



Receive a staff presentation on the Bicycle Friendly Community designation granted to the City of San Marcos by the League of American Bicyclists, including report card recommendations provided by the League, and discuss next steps based on recommendations.





Improve neighborhood and regional connectivity to provide a safe, convenient, and efficient multimodal system for goods, services, and people of all income levels and abilities to move throughout the City.

2025 Strategic Plan, Goal 4



Goal TR-1: Develop a robust, balanced, multi-modal transportation system that provides safe, comfortable, and convenient mobility options for people of all abilities.

Goal TR-2: Create a multi-modal, well-connected, and efficient transportation network that minimizes congestion, energy use, and climate pollutants.

Goal TR-3: Coordinate land use and transportation planning to support a healthy economy, viable transit systems, and healthy neighborhoods.

Vision SMTX Comprehensive Plan

Bicycle Friendly Communities



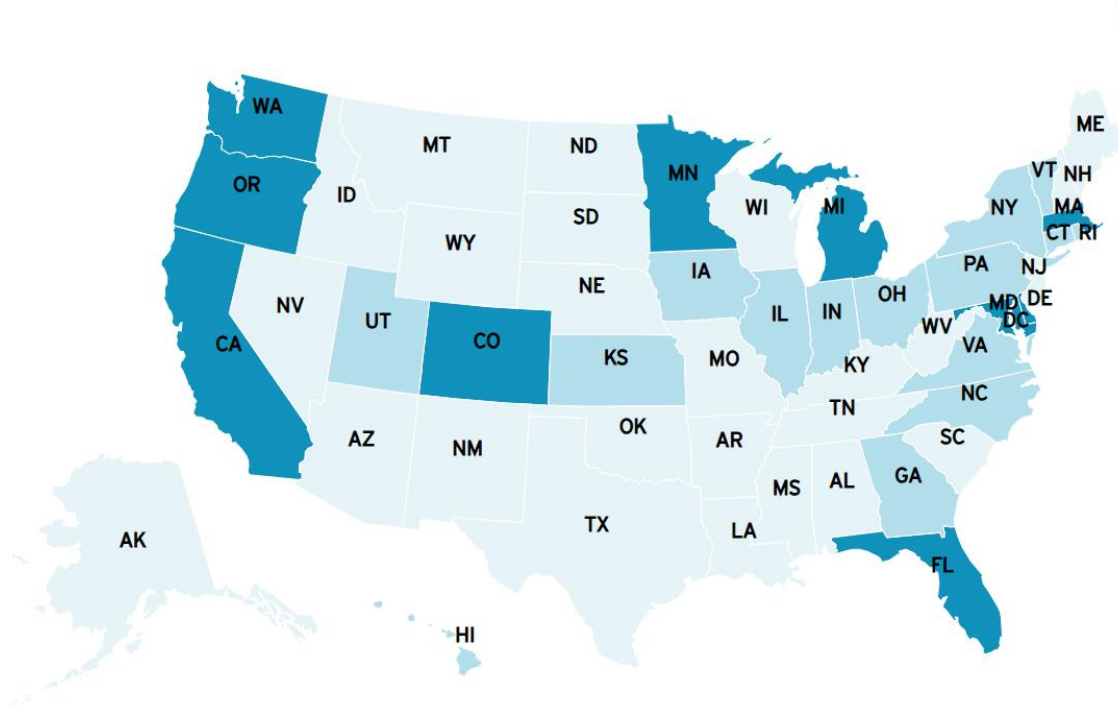
Designation through the **League of American Bicyclists** in recognition of continued progress in bike infrastructure, culture, and policies.

City of San Marcos

- Recognized 2018 (Bronze)
- Renewed application June 2024
- Recognized 2024 (Bronze)
- 4-year award requires renewal in 2028



Bicycle Friendly America



BFA National Recognitions

- Bicycle Friendly Business
- Bicycle Friendly University
- Bicycle Friendly Community

Contributes to state rankings -
Texas is #30

sanmarcostx.gov

Why Does It Matter?



The League of American Bicyclists explains it this way:

Sets standards

Affects decisions

Inspires action

Guides progress

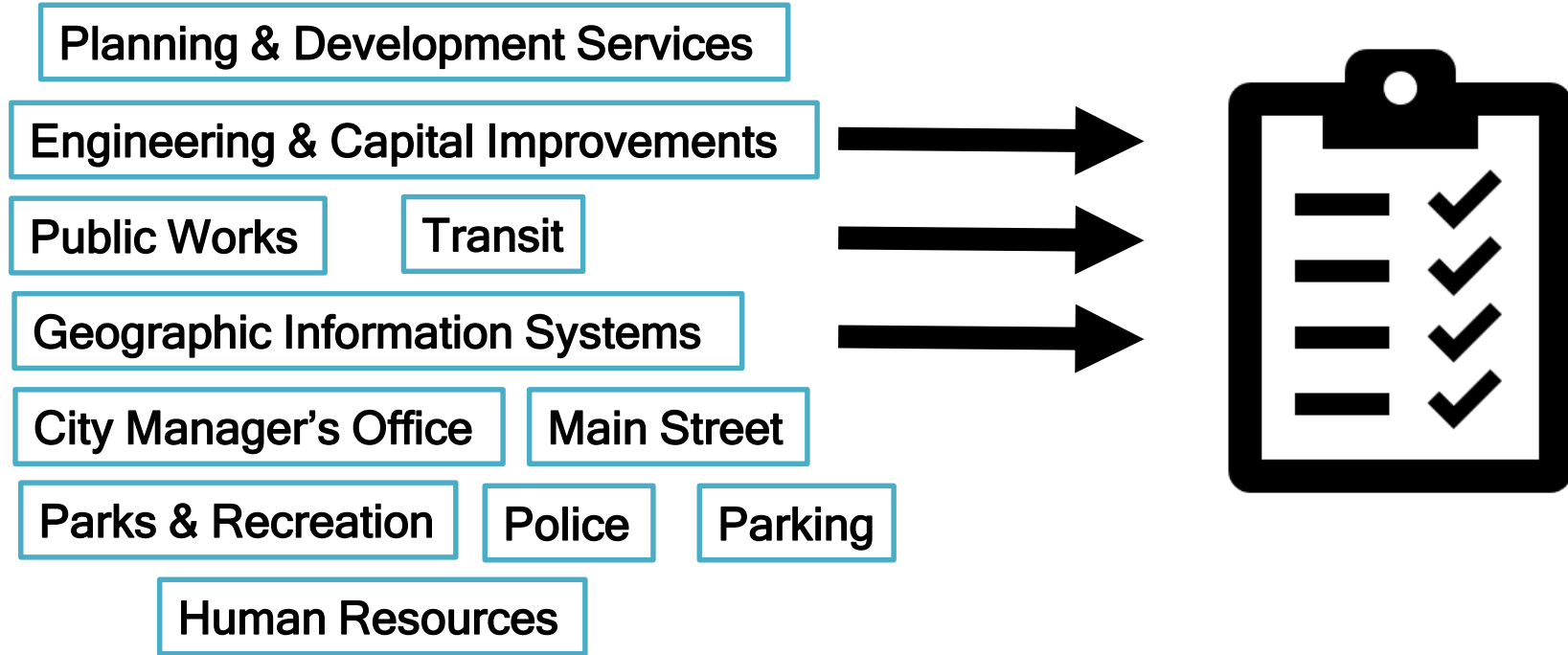
Rewards persistence

Raises expectations

12 Bicycle Friendly Communities in Texas

Community	Award
Fort Worth	Bronze
San Antonio	Bronze
Brownsville	Bronze
Houston	Bronze
Plano	Bronze
Wichita Falls	Bronze
San Marcos	Bronze
Richardson	Bronze
College Station	Bronze
Frisco	Bronze
Dallas	Bronze
The Woodlands Township	Silver

Application Process



Community Outreach

Local advocates including bike shop owners, cycling groups, teachers, student organizations, and nonprofits contributed to the application.

A public survey running from July to October of 2024 informed our final score.



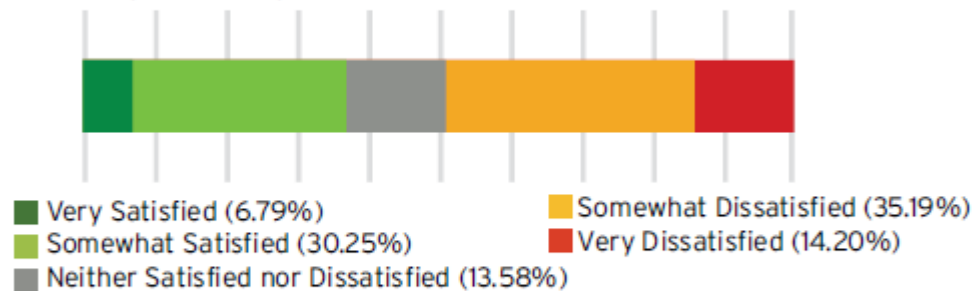
Public Survey

192 Responses

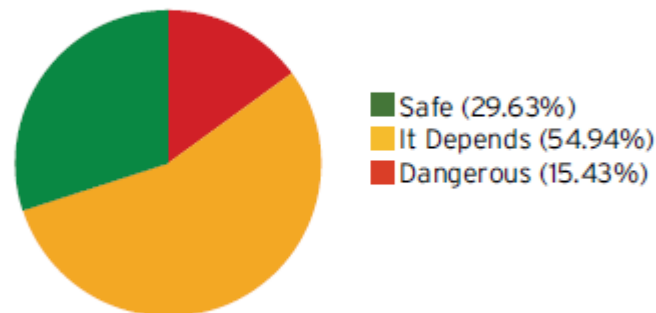


2024 BFC Public Survey Response Summary for San Marcos, TX

How satisfied are you with how this community is designed for making bike riding safe? (n = 162)



Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 162)



What are the top 1-3 changes you would most like to see the local government make in this community for bicyclists? (n = 162)

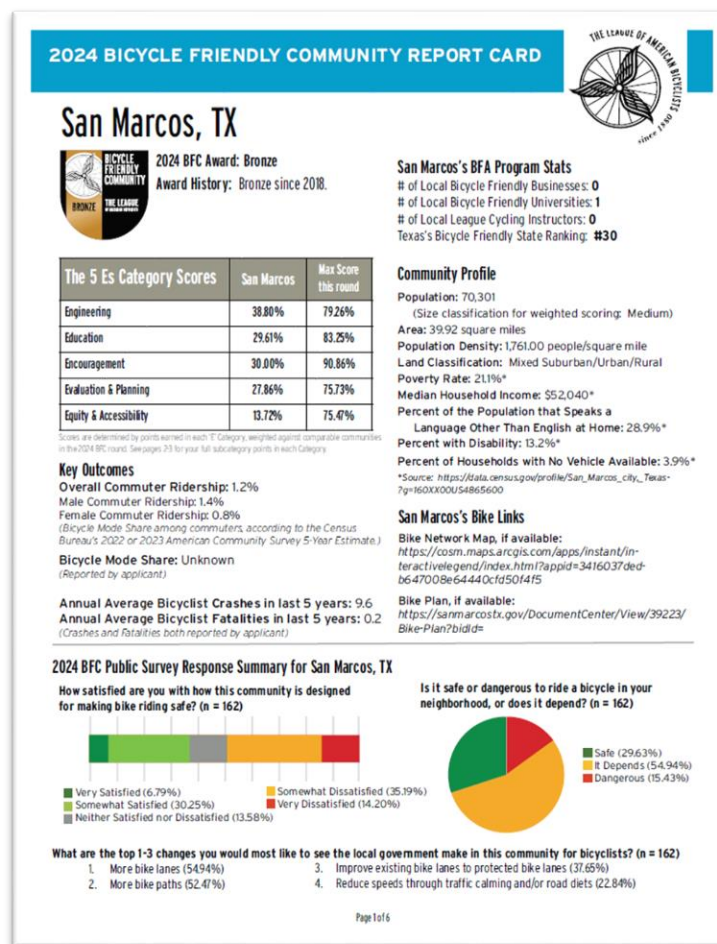
1. More bike lanes (54.94%)
2. More bike paths (52.47%)
3. Improve existing bike lanes to protected bike lanes (37.65%)
4. Reduce speeds through traffic calming and/or road diets (22.84%)

Scoring

Similarly sized communities were scored together. San Marcos falls within the “medium” category.

The 5 E's

- Engineering
- Education
- Encouragement
- Evaluation & Planning
- Equity & Accessibility





Example Recommendations

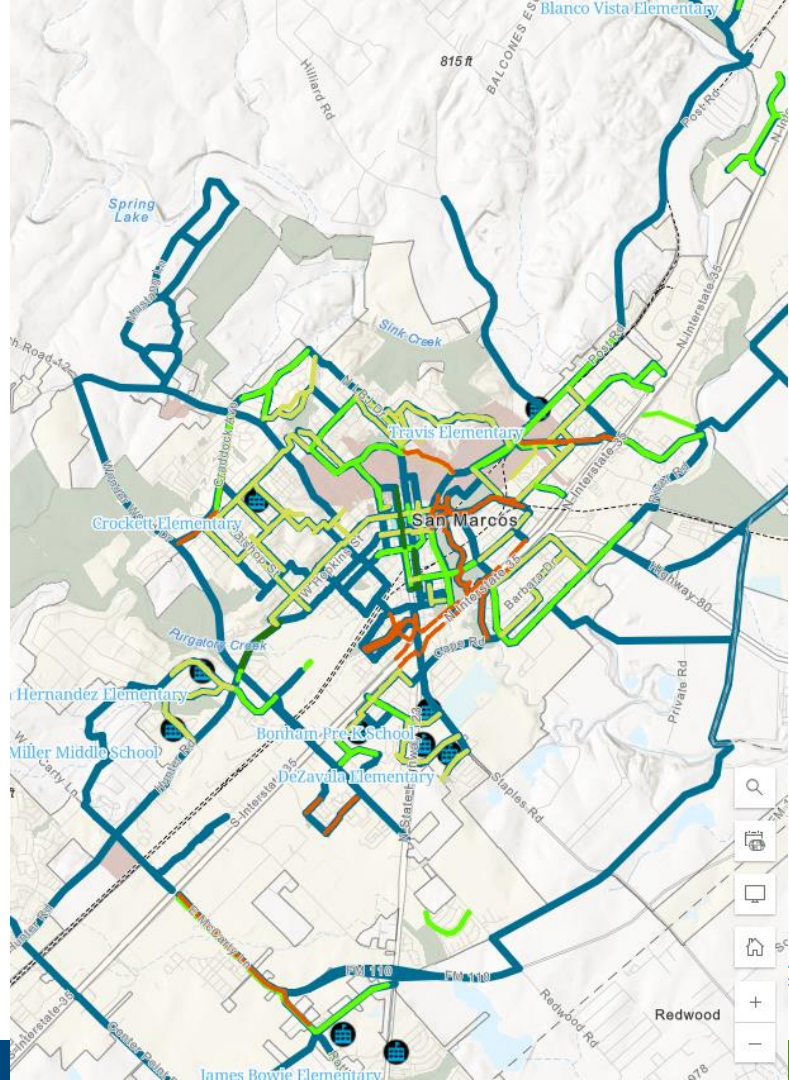
1. Revisit the Complete Streets policy to ensure better tracking and implementation of selection criteria for bike facilities
2. Gather feedback on recently installed bike lanes
3. Work with local employers to develop a commuter incentive program encouraging bicycle trips to work
4. Establish a Bicycle & Pedestrian Advisory Committee to collect ongoing citizen input
5. Appoint a Safe Routes to School Coordinator
6. Engage diverse groups, including students interested in the League Cycling Instructor certification

How We're Doing

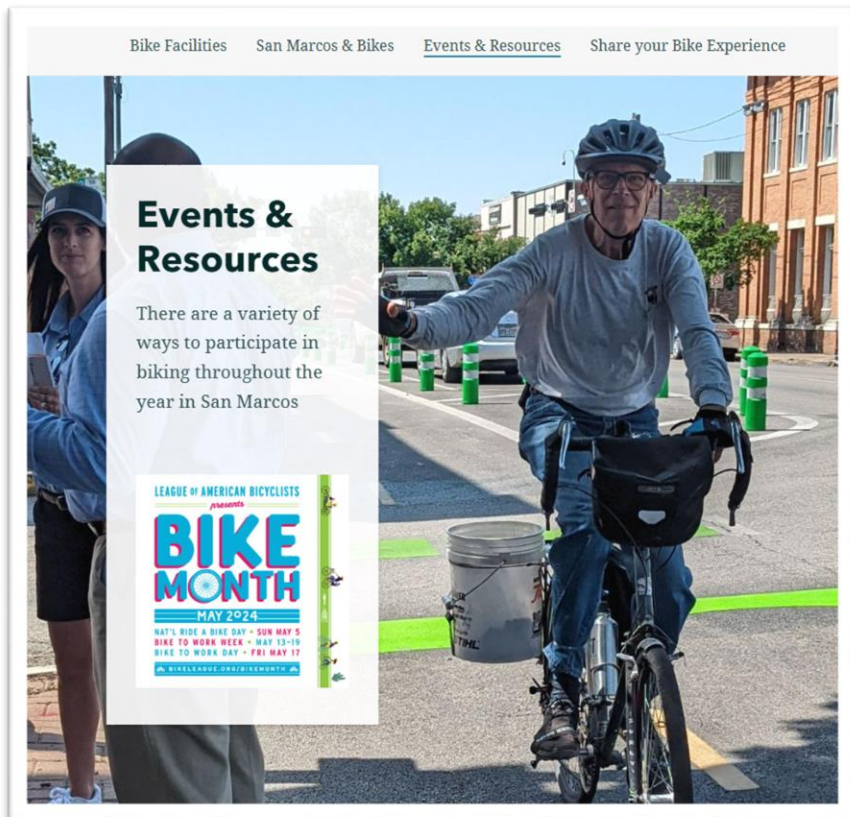
120+ miles of bike facilities

- Sharrows
- Bike Lanes
- Protected and Buffered Lanes
- Shared Use Paths
- Trails

SPIN Bike Share launched in 2024 and has grown to 17 e-bikes



How We're Doing



*Bike Resources Story Map and
annual Bike to Work Day*

sanmarcostx.gov



Project Coordination

Public Works

- ✓ Striping, signage, and maintenance

Engineering & Capital Improvements

- ✓ Long-term vision through implementation of Transportation Master Plan standards
- ✓ Installation of multimodal options through CIP projects

Planning & Development Services

- ✓ Accommodations with development for people on bikes

Parks & Recreation

- ✓ Construction and maintenance of trails

GIS

- ✓ Mapping of planned and completed projects

Next Steps

- Work across departments to streamline communication
- Pursue equity-based conversations
- Identify low-hanging fruit (Development Code Amendments)
- Strengthen relationships with community partners

