyclists
- ▶ 14th Street with a 144% increase from 34 to 83 cyclists
- ▶ Lincoln Boulevard with a 94% increase from 141 to 274 cyclists
- ▶ 20th Street with a 91% increase from 35 to 67 cyclists

Even the intersection of 25th Street which was not striped for bike lanes had an increase in ridership of 185% likely due to cyclists on their way to or from the striped segments to the west. The performance data supports the concept that dedicated on-street bike lanes are likely to substantially boost ridership.

## Bicycle Ownership

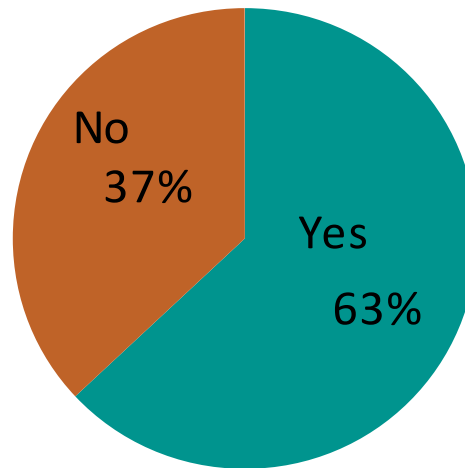
The Citywide resident survey found that among Santa Monica residents owning a bicycle, over half ride at least a few times per month, which indicates that a substantial number of residents have the resources and propensity to bike regularly (Figure 2-4).

## Bicycle Safety

The Citywide resident survey also found that 43% of Santa Monica residents feel safe when riding, while 27% feel unsafe (remainder are neutral). Residents who ride their bikes at least a few times a month are more likely to feel safe (48%), than those who do so a few times a year (38%) or never (27%).

Figure 2-4 Bicycle Ownership and Frequency of Bicycle Use

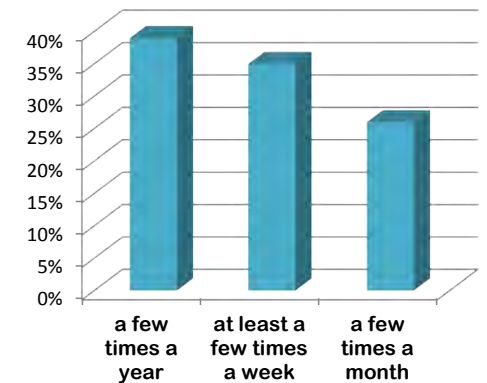
Percentage of Residents Who Own a Bike



Two-thirds of Santa Monicans own a bicycle.

Source: Santa Monica City Survey, Firbank, Maslin, Maullin, Metz & Associates

How Often Santa Monicans Ride



Of those who own, nearly 35% ride at least a few times a week.

The Santa Monica Police Department records the number of vehicular, pedestrian, bicycle, and other crashes, and also maintains the type of accident and the collision type (head-on, sideswipe, etc.). In 2010, 134 bicycle crashes and 126 injuries were recorded (Figure 2-5).

The City's bike lanes and bicycle routes are designed to meet state and federal design and safety standards. The City is currently developing a handbook of design standards to streamline implementation of enhanced and innovative bicycle treatments.



*This Plan seeks to improve safety by implementing high quality bicycle facilities and developing bicycle skills courses and other educational tools.*

Figure 2-5 Bicycle Crash Data, 2010



## LOCAL AND REGIONAL BICYCLE NETWORK

### Local Bicycle Connections

Today, Santa Monica has 37 miles of bicycle facilities including 18 miles of primary bikeways consisting of lanes and paths (often referred to as Class I and II facilities), and 19 miles of designated bicycle routes on existing streets (Class III facility):

- ▶ Seven east-west streets with striped bicycle lanes
- ▶ Four north-south streets with striped bicycle lanes
- ▶ Two east-west streets designated as bicycle routes
- ▶ Seven north-south streets designated as bicycle routes

The Marvin Braude Beach Bike Trail is very popular and heavily used by commuters and recreational users. It is a regionally significant bikeway running from Pacific Palisades through the Santa Monica State Beach to Venice, Playa del Rey, Marina del Rey, and the South Bay and offering connections to the east on the Ballona Creek Bicycle Trail. These bikeways and bicycle routes create a base network throughout the city (Figure 2-6). A more detailed text description of the City's current bikeways is found in Appendix A.

Although existing bikeways serve popular destinations, such as the Third Street Promenade, Main Street, the beaches, and Montana Avenue, the network is far from complete.

Considering speed limits, bicycle connections and numbers of cyclists, the level of bicycle travel demand reveals some deficiencies where the network does not provide adequate capacity to meet the needs of a growing cycling community. Downtown Santa Monica has the greatest need for bicycle improvements, especially continuous bicycle corridors and capacity for more bicycles. Community feedback has emphasized the need to address the discontinuities of the bicycle network, particularly the lack of continuous north/south routes and gaps in the network especially 1) from the end of the bike lanes on Ocean Park Boulevard and the eastern City limit, 2) from 17<sup>th</sup> Street south of Michigan to the main campus of Santa Monica College, 3) through Marine Park and Penmar Golf Course to Rose Avenue, and 4) connections to the Santa Monica State Beach and beach bicycle trail. Metro has also identified gap filling as an important priority and lack of connection to the Santa Monica State Beach as a regionally significant gap.





Figure 2-6 Existing Bicycle Network 



*Santa Monica's bike network connectivity and major destinations. The bike map is available on the BIKE Santa Monica website.*

Figure 2-7 Bike Facilities Comparison to Other California Cities

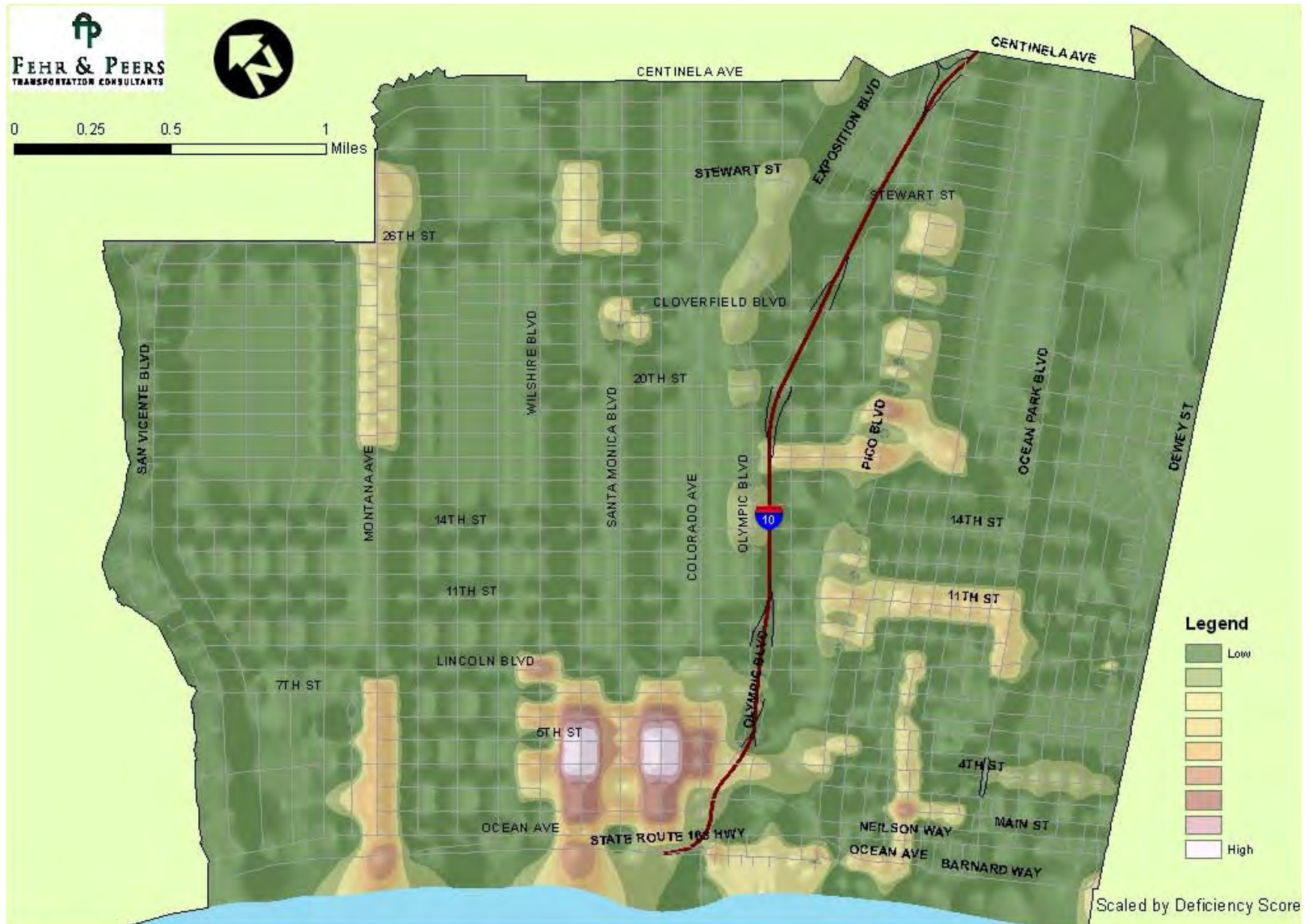
City	Percentage of Bike Commuters*	Miles of Bike Lanes/Paths	Miles of Bike Lane/ Path per Square Mile	Miles of Bike Lane/ Path per 100,000 Residents
Santa Monica	3.40%	37	1.9	33.1
Sacramento	2.10%	314	3.2	67.2
Irvine	1.70%	287	4.3	136.6
Los Angeles	1.00%	198	0.4	5.2
San Jose	0.90%	243	1.4	25.3
San Diego	0.80%	385	1	29.5

\*Source: American Community Survey 2009



A signed and striped bike lane on Main Street.

Figure 2-8 Santa Monica Bicycle Deficiencies



The deficiencies map identifies downtown Santa Monica as having the greatest need. Source: Fehr and Peers

## Regional Bicycle Connections

Santa Monica is part of the greater metropolitan Los Angeles region. Bikeway connectivity across cities is important in creating a cohesive regional bicycle network. The City of Los Angeles, which shares most of Santa Monica's borders, currently has the following bike facilities that interface with the City of Santa Monica:

- ▶ Path connecting to the beach bike trail path at the north and south ends of Santa Monica (Class I)
- ▶ Lane that connects with San Vicente Blvd (Class II)
- ▶ Route that connects with Arizona Avenue (Class III)

Los Angeles has also proposed an extensive network of bikeways as part of its 2010 Bicycle Master Plan. The proposed City of Los Angeles bikeway network would close a gap on Montana to better link to Westwood, complete the Exposition Pedestrian and Bike Path from the city limits to Downtown Los Angeles, extend the Main Street bike lanes into Venice, and extend the San Vicente and Arizona bike lanes eastward. A system of calmed neighborhood street connections to Santa Monica is also proposed. A map of Los Angeles' proposed bicycle network surrounding Santa Monica is shown in Figure 2-9.

## COORDINATING AND IMPLEMENTING REGIONAL AND STATE PLANS AND POLICIES

The Bike Action Plan is a comprehensive plan to support and implement state, regional, and local plans and goals. The Plan is consistent with the California Complete Streets Act of 2008 (AB1358) requiring circulation elements to accommodate the transportation system from a multi-modal perspective, including public transit, walking and biking. It helps implement SB375 (2009), requiring metropolitan regions to adopt transportation plans that reduce vehicle miles travelled. The plan also supports AB 32 (2006) and SB 97 (2007) which require local governments to consider the greenhouse gas emission impacts of land use and transportation policies. These policies also meet the California Air Resource Board (CARB) Regional Target Advisory Committee (RTAC) thresholds for greenhouse gas emission reductions. The Plan also satisfies all of the State of California Bicycle Transportation Account requirements.

This Plan implements and supports regional transportation goals and projects, including those of the Los Angeles County Metropolitan Transportation Authority (Metro)'s Countywide Bicycle Plan and the 2010 Congestion Management Program (CMP). This plan includes local bicycle routes in Santa Monica that will link with those in Metro's Countywide Bicycle Plan. In addition, this plan is consistent with the SCAG's Regional Transportation Plan (RTP), which places an emphasis on bicycling supporting amenities and infrastructure to improve mobility and promote sustainability.

The Bike Action Plan also recommends actions to implement Santa Monica's Sustainable City Plan and the LUCE as necessary to achieve the Citywide goal of No Net New Trips and minimize potential environmental impacts of growth and development.



*The Bike Action Plan fits into the broader context of the region and state by improving opportunities for regional transportation. Source: Friends 4 Expo*

While most of Los Angeles’ plan is compatible with Santa Monica’s proposed network, Los Angeles proposes to add bicycle lanes to Wilshire, Santa Monica, and Lincoln Boulevards, streets that Santa Monica has prioritized for transit, walkability, and support of new neighborhood retail nodes. Santa Monica has identified parallel streets for high quality bikeways. Coordination has begun with neighboring cities to identify and resolve connections using wayfinding and/or other means.

### Transit Connections

The Big Blue Bus and Metro operate numerous routes that connect to the City’s bikeways and bicycle routes. A large concentration of service is within the downtown and along major commercial corridors. Bikeways are distributed around the city to create easy connections generally within a few blocks of a major transit line. Primary crossroads of major transit stops and bicycle facilities occur on Ocean Avenue at Santa Monica Boulevard and at Pico Boulevard as well as at the intersection of Ocean Park and Lincoln Boulevards.

Bicycle connections to the Santa Monica Transit Mall located between Ocean Avenue and 5th Street on Broadway and Santa Monica include nearby bike lanes along 7th Street, Main Street, and direct connections along

Ocean Avenue. Bicyclists can travel on bus-only lanes designated westbound on Broadway and eastbound on Santa Monica within the Transit Mall. Improvements are needed within downtown to connect cyclists directly to the future Expo Light Rail Station on Colorado Avenue at 4th Street and the Bike Center recently opened at the base of Santa Monica Place.

Figure 2-10 shows the existing connections between bicycle facilities and major transit stops.

As the City and the region increase investment in transit, including light rail and community service, bicycle facilities and TDM programs will be necessary to serve the expanded transit network.

**Figure 2-9 Local and Regional Bicycle Connections – City of LA Bicycle Plan**



Figure 2-10 Existing Bikeway/Connectivity to Major Transit Stops



Connections currently exist between the Big Blue Bus and today's bicycle infrastructure at major transit stops like Ocean Avenue at Santa Monica and Pico Boulevards and at Ocean Park Boulevard and Lincoln Boulevard; however, better connections are needed to the proposed light rail station at 4th and Colorado. Source: City of Santa Monica, NelsonNygaard

## BICYCLE PROGRAMS TODAY

Interest in bicycling in Santa Monica is growing steadily. The City currently offers a variety of bicycle programs in the following areas: Events, Awareness, Information, Education, Encouragement, and Supporting Facilities. These programs are often developed in collaboration with community partners, as one-time projects and ongoing programs.

### Events

The City hosts bicycle-specific events on its own and with community partners. Bicycling is also highlighted at other events including GLOW, the Santa Monica Festival, and National Night Out. Bike to Work, the City's major annual bicycle event, is conducted collaboratively with Metro and the Big Blue

Bus. Recently, the City expanded the event to include the Convention and Visitors Bureau, more private employer participation and pit stops for cyclists. In addition, the Library hosted an iCycle event, and the Police Department conducted bicycle rodeos and informal education programs.

The City also supports community events including a Santa Monica Museum of Art bike tour, Alt/Build Expo, and rideshare and bicycle events at Santa Monica College, elementary and middle schools, and Santa Monica High School (Samohi). During the development of the LUCE and Bike Action Plan, the City hosted an ongoing series of interactive public workshops and forums on bicycling and the integration of land use and transportation.

### Bikelt! Day

Bikelt! Day started as an annual event organized by Santa Monica High students in the Solar Alliance and Bike Coalition as a way to promote biking and combat global warming. At these events, which are now held more frequently, students and parents can pick up bicycle maps, bicycle safety handouts, and prizes. By 2010, participation had grown to include 3,200 District students, over 30% of Districtwide enrollment, in walking, biking, and carpooling. Student leaders from the Santa Monica Solar Alliance have been recognized by the President, the Environmental Protection Agency, and the U.S. Department of Education.



*Cyclists enjoy and celebrate the 4th of July at the annual parade.*

### Bike to Work Month/Week/Day

Each May, the City celebrates Bike Month, Week, and Day in conjunction with other municipalities in LA County and the state. The City works with local bicycle groups and employers to host the series of events, which include sponsored “pit stops” for commuter bicyclists to gather information and resources. Over the past few years, Bike to Work Day has substantially grown to include multiple city-wide morning pit stops and events throughout the day.



*The number of cyclists that stopped at City-sponsored pit stops increased by 20% in 2010 from the participation in 2009.*

### iCycle

iCycle was a free festival hosted at multiple library locations that celebrated bicycles and cycling. The festival applauded existing riders and encouraged new riders. Free bicycle valet parking and bicycle registration were available, as well as bike demonstrations, workshops on safety, repairs, and maintenance, and children’s crafts and a bike rodeo.



*In June 2011, President Barack Obama awarded a Presidential Commendation to Samohi leadership of the BikeIt! Day movement. The US Environmental Protection Agency described Samohi’s work as “inspiring” and “motivating others through their example.” Source: Samohi Solar Alliance*

### Awareness

Awareness efforts use a variety of communications, media outreach, and targeted campaign strategies to raise the profile of bicycling, bicycle facilities, and programs. They also include redesigning ongoing programs to include bicycling; for example, designing bicycle parking into existing parking lots, adding bicycles to the fleet of City pool vehicles, and incorporating “Bike lane closed” signs with other construction advisory signs. In 2010, the City Council funded an initial awareness campaign to bring attention to newly installed or shared lane markings. Other City efforts to raise awareness include incorporating bicycle parking and bike valet at highly visible locations, hosting and attending community meetings on cycling and safety, and supporting workshops on bicycle training and other issues.



*Branded BIKE Santa Monica bags help to make bicycling more visible to the community.*





*An electronic sign on Lincoln alerts people to expect more cyclists out for BikeIt! Day*

### Electronic Signage

The City uses electronic traffic signboards to display short messages about City bicycling education and outreach events, such as “Bike to Work Day” and “Citywide BikeIt! Day.”

### Ads on Big Blue Bus

The Big Blue Bus fleet has posted tailcards tailored to motorists displaying messages that are intended to promote bicycle safety and driver awareness of bicyclists such as, “Bikes may use the full lane. Shared lane markings or *sharrows* are coming to Santa Monica” and “Pass bikes with care. Shared lane markings or *sharrows* are coming to Santa Monica.”



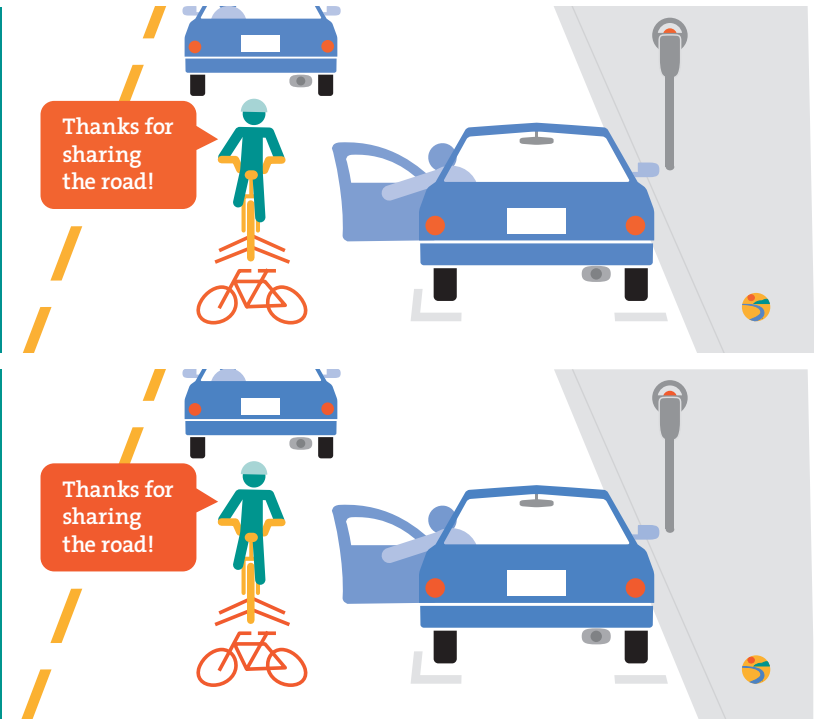
*Santa Monica's bus tail card signage that informs motorists that bicyclists have the right to ride in the street.*

### Buy Local/Bike Local Tour Routes

The City promotes patronizing local merchants, cultural venues, landmarks and other destinations on bicycle by developing tailored and themed bike tour routes.

### Information

Information on bicycling is provided on the City website and in the form of printed maps. Available resources include a bicycle map identifying bikeways and supporting facilities and an integrated bike/bus map. The public



can request bicycle services through the City web and telephone request systems.

### Bicycle Maps and Information

Free printed “Bike Santa Monica” fold-out maps are available to the public at community events and facilities, including the City’s libraries, the Transit Store, and bike shops. The map shows the bikeways and bicycle routes in the city as well as bicycle parking locations and major destinations. The map also contains destination routing, bike and bus safety tips, and bicycle security.

### Welcome Packets

The City of Santa Monica routinely distributes welcome packets to new residents. These packets include bicycle maps and bicycle safety information.

### Government on the Go

The City hosts a Government on the Go mobile application and website form for citizens to identify problems like potholes and vandalism. Using a GPS function, residents can alert the City to the exact location of the problem and send a picture with their phone. Residents can put in requests for streets to be striped with lanes or sharrows and request and ask questions about bike racks using the online application at [www.smgov.net/sm\\_go.aspx](http://www.smgov.net/sm_go.aspx).

### BIKE Santa Monica Website

The City's BIKE Santa Monica website at [www.bikesantamonica.org](http://www.bikesantamonica.org) provides on-line information and resources on bicycling rules and regulation, etiquette, safety, recreation and fitness, and bike parking around the city.

### Education

The City provides bicycle education at events, including the Santa Monica Festival and school registration periods, and invests in training opportunities. In 2011, the City offered some basic bicycle skills and bicycle instructor training classes with League of American Bicyclists. The City also provides training for employers on how to encourage bicycling within an employee commute reduction program. The City's own Bike@Work program includes training for staff on safe riding, education at several City events, and hosted rides including a Buy Local/Bike Local effort.

### School Resource Officers

The Santa Monica Police Department has designated School Resource Officers, who teach bike safety classes at local elementary schools. The class has two target audiences: older children who are beginning to ride to school on their own, and parents who are concerned for the safety and security of their children.

### Bicycle Maintenance/Repair

Local bicycle shops, such as REI, offer bicycle maintenance classes. Proper bicycle maintenance contributes to a safe bicycling environment and a more enjoyable ride.

### Bike Rodeos

The City hosts bicycle rodeos at community events, such as the Santa Monica Festival and National Night Out, which provide young cyclists an opportunity to practice their bicycle handling skills and learn more about bicycle safety.

### Bicycle Skills Training

The City has offered both a Confident City Cycling class and instructor certification training. These classes cover bicycle handling and road skills as well as equipment selection and rules of the road.



*Children practice riding safely in a bike learning area.*

## Encouragement

The City supports efforts by schools, businesses, and visitor-serving groups to incorporate bicycle promotion into their own programming and provides direct support for employee bicycling through employee commute reduction programs. The City has sought and obtained future grant funding to support school pedestrian/bike walkabouts, conduct educational programming at schools, improve facilities, including parking and access at schools, and support and encourage parent groups in their efforts to promote biking and walking to schools.

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**The City's beach bathroom inspector used to drive a City vehicle from site to site for inspections. Since the inception of the Bike@Work program, he has been using a City bike (with a trailer) instead of his car. He has lost 20 pounds and rides 170-190 miles per month.**

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## Bike@Work

The City operates a Bike@Work program that provides a fleet of 20 bicycles for City employees to use throughout the workday. This program allows the City to reduce greenhouse gas emissions and its carbon footprint, provide a healthy option for employees to travel around the city, and contribute to the bicycle-friendly atmosphere on city streets. Bikes are branded with the City logo for visibility. Currently, 13 City locations are equipped with bikes and over 90 City employees are actively using the fleet. Within the first year of the program, over 3,000 miles were logged on Bike@Work bicycles.



*A City of Santa Monica Bike@Work bike displayed on a Big Blue Bus bike rack.*

## Safe Routes to School

Safe Routes to School is a federal and state funded program seeking to improve conditions for walking and bicycling to school. The Santa Monica High School Solar Alliance initiated the city's first Bike to School Day in 2007. Over the past four years, the program has grown to include three-quarters of all schools within the Santa Monica Malibu Unified School District. The City has provided a wide range of support including traffic services and mapping.



*A parent chauffers her child from Samohi.*

## Enforcement

Promoting bicycle safety is a City priority. The Police Department has conducted alternative penalty programs for bicycle helmet violations and is currently exploring best practices in how police can work with the community to support bicycle safety. The Police Department has hosted and participated in community and bicycle group meetings, conducted targeted campaigns in response to community concerns, and supported school access plans with education and enforcement. The Police Department also investigates accidents and maintains records on safety.

## Bicycle Ambassador

The Police Department has designated a Bicycle Ambassador as a special liaison between the bicyclists and the community.

### Marvin Braude Beach Bike Trail Signage

The City is designing signs and markings to improve compliance with regulations regarding the use of the beach bicycle trail.

## Licensing Requirements

Cyclists are not currently required to register their bicycles in Santa Monica. The City encourages bicycle owners to take advantage of national bike registries that maintain records of bicycle numbers to report to the Police in the event of theft.



*Well-utilized, modified inverted-U racks on Main Street.*

## Theft Prevention

The City promotes use of good locks and locking techniques. The Police Department conducts campaigns to apprehend bicycle thieves and recover stolen bicycles.

## Supporting Facilities

End of trip and support facilities are key parts of a complete bicycle trip. To complement programming and bikeways, the City has initiated an ongoing bike rack program and supports a variety of other supportive programming: a bike valet program, bike and transit integration, local bike shops, and shower and changing facilities. In addition, commercial developers are required to provide limited

bicycle parking and amenities for employee commuters.

Supporting facilities are included in the City Bike Map shown in Figure 2-6.

## Bike Parking

The City has been actively expanding bicycle parking along commercial streets, at public buildings, at parks, and at the beach. In 2010, bicycle parking was available in over 50 public and private areas around the city, and the installed racks hold a total of 920 bikes (Figure 2-12). A range of short-term bicycle parking types are available including inverted-U, modified inverted-U, bollards, and the less preferred wave racks.

The majority of existing parking is intended for short term use. Over 92% of spaces are not covered and are in very visible and accessible locations. Most spaces are on sidewalks in commercial areas, but additional bike parking can be found at community facilities, including parks and libraries. Santa Monica installed its first and only on-street bike corral on westbound Olympic Boulevard near 5th Street. About 60% of existing parking is adjacent to transit stops for easy access to the bus network.

### Bike Valet

Bike Valet encourages people to ride instead of drive to congested locations. At Bike Valet, attendants park, tag, and watch bicycles while the riders enjoy an event or destination. Bicycle valet is available at Santa Monica’s Main Street Farmers’ Market on Sundays, at summer events held at the Santa Monica Pier, and at many special events such as Cirque du Soleil, Glow, and the Los Angeles Marathon finish line. In 2010-11, valets parked 25,577 bikes at 157 events, substantially improving convenience of parking bikes at events. As noted in

Figure 2-11, the bike valet program continues to grow in popularity.

**Figure 2-11 Annual Bike Valet Utilization**

Fiscal Year	Number of Bikes Valeted
2008-2009	21,000
2009-2010	25,100
2010-2011	25,577

*The number of bikes valeted per year have increased substantially.*

### Bikes on Bus

The Big Blue Bus is also committed to integrating bicycles and transit, as demonstrated by their investment in bicycle racks on buses. Big Blue Buses are equipped with front-mounted bike racks that accommodate two bicycles. Bicycle boardings by bus stop are shown in Figure 2-13. Metro buses are also equipped with racks, and Metro allows bikes on trains. Transit operators have included special bike on bus promotions for Bike to Work Day.



*Bikes get checked at the bike valet at the Santa Monica Festival.*

**“I would ride to work if there was a safe place to lock my bike.”**

**– Resident**

### Bike Shops and Rentals

Santa Monica boasts nearly 20 bicycle shops, including those that sell bicycles and bicycle supplies and provide bike repair. The City also has a large number of bicycle rental facilities, many concentrated near the beach to cater to the needs of residents and the large number of annual visitors. These businesses provide hourly, daily, and weekly bicycle rentals and guided bicycle rides. These services work well with local hotels to attract visitors, contribute to the City's pledge to be green, and provide access to popular destinations without driving. The number of bicycle shops and services in the city indicate the high demand for bicycling-focused businesses. Bike shops and rental locations are depicted in Figure 2-6.

### Shower, Changing, and Locker Facilities

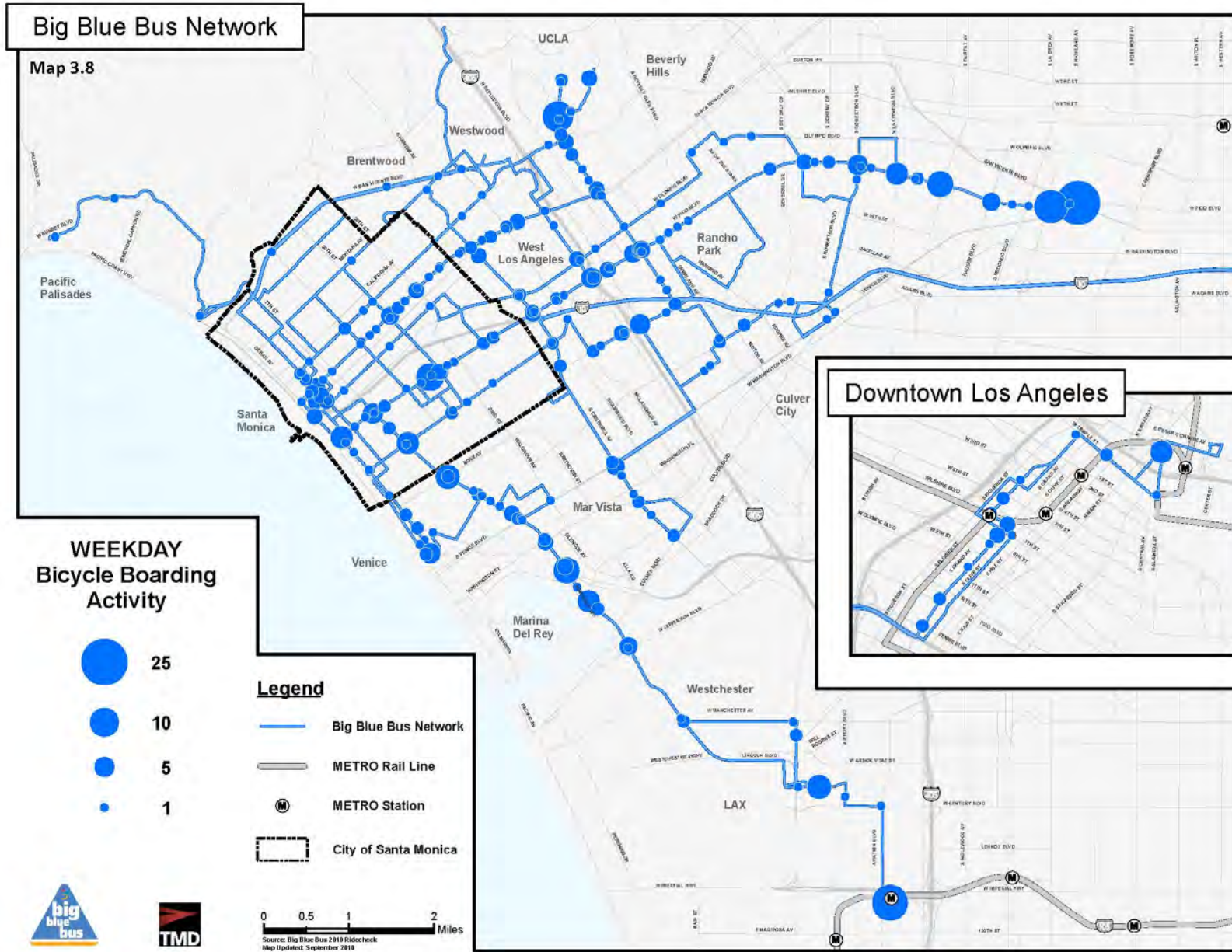
Shower, changing, and locker facilities promote bicycle commuting by providing a convenient place for bicyclists to shower, change, and/or store their clothes if they arrive in sweat, mud, or rain. Although gyms and employers offer private facilities (Figure 2-14), there are currently no public showers, changing, and locker facilities designed specifically for bicycle commuters.

Figure 2-12 Existing Bike Parking Space Map



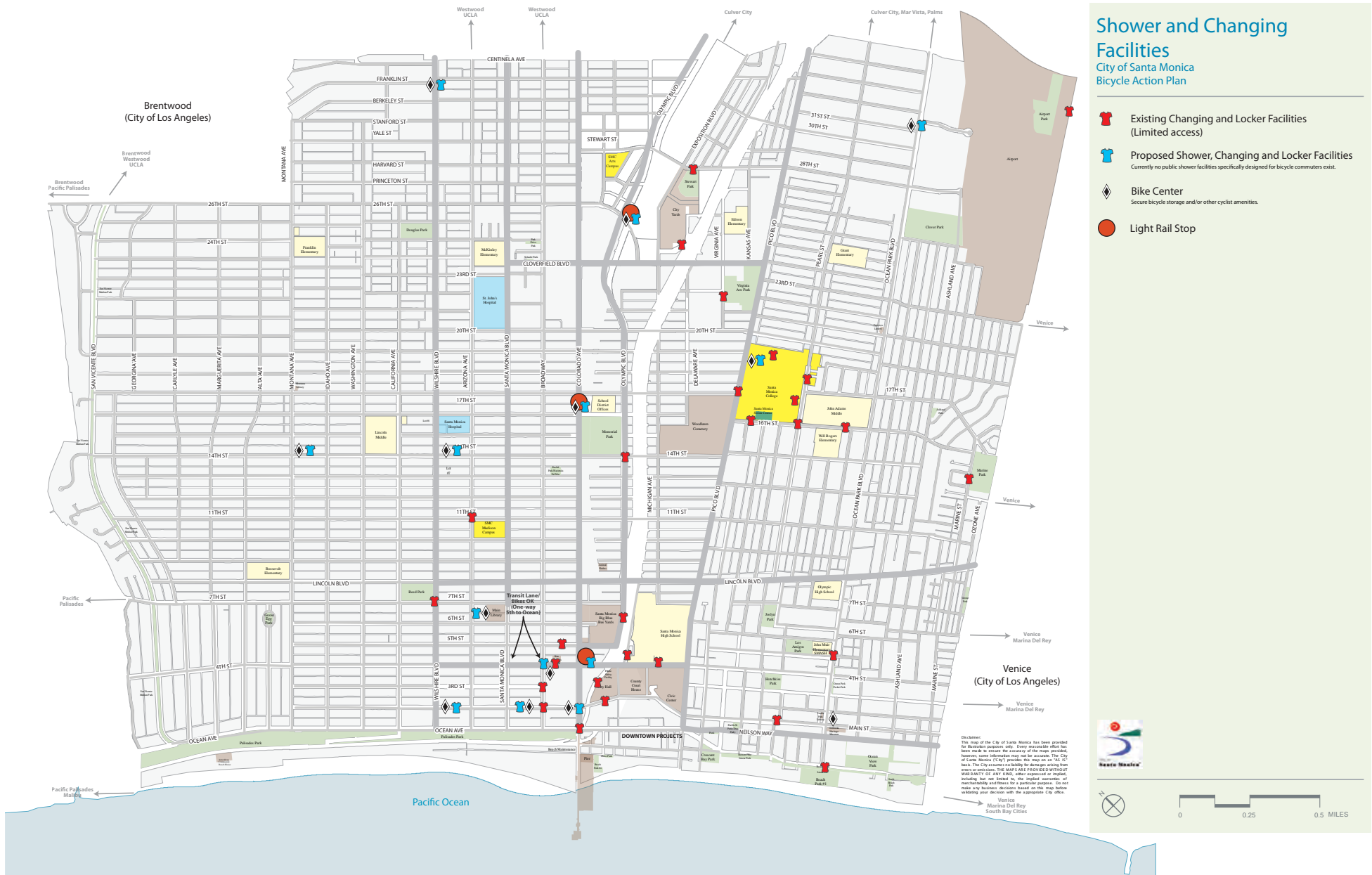
*Bicycle parking provided by the City comes in a variety of types, with each type providing a slightly different way to secure a bike.*

Figure 2-13 Bikes on Buses



On an average weekday in 2010, 605 bicycle boardings were recorded throughout the entire Big Blue Bus system. Source: Big Blue Bus Existing Conditions Report 2010

Figure 2-14 Existing and Proposed Shower and Changing Facilities



Most of the changing and shower facilities are downtown, near Santa Monica College, or at the beach. Source: Santa Monica observations



## THE FACES OF BICYCLING IN SANTA MONICA

The following community profiles provide a cross-section of those who bicycle in Santa Monica today. Their insight encapsulates some of the many improvements identified by the community that are needed to make Santa Monica a world-renowned bicycling city.



"We ride because we're helping the environment and we're helping ourselves."

### COMMUNITY PROFILE: RYAN

Ryan was spotted at the downtown Farmers' Market with his Retrospect fixed gear bike. He accessorizes his bike with various wheel colors and matches his shirt to his wheels and handle bars. He lives in Mar Vista and says that bicycling there could be improved by keeping the streets maintained and educating drivers to be better aware of bicyclists.



"Education, followed up with enforcement, and completed with a diversion program for bicyclists, are the best ways to improve bicycling in Santa Monica."

### COMMUNITY PROFILE: RON

Ron, a local bicycle advocate with Sustainable Streets, was interviewed at the Bike Action Plan community meeting. He has three bikes, but typically rides his Xtracycle, a cargo bike that allows him to live without a car (affectionately called his SUB, sport utility bicycle). Ron hasn't had a car for 15 years. He rides his bike everywhere and says that riding is the most efficient and cost effective way to get around, in addition to being good for the environment.



"Santa Monica could be improved by adding more bike lanes, posting signage that encourages road users to share the road, and making certain streets bike-only on some days and nights for certain hours."

### COMMUNITY PROFILE: RAYMOND

Raymond and his three daughters, age 4, 7, and 10, were spotted riding their Surly Big Dummy cargo bike at the Santa Monica Festival.



“Santa Monica could improve bicycling by providing more bike lanes.”

### COMMUNITY PROFILE: HUGO AND SAYIL

Hugo and Sayil were spotted getting a tune-up at the Bikerowave stand at the Santa Monica Festival. Sayil usually rides her cruiser downtown saying that “it’s a free way to spend time with my best friend (Hugo).” Hugo got his snazzy road bike from Walmart and uses it to commute to work, which takes him down Ocean Park Boulevard.



“Being out in the community on a bike sets a great example for sustainability and a healthy lifestyle; it becomes part of who you are and it’s fun.”

### COMMUNITY PROFILE: BRYAN AND CYNTHIA

Bryan, aka “Orange”, and Cynthia, aka “Purple”, were spotted at a recent Bike Action Plan community meeting. As local bicycle advocates, they collectively own nearly 20 bicycles in matching sets. Typically, they ride everywhere they go, saying that riding “promotes an awareness of the community and highlights the importance of being involved.” They are two of the founding members of Santa Monica Spoke (LACBC); Cynthia serves as the groups Director and Spokesperson. They were recently certified as LCIs and will teach Smart Cycling courses here in Santa Monica. They think that Santa Monica is on the right track in making the city better for bicycling by listening to the everyday cyclist, thinking outside the box, and taking forward thinking plans into action. Some of their biggest concerns are adequate and safe bike parking and educating all road users, adding that “the more we all learn, the more we can get done.”



### COMMUNITY PROFILE: OFFICER GALLANT

Officer Gallant was spotted at the Downtown Farmers’ Market and patrols her beat (Downtown/3rd Street Promenade) by bicycle.



"Santa Monica needs to provide more secure bike parking."

### COMMUNITY PROFILE: JEFF

Jeff stopped by the Planning booth at the Santa Monica Festival and then participated in one of the Bike Action Plan community meetings. He is shown here with his "burning man" bike because his nice city bicycle was recently stolen. Jeff rides all over Santa Monica and Venice and has been a cyclist as long as he can remember. He thinks that Santa Monica could improve bicycling by providing more secure bike parking locations and improving police response to bike thefts.



"We bike for our health, the environment, and because it's fun."

### COMMUNITY PROFILE: JOHN AND SARA

John and Sara were spotted retrieving their Ohio bought bikes from the Santa Monica Festival bike valet. They bike everywhere, including the Ballona bike path and the beach bike path. John's favorite ride is through Sullivan Canyon on his mountain bike where he enjoys the ocean breeze as he pedals around town. John and Sara think that Santa Monica could improve bicycling by having racks that accommodate more bikes on buses, providing more bike lanes, implementing bike boxes at traffic signals, offering tax breaks to cyclists, and educating motorists and bus drivers about cyclists' rights.



"Santa Monica needs more bike lanes and bike parking at the (Downtown) Farmer's Market."

### COMMUNITY PROFILE: MIKE

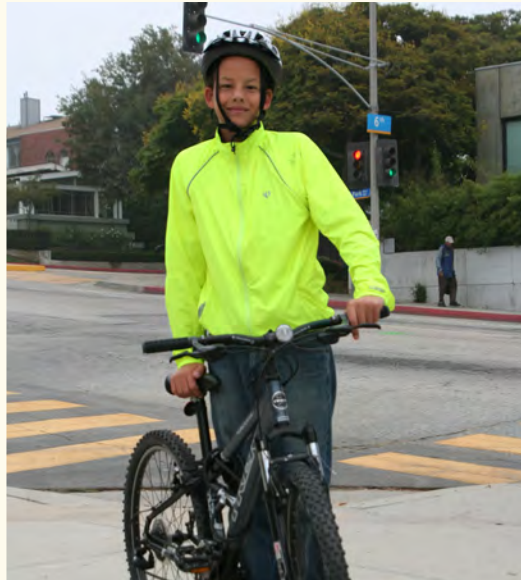
Mike was spotted buying flowers and produce at the Downtown Farmers' Market. He has a road bike that he rides in Santa Monica for exercise and his favorite ride is along the ocean. Mike thinks that Santa Monica could improve bicycling by providing more bike lanes and adequate bike parking at the Farmers' Market.



"Bicycling is a cheap workout."

### COMMUNITY PROFILE: AINSLEE

Ainslee, a former summer bike messenger in Washington, DC, was spotted at the Downtown Farmers' Market. She participated in the Santa Monica Museum of Art (SMMOA) bike ride and made spoke card art. She rides to run errands and see clients. Ainslee's favorite ride is "wherever her curiosity takes her," but in general, she stays away from Wilshire and Lincoln Boulevards and thinks the City could do more to complete the bike network in that area, especially where 7th Street crosses Wilshire Boulevard.



### COMMUNITY PROFILE: GABRIEL

Gabriel is an 8th grader at SMASH and rides his bike three miles to and from school. Gabriel worked with several friends to found the SMASH Bike Club last year, which works to organize Bike It! Day, sell and promote the use of bike helmets, and explore bike workshops for younger SMASH students. He rides to school because it gets him going and wakes him up in the morning! Plus, he enjoys the added benefit of experiencing his neighborhood in person and not from behind a car window. His ride to school has some bike lanes, including Broadway and the hilly portion of Ocean Park, but he also rides on streets that don't have bike lanes and would feel more comfortable on these streets if bike lanes were added.



"Santa Monica needs more detection for bicycles at left turn signals."

### COMMUNITY PROFILE: EARL

Earl was spotted at the Santa Monica Farmers' Market on his way to class. He bought his bike to be able to connect with his nephew and cousin in Chino Hills who recently got Fixie bicycles. Earl's favorite ride is from SMC to downtown. Earl thinks Santa Monica would be more bicycle friendly if motorists were more conscious of bicyclists on the road.



### COMMUNITY PROFILE: BRUNO FAMILY

Meyer, Philip, Una, and Rachel ride to school as a family daily and are pictured outside of PS1 at Broadway and Euclid St. The reasons they ride are countless: they spend quality time together as a family, they are able to connect with their community in a way that they can't in a car, it's a good workout, and it is FUN. The Bruno's would like to see easy to access North/South and East/West bike corridors throughout town and are particularly interested in bike facilities that provide some buffer and separation from vehicles, such as cycletracks. They would also like to see more enforcement of auto driver behavior (such as cell phone use).



"The City needs to provide more bike parking, crack down on bicycle theft, create one-way streets, and install more bike lanes."

### COMMUNITY PROFILE: TODD

Todd, a local firefighter, was spotted packing up a load of fresh flowers and produce on this Redline bike and BOB trailer at the Downtown Farmers' Market. He typically rides in the Santa Monica Mountains and says that he always chooses to walk or bike around town, unless he has to drive.



### COMMUNITY PROFILE: ALICE

Alice was spotted at the Santa Monica Main Street Farmers' Market with a sweet black bike and red panniers. As a Holland native, Alice is no stranger to biking. She feels that Holland benefits from good infrastructure and the fact that nearly all car drivers were at one point bicycle drivers making them more understanding and respectful of all road users. She usually rides in Westwood and along the beach bike path (in the morning), and she rides to make a statement. She would like to see more buffered and separated bike facilities and a decrease in the amenities for automobiles.

