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## PART I: Introduction

Silicon Valley Bicycle Coalition (SVBC) has been around for over 30 years and has had paid staff since 2005. Throughout the decades we've had dedicated members, volunteers, and staff create changes big and small. Whether getting a bike lane on a neighborhood street, growing a company's participation in Bike to Work Day, volunteering for bike parking events, getting a bike rack at a local store, or teaching others how to ride bikes, you can make a difference!

This guide aims to give you an introduction to the government processes that create the bike lanes, education opportunities, and events that lead to a bike-friendly community. It also talks about Silicon Valley Bicycle Coalition's work, how we decide on issues to work on, and how you can get involved. Finally, it gives you an idea of some projects you can take on in your city as an individual or as part of a group.

SVBC's mission is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties. We achieve our mission through advocacy, education, and events.

We can't do it alone.

We rely on our members for your local expertise, on-the-ground experiences, and real-life stories. We need you to show your local government officials that you care and that there are people who want safe and comfortable bicycle infrastructure and bicycle friendly policies.

## PART II: What You Can Do

**If you are reading this, it's because you want to be an advocate, thank you!**

**Whether you are new to biking or you've been doing it all your life, we need you to help make change in your city, county, and community.**

**You are a member-advocate/Biketivist:** a member advocate is a current SVBC member that participates in our advocacy work. You may take a lead role in specific campaigns and have a strong capacity for leadership and organizing others. Along with understanding the background and history of a key issue in your community, you are positive and respected by others who are engaged on the issue.

### SVBC Local Teams

Our Local Teams are made up of people who bike in a particular city or region and meet monthly to discuss relevant issues such as new bike infrastructure, events, social rides, and city policies and plans. Policy suggestions from the Local Teams can be submitted to the SVBC Policy Advisory Committee and help shape our advocacy efforts. SVBC currently has the following Local Teams (Each has a corresponding email forum):

1. San José,
2. Santa Clara
3. Sunnyvale
4. Mountain View
5. Palo Alto
6. San Mateo County/Peninsula
7. North San Mateo County
8. Redwood City

Looking for other ways to volunteer? Check out: <https://bikesiliconvalley.org/volunteer/>

If you want to see a bicycle improvement in your community, here are some steps to take:

1. Find out if a similar project is already proposed, planned, or in the works (this makes your proposal much more likely to be achieved).
  - a. Attend an SVBC Local Team<sup>1</sup> and/or join the email group.
  - b. Ask a city staff member – they are typically allies. They are dedicated professionals who have chosen to work in transportation because they believe in it. It's good to approach them as friends working toward a similar goal:
    - i. Look at the city's website for Dept. of Public Works, Transportation, or Community Development and find the director or other contact
    - ii. Check SVBC's website for BPAC and Report a Hazard info
  - c. Search for it online
  - d. Look at the city's Bike Plan
  - e. Ask the city's Bicycle and Pedestrian Advisory Committee (BPAC): most cities have a BPAC<sup>2</sup> or other relevant committee or commission to review transportation, traffic and/or bike and pedestrian issues. These groups meet monthly or quarterly and meetings are open to the public. The BPAC may already be aware of the issue or able to help get it on the city's radar.
2. Fully understand your issue: why is this a priority or not? Where does it fall in the ranking of priorities and why? Do you agree or not? What criteria is the jurisdiction using to rank

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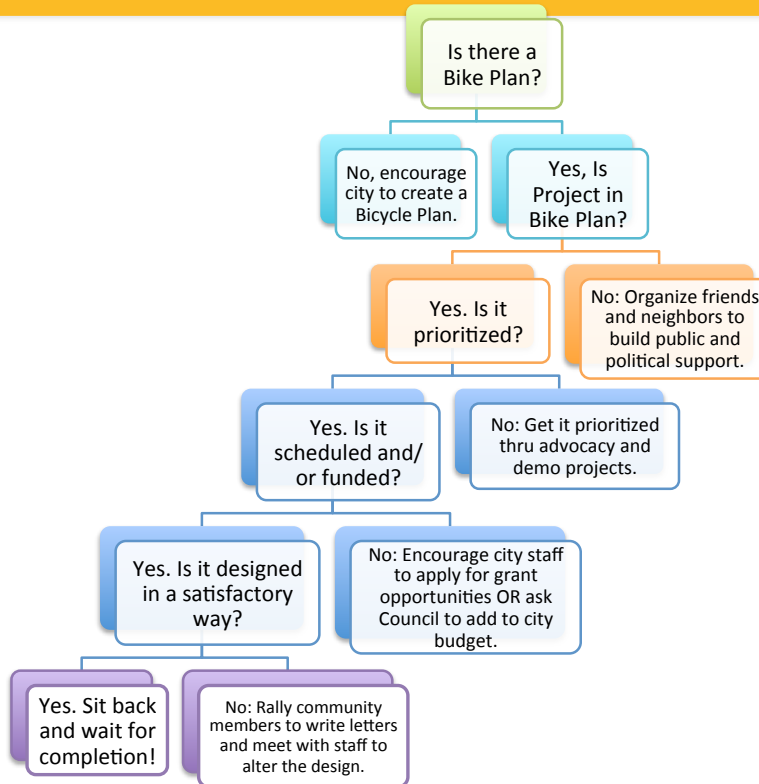
<sup>1</sup> <https://bikesiliconvalley.org/local-teams/>

<sup>2</sup> <http://bikesiliconvalley.org/public-agency-bicycle-advisory-committees/>

priorities versus your criteria? It is important to consider this question when embarking on a campaign. You should consider the whole context of improving bicycling for everyone, rather than just for an individual or small group.

3. Once you have the facts, you present the issue to the Local Team for discussion and consideration.
4. Request that SVBC take a position by filling out a Position Recommendation Form.<sup>3</sup>

## Organize and Advocate!



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[https://docs.google.com/forms/d/e/1FAIpQLSf92RmVAZF4ke\\_uRykp9waY\\_rCdYNL8LqHg7SrfFFxR9cDp\\_dg/viewform](https://docs.google.com/forms/d/e/1FAIpQLSf92RmVAZF4ke_uRykp9waY_rCdYNL8LqHg7SrfFFxR9cDp_dg/viewform)

## PART III: Silicon Valley Bicycle Coalition's Advocacy Work

See: <https://bikesiliconvalley.org/about/>  
<https://bikesiliconvalley.org/betterbiking/>

### Mission

Our purpose is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties.

### Vision

We envision a community that values, includes, and encourages bicycling for all purposes for all people.

### Overarching Goal

Our central goal is to see that 10% of trips are taken by bike by 2025. Cities in our two counties currently range from under 1% to 9% trips by bike to work. For more information, check out the Silicon Valley Bike Vision,<sup>4</sup> a collaboration between SVBC and Joint Venture Silicon Valley. This report documents the state of biking in Silicon Valley, including stats on how many people ride and the number of collisions by city, as well as gaps and key opportunities. It is a great place to start to get a snapshot of your local context.

### 2025 Strategic Outcomes

In support of our goal of 10% of trips by bike in 2025, we have identified a number of key outcomes we are working to achieve by 2025 as a result of our programs and initiatives:

1. All people feel safe on bikes in San Mateo and Santa Clara Counties.
2. Bicycling is accepted as a normal part of everyday life.
3. Bicycling is accessible, convenient, and fun.
4. Bicycling is integrated into youth education and the culture of future generations.
5. People utilize bicycling as a core component of a healthy and active lifestyle.
6. Local & regional governments and community leaders look to SVBC for trusted expertise.
7. Bicycling is recognized as a key indicator for quality of life, economic wellbeing, and talent retention for Silicon Valley.

### Guiding Principles

At SVBC, we think how we accomplish our goals is extremely important, and we support our mission, vision, and outcomes with the following principles:

- Innovation
- Connection to the community
- Diversity and inclusion
- Professionalism
- Collaboration

### SVBC's Diversity, Equity, and Inclusion Values

Our mission and vision cannot be achieved without making our cultural humility and social justice central to our work.

<https://bikesiliconvalley.org/diversity-equity-and-inclusion/>

### Equity

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<sup>4</sup> <https://bikesiliconvalley.org/betterbiking/silicon-valley-bike-vision-report/>



Access  
Community Power  
Sustainability  
Empathy

### SVBC Policy Advisory Committee

The Policy Advisory Committee<sup>5</sup> is comprised of Board members and SVBC members who represent SVBC Local Teams or other area BPACs. The group discusses local biking policy issues of interest to SVBC and advises the SVBC Board and staff on positions and policies.

### How SVBC Determines Campaigns and Takes Positions

Based on the Board-established goal of 10% of trips taken by bike by 2025, SVBC has determined broad initiatives that govern our main campaigns and that we believe will lead to more people on bikes and a healthier and safer environment for bicyclists.

#### *Initiatives*

- ✓ Safe Streets for All/Vision Zero
- ✓ Low-stress bike networks (all ages and abilities, universally accessible)
- ✓ Bikes + Transit
- ✓ Planning for New Mobility
- ✓ Encourage Biking
- ✓ Green Transportation
- ✓ Livable Communities

For each initiative, we have policy recommendations and guidance. Stay tuned for our policy agenda/menu, coming soon.

When an agency, elected official, partner or member wants SVBC to take a position, they fill out a Position Recommendation Form<sup>6</sup> that is reviewed by staff, the appropriate SVBC Local Team, and the SVBC Policy Advisory Committee or Board of Directors if necessary.

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<sup>5</sup> <http://bikesiliconvalley.org/files/documents/svbc-policy-advisory-committee-charter.pdf>

<sup>6</sup>

[https://docs.google.com/forms/d/e/1FAIpQLSf92RmVAZF4ke\\_uRykp9waY\\_rCdYNL8LqHg7SrfFFxR9cDpdg/viewform](https://docs.google.com/forms/d/e/1FAIpQLSf92RmVAZF4ke_uRykp9waY_rCdYNL8LqHg7SrfFFxR9cDpdg/viewform)

## PART IV RULES AND GUIDELINES

See our website for more information on specific types of Infrastructure (<http://bikesiliconvalley.org/bikeway-design/>) and updated positions and campaigns <http://bikesiliconvalley.org/betterbiking/>.

### Rules and Guidelines

#### California Vehicle Code (CVC)

Bicycle sections include, but are not limited to, the following:

**CVC 21200:** Every person riding a bicycle upon a highway has all the rights and is subject to all the provisions applicable to the driver of a vehicle by this division.

**CVC 21202:** Any person operating a vehicle upon a roadway at a speed less than the normal speed of traffic moving in the same direction at that time shall ride as close as practicable to the right-hand curb or edge of the roadway except under any of the following situations:

1. When overtaking and passing another bicycle or vehicle
2. When preparing a left turn
3. When reasonably necessary to avoid bikes, pedestrians, surface hazards, narrow lanes
4. When approaching a place where a right turn is authorized

**CVC 21208:** Whenever a bicycle lane has been established on a roadway, any person operating a bicycle upon the roadway at a speed less than the normal speed of traffic shall ride within the bicycle lane, except:

1. When overtaking and passing another bicycle or vehicle
2. When preparing a left turn
3. When reasonably necessary to avoid bikes, pedestrians, surface hazards, narrow lanes
4. When approaching a place where a right turn is authorized

**CVC 21750:** The driver of a vehicle overtaking another vehicle proceeding in the same direction shall pass to the left at a safe distance without interfering with the safe operation of the overtaken vehicle, subject to the limitations and exceptions set forth in this article.

**CVC 21760:** Three Feet for Safety Act:

(b) The driver of a motor vehicle overtaking and passing a bicycle that is proceeding in the same direction on a highway shall pass in compliance with the requirements of this article applicable to overtaking and passing a vehicle, and shall do so at a safe distance that does not interfere with the safe operation of the overtaken bicycle, having due regard for the size and speed of the motor vehicle and the bicycle, traffic conditions, weather, visibility, and the surface and width of the highway.

(c) A driver of a motor vehicle shall not overtake or pass a bicycle proceeding in the same direction on a highway at a distance of less than three feet between any part of the motor vehicle and any part of the bicycle or its operator.

(d) If the driver of a motor vehicle is unable to comply with subdivision (c), due to traffic or roadway conditions, the driver shall slow to a speed that is reasonable and prudent, and may pass only when doing so would not endanger the safety of the operator of the bicycle, taking into account the size and speed of the motor vehicle and bicycle, traffic conditions, weather, visibility, and surface and width of the highway.



California Highway Design Manual (HDM) and Manual on Uniform Traffic Control Devices (MUTCD)

There are currently four types of bicycle facilities classifications specified in Chapter 1000 of the HDM [<http://www.dot.ca.gov/trafficops/camutcd/docs/CAMUTCD2012-Part9.pdf>].

The MUTCD covers traffic devices that pertain to bicycles in Section 9 [<http://www.dot.ca.gov/hq/traffops/engineering/mutcd/pdf/camutcd2014/Part9.pdf>], including bike lane signs, wayfinding signs, bike lane markings, and bicycle signals.

#### Other Guidelines

In 2014, California endorsed the National Association of Transportation Officials (NACTO) Urban Street Design Guide [<http://nacto.org/usdg/>] and Urban Bikeway Design Guide [<http://nacto.org/cities-for-cycling/design-guide/>] as resources that Caltrans and local entities can reference when making planning and design decisions, as long as they are thoroughly documented. These guidelines allow much more flexibility and are tailored to the urban and suburban challenges we see in our region.

SVBC has endorsed NACTO's guidelines as well as the Valley Transportation Authority's (VTA) Bicycle Technical Guidelines [ <http://www.vta.org/projects-and-programs/planning/bikes-bicycle-technical-guidelines-btg>].

For more information on specific types of bicycle infrastructure, please see our website <http://bikesiliconvalley.org/bikeway-design/>



## PART V. INFRASTRUCTURE LIFECYCLE<sup>7</sup>

### General process:

A city creates a bike plan with outreach to community on important projects. The city prioritizes the projects within the plan. Projects can be included in the city's general fund or budget. Otherwise, as funding opportunities come up, the city applies for grants for prioritized projects to get funded. Projects have the following components: identified need, prioritization, proposal, concept/feasibility/project study, design, environmental review, construction (see below for more details). Each stage needs to be funded for completion; however, all funding does not need to be obtained before the first phase can be started or completed (e.g. design can be funded and completed before funding for construction is obtained). Depending on the scale of the project, it could take months or years to be completed.

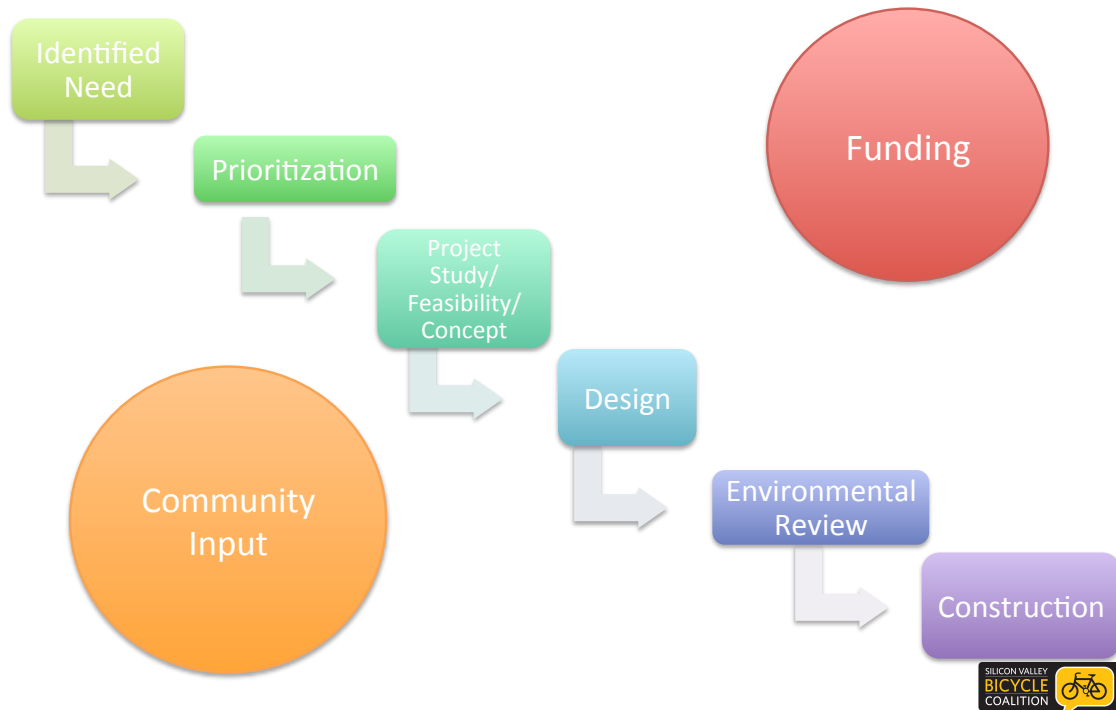
There are also bicycle projects that come up because of a separate but related project, such as a freeway interchange redesign, a new development such as office or housing, undergrounding of utilities, repaving of city streets, or pedestrian or transit improvements. These are all opportunities to incorporate bike-friendly improvements into the existing project.

Cities also listen to their residents and constituents. If there is a real need that is not already in a bike plan and that can be shown to be important (i.e. high bicycle usage, high collision frequency, route to schools, etc.), it can be incorporated into a city's plans.

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<sup>7</sup> Thank you to Bike SLO County for their Advocacy Toolkit, from which this section was adapted.

# Bike Dream Project to Reality



## Types of projects/campaigns you or your SVBC Local Team could take on

Note: all of these steps take funding; see next section for available funding sources for bike and pedestrian projects.

1. **Creation of Bicycle and Pedestrian Advisory Committee (BPAC):** A BPAC is an advisory group to a city council, County Board of Supervisors, or other elected body regarding matters of importance to bicyclists and pedestrians. This is essential to ensure the needs of these groups are being considered in that jurisdiction's decisions and planning.
2. **Dream project:** An innovative idea that would encourage more people to try riding a bike and improve conditions for people biking in your area, that may or may not already be included in the city's plans.
3. **Creation or update of Bicycle Master Plan:** This is a city or county's plan for bike-friendly improvements over a set time frame. A bike plan includes robust public outreach and input and incorporates existing conditions. After completion, a city refers to its bike plan when deciding which infrastructure projects or programs to fund or apply for funding for.
4. **General Plan: Circulation Element (Complete Streets):** A city's General Plan are rules that a city is held accountable to; the Circulation Element dictates rules for transportation within the city. The General Plan is updated occasionally but it is typically an intensive process. The Circulation Element in your city should include a Complete Streets requirement, meaning that streets are designed to be accessible and safe for all types of transportation (pedestrians, bicyclists, motorists, etc.).
5. **Prioritization of bike projects:** This is often a part of a Bicycle Master Plan or can be done after the completion of the planning process. It involves setting a priority level for the different recommended projects so that there is a clear order to pick as funding becomes available.



6. *Feasibility/Project (Preliminary) Study/Concept:* This step will include the scope, general design concepts, and feasibility of a particular infrastructure project. Remember that final design details will be determined at a later stage, but preliminary studies must be approved in order for the project to move forward.
7. *Environmental Impact Report (EIR):* The California Environmental Quality Act (CEQA), requires projects with significant impact to the environment to produce an Environmental Impact Report (EIR) which evaluates a range of impacts that will result from the project. The National Environmental Protection Act (NEPA) requires any project that receives federal funding, work, or permits to produce an Environmental Impact Statement (EIS). Once prepared, the environmental documents, EIR and/or EIS, must be certified by the City Council before the project can enter its final phases. Public hearings are held throughout the certification process. Since the update to CEQA, most bike projects do not require an EIR, however trail projects usually do.
8. *Final design:* City staff or consultants will prepare final design of the project including engineering based on comments and findings during the Preliminary Study and EIR phases. This is the last chance to provide input into the design, however, the project typically gets a public hearing and review by relevant committee before going to City Council or Board of Supervisors.
9. *Construction:* City staff or hired contractors will perform the construction work required to complete the project. If contracted, the firm performing the work is responsible for the quality of the work and will be subject to inspections performed by city staff.

## PART VI: Funding sources for bicycle infrastructure

- Local tax measures
- Repaving
- County tax measures
- Regional and state funds
- Federal funds

Much of this data prepared by San Mateo County Transportation Authority.<sup>8</sup> Grant programs are subject to change.

Program	Administrator	Geographical Area	Eligible projects	Match	Funding
<a href="#">SMC Measure A Ped &amp; Bicycle Program</a> (2-3 year cycles)	SMC Transportation Authority	San Mateo County	New capital infrastructure projects, including project planning. City/area-wide planning & maintenance not eligible.	Minimum of 10%	\$5M in FY17
<a href="#">State Active Transportation Program (ATP)</a> (biennial call for projects, covering a four-year period)	California Transportation Commission (CTC)	California	Infrastructure & non-infrastructure. Also funds bicycle & pedestrian plans for disadvantaged communities only.	None	FY19 amount TBD
<a href="#">Regional Active Transportation Program (ATP)</a> (biennial call for projects, covering a four-year period)	MTC delegated by CTC for the SF Bay Area	SF Bay Area	Infrastructure & non-infrastructure. Also funds bicycle & pedestrian plans	Minimum 11.47%. Waivers for projects benefiting communities of concern, stand-alone non-infrastructure projects & safe routes to school projects.	FY19 amount TBD
Transportation Development Act (TDA), Article 3 (2-3 year cycles)	<a href="#">C/CAG in San Mateo County</a> and <a href="#">VTA in Santa Clara County</a> , delegated by MTC	SF Bay Area	Comprehensive bicycle & pedestrian plans, bicycle safety education, & design & construction of capital	Varies.	Varies by cycle.

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[http://www.smcta.com/Assets/ Public+Affairs/Government+Affairs/pdf/Public+Funding+Sources+Available+for+Pedestrian+\\$126+Bicycle+Projects+Programs+in+San+Mateo+County.pdf](http://www.smcta.com/Assets/ Public+Affairs/Government+Affairs/pdf/Public+Funding+Sources+Available+for+Pedestrian+$126+Bicycle+Projects+Programs+in+San+Mateo+County.pdf)

Silicon Valley Bicycle Coalition  
Advocacy Guidelines



			infrastructure projects.		
<a href="#">One Bay Area Grant (OBAG) Program</a> approx. 5 year cycles	<a href="#">C/CAG in San Mateo County</a> and VTA in Santa Clara County, delegated by MTC	SF Bay Area	Capital infrastructure projects that build out the bike/ped network and reduce vehicle trips (e.g. new construction of bicycle parking /sharing, signal modification and outreach and education programs). Maintenance ineligible.	11.47%	Approx. \$12M was available for FY17 funding call.
Cap & Trade Affordable Housing & Sustainable Communities Program (AHSC)	California Strategic Growth Council	California	Capital infrastructure as part of 1) Transit-Oriented Development (TOD) projects linked with affordable housing or housing-related infrastructure or 2) capital infrastructure projects or programs as part of Integrated Connectivity Projects (ICP).	None	Per state legislation, 20% of future Cap & Trade proceeds are to be apportioned to the AHSC
Bicycle Facility Grant Program (annual)	Bay Area Air Quality Management District	SF Bay Area	Construction of bikeways, capital infrastructure improvements and installation of bike parking.	None.	\$5M for FY17
Bicycle Parking Incentive Program (annual)	Commute.org	San Mateo County	Purchase & installation of bicycle lockers & racks for employers in San Mateo County.	None	\$15k in FY 2018

## Part VII: Case Studies and Example Campaigns:

### Policy: Vision Zero



For the last five years, the heart of our safety advocacy has been a concept called Vision Zero. Vision Zero is a worldwide movement that states that NO fatality on our roadways is acceptable and prioritizes safety over speed and convenience. This policy is especially important for the most vulnerable users of our roads – bicyclists and pedestrians – but uses engineering, education, enforcement, and data-driven policymaking to improve safety for all users of the road. We have been very proud to move Vision Zero programs forward in San Jose, which initiated Vision Zero in 2015, Daly City, which passed a Vision Zero resolution in 2016, and Sunnyvale, which has adopted Vision Zero as a policy study issue.



## Infrastructure: Protected bike lanes



A recent campaign has us working in San Jose to get a network of protected bike lanes built. Back in 2009, we worked with the City to get protected bike lanes included in the City's bike plan. Since then, we've continued to push staff and council to implement that part of the plan. Due in part to the economic downturn, we've only seen a pilot project so far. But in 2017-18, there's new funding and new enthusiasm. We're playing two roles – community organizer and technical consultant. The first role means we need to gather a big group of supporters, to dilute the inevitable pushback from people who want to preserve the status quo. The latter role means we put our expertise and that of our members to work, vetting project proposals and making suggestions for improvement during the planning process.

## Infrastructure: Palo Alto Bike Boulevards



Our members have been instrumental in the implementation of a bike boulevard network in City of Palo Alto. Starting with the city's bike and pedestrian plan in 2012, Palo Alto members lobbied City Council to prioritize bike boulevards and authorize \$1.2 million in funding over five years as part of the Capital Improvement Program. Since 2014, advocates have ensured participation in the public design process and rallied support for the program when faced with opposition. Construction began late last year and will continue through 2019.