

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.

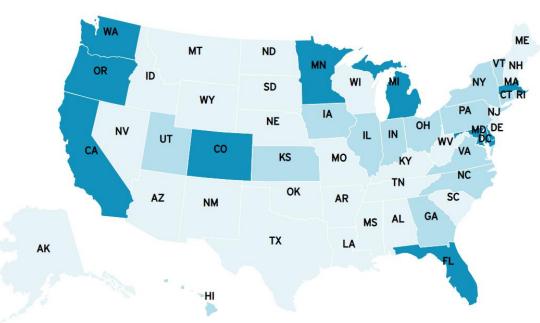
City of San Marcos

- 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

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	Bronz
San Antonio	Bronz
Brownsville	Bronz
Houston	Bronz
Plano	Bronz
Wichita Falls	Bronz
San Marcos	Bronz
Richardson	Bronz
College Station	Bronz
Frisco	Bronz
Dallas	Bronz
The Woodlands Township	Silver

Application Process



Planning & Development Services

Engineering & Capital Improvements

Public Works

Transit

Geographic Information Systems

City Manager's Office

Main Street

Parks & Recreation

Police

Parking

Human Resources



Community Outreach

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

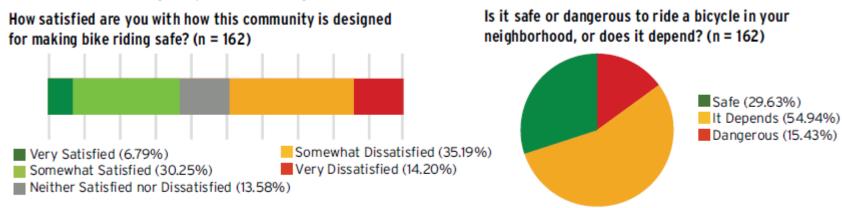
A **public survey** running from July to October of 2024 informed our final score.



Public Survey 192 Responses



2024 BFC Public Survey Response Summary for San Marcos, TX



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

- More bike lanes (54.94%)
- 2. More bike paths (52.47%)

- Improve existing bike lanes to protected bike lanes (37.65%)
- 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

2024 BICYCLE FRIENDLY COMMUNITY REPORT CARD



San Marcos, TX



2024 BFC Award: Bronze
Award History: Bronze since 2018.

The 5 Es Category Scores	San Marcos	Max Score this round
Engineering	38,80%	7926%
Education	29.61%	83.25%
Encouragement	30.00%	90.86%
Evaluation & Planning	27.86%	75.73%
Equity & Accessibility	13.72%	75.47%

Key Outcomes

Overall Commuter Ridership: 1.2% Male Commuter Ridership: 1.4%

Female Commuter Ridership: 0.8%
(Bicycle Mode Share among commuters, according to the Census

in the 2024 BFC round. See pages 2-1 for your full subcategory points in each Category.

Bureau's 2022 or 2023 American Community Survey 5-Year Estimate.)

Bicycle Mode Share: Unknown (Reported by applicant)

Annual Average Bicyclist Crashes in last 5 years: 9.6 Annual Average Bicyclist Fatalities in last 5 years: 0.2 (Crashes and Fatalities both reported by applicant)

San Marcos's BFA Program Stats

of Local Bicycle Friendly Businesses: 0
of Local Bicycle Friendly Universities: 1
of Local League Cycling Instructors: 0
Texas's Bicycle Friendly State Ranking: #30

Community Profile

Population: 70,301

(Size classification for weighted scoring: Medium)

Area: 39.92 square miles

Population Density: 1,761.00 people/square mile Land Classification: Mixed Suburban/Urban/Rural Poverty Rate: 21.196*

Median Household Income: \$52,040*

Percent of the Population that Speaks a Language Other Than English at Home: 28.9%* Percent with Disability: 13.2%*

Percent of Households with No Vehicle Available: 3,9%*
*Source: https://data.census.gov/profile/San_Marcos_city_Texas2a=160XX00US4865600

San Marcos's Bike Links

Bike Network Map, if available:

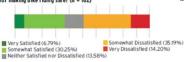
https://cosm.maps.arcgis.com/apps/instant/interactivelegend/index.html?appid=3416037dedb647008e64440cfd50f4f5

Bike Plan, if available:

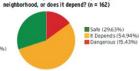
https://sanmarcostx.gov/DocumentCenter/View/39223/ Bike-Plan?bidid=

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)

- More bike lanes (54.94%)
- More bike paths (52.47%)
- Improve existing bike lanes to protected bike lanes (37,65%)
 Reduce speeds through traffic calming and/or road diets (22,84%)

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Example Recommendations

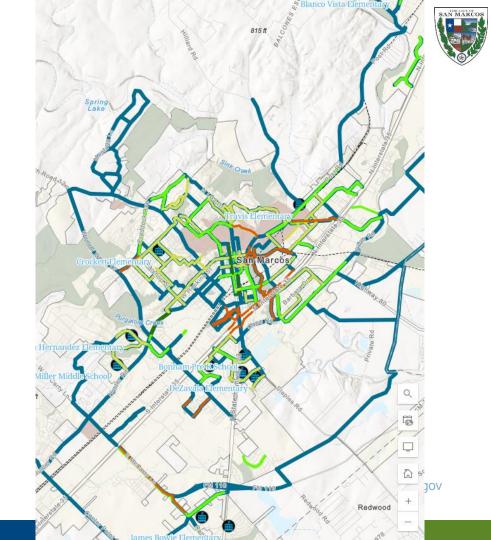
- 1. Revisit the Complete Streets policy to ensure better tracking and implementation of selection criteria for bike facilities
- 2. Gather feedback on recently installed bike lanes
- 3. Work with local employers to develop a commuter incentive program encouraging bicycle trips to work
- Establish a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

How We're Doing

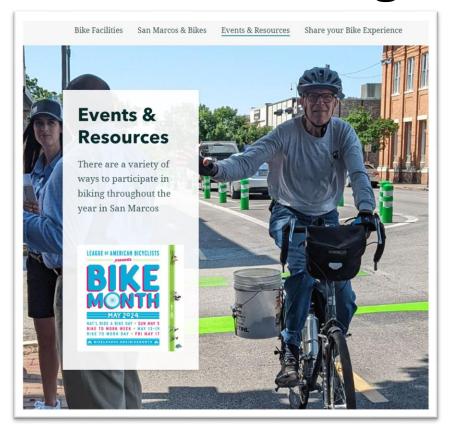
120+ miles of bike facilities

- 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

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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

