

PARTNER TOOLKIT

Complete Streets on Caltrans Corridors

Yes on SB 960

About The Complete Streets Bill:

Caltrans oversees maintenance, repair, and upgrades for many state routes that run through communities as main streets. These state roadways are often deadly, forcing people biking, walking, and taking transit to mix with fast-moving traffic. Caltrans has failed to follow its own [Complete Streets policy](#), often downgrading needed safety features or eliminating biking and walking infrastructure during road projects.

The Complete Streets Bill, SB 960, authored by Senator Scott Wiener, mandates adding elements to make biking, walking, and taking transit safer as part of planned maintenance and repair projects.

[SB 960 Bill Text](#)

What you can do to support Complete Streets



- [Join CalBike's email list](#) if you're not already on it . We will email you at critical times when action is needed and you can quickly send a message to your elected representatives using our action tool.
- Forward action emails to your network and ask them to take action.
- Call your Assemblymember and California Senator and tell them you want them to support SB 960.
- Call and email the governor when the bill gets to his desk in September.
- Come to hearings in Sacramento if you can. Use the [signup](#) form at the top of this page if you want to get more involved.

- Use this toolkit to post on social media about why we need Complete Streets on Caltrans corridors.

Questions? Contact jared@calbike.org. Thank you for your support!

Groups sponsoring the Complete Streets Bill:


CalBike
Streets for All
AARP California
SPUR
Walk SF
KidSafeSF

Key dates

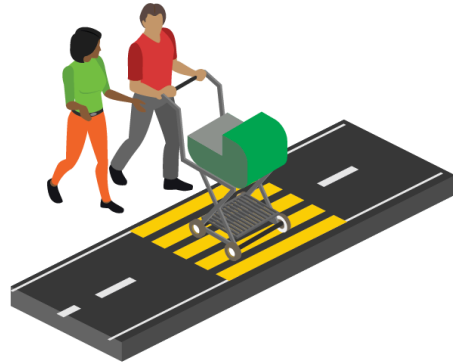
Governor will sign/veto by 9/30

Sample social media posts

[Images in this folder](#)

<p>Freeway interchanges are danger zones for people biking and walking. Yes on SB 960. Complete Streets on Caltrans corridors. Stand with CalBike and take action now. @CalBike</p>	 <p>The graphic features a 3D-style illustration of a cyclist and a child on a bicycle on a green rectangular platform. To the left of the illustration, the text reads: 'YES ON SB 960' in white on an orange background, 'Complete Streets on Caltrans Corridors' in green, and the CalBike logo (two interlocking circles) and the text 'CALBIKE' below it.</p>
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I walk and I vote. I support the Complete Streets Bill, SB 960. [Take action now.](#)
@CalBike



YES ON SB 960

**Complete Streets on
Caltrans Corridors**

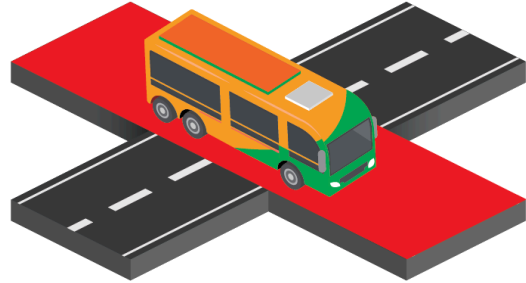
I bike and I vote. I support the Complete Streets Bill, SB 960. [Take action now.](#)
@CalBike



YES ON SB 960

**Complete Streets on
Caltrans Corridors**

Transit, not traffic. California needs Complete Streets on Caltrans corridors. Yes on SB 960. [Take action now.](#) @CalBike



YES ON SB 960

**Complete Streets on
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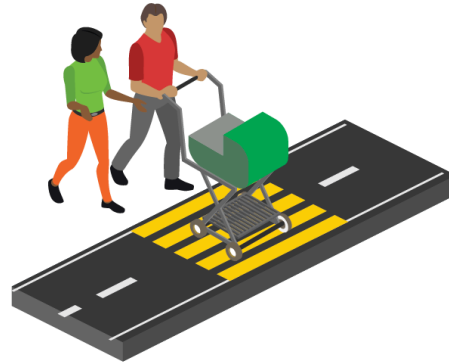
Why we need the Complete Streets Bill: Caltrans is often the gap in the network. When Caltrans routes border or intersect with local complete streets projects, Caltrans needs to follow these efforts, and that means pouring new money into complete streets. Yes on SB 960. [Take action now.](#) @CalBike



YES ON SB 960

**Complete Streets on
Caltrans Corridors**

Why we need the Complete Streets Bill: Road safety projects that don't include bike and pedestrian safety are wasted opportunities. Limited project scopes and funding continue to make state road maintenance cost-ineffective. Yes on SB 960. [Take action now.](#) @CalBike



YES ON SB 960

Complete Streets on Caltrans Corridors

Caltrans consistently shortchanges and de-prioritizes the safety of people biking and walking. [Support the Complete Streets Bill.](#) @CalBike



YES ON SB 960

Complete Streets on Caltrans Corridors

Streets that prioritize speeding cars are driving us over a cliff. Caltrans must support active transportation and protect vulnerable road users. [Support the Complete Streets Bill.](#) @CalBike

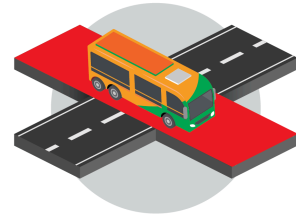
YES ON SB 960

Complete Streets on Caltrans Corridors



We can't drive our way out of the climate crisis. Californians need to be able to safely walk, bike, and take transit on all local streets. [I support the Complete Streets Bill.](#)
@CalBike

YES ON SB 960
**Complete Streets on
Caltrans Corridors**

For Newsletter: Caltrans-controlled roads that double as city streets are among the deadliest in California. [SB 960](#), The Complete Streets Bill, will require the agency to ensure the safety of people biking, walking, and taking transit. Caltrans has proven it can't be trusted to build Complete Streets. [Take action now to support the Complete Streets Bill.](#)

Standalone email:

Dear friend,

The Complete Streets Bill, SB 960, needs your support. The bill requires Caltrans to set objective goals and prioritize the implementation of comfortable, convenient, and connected facilities for pedestrians, bicyclists, and transit users where a need exists. It's the mandate we need to make some of California's most deadly streets safer for everyone.

[Please take action now to support Complete Streets on Caltrans corridors.](#)

Complete Streets are streets that are safe and comfortable for people biking, walking, and taking transit, as well as driving motor vehicles. Protected bikeways, a key element of many Complete Streets, have been shown to reduce fatalities and injuries for road users in all modes of transportation. [Voice your support for the Complete Streets Bill today.](#)

Thank you,

General Guidelines:

Please always direct people to our main [Campaign Page](#).

Hashtags: #SB960 #CompleteStreetsCA #CalBike

Contact [Jared Sanchez](#) for more information.

Key Dates

[Stay up-to-date](#) with where it is in the legislative process and dates it will be voted on

Support Letters

[Sample letter](#) for you to customize and submit on behalf of your organization, in addition to the standalone email drafted above.

Briefing Deck

[Presentation slides](#) for you to use and share

[Legislative Fact Sheet](#)

Handles

Author/Co-Sponsors	Twitter	Instagram	Facebook
California Bicycle Coalition	@CalBike	@CalBikeOrg	@CalBikeCoalition
Senator Scott Wiener	@Scott_Wiener	@Scott_Wiener	@scottwiener2
AARP California	@AARPCA	@AARPCA	@aarpcalifornia
Streets for All	@streetsforall	@streetsforall	@streetsforall
SPUR	@SPUR_Urbanist	@SPUR_Urbanist	@SPUR.Urbanist
WalkSF	@walksf	@walksf	@walksf
KidSafeSF	@KidSafeSF	@KidSafeSF	@KidSafeSF

Primary Author: @Scott_Wiener

Sponsors: @calbike, @AARPCA, @streetsforall, @SPUR_Urbanist, @walksf, @KidSafeSF

Target(s): @CASenCaballero

If you want to tag your own elected official not listed above, you can usually find their handle on their [Assemblymember homepage](#).

The support of community-led organizations can make a huge difference in the success of this campaign. There are several ways you can help.

1. **[Sign on in support](#)**. From merely listing yourself as a supporter of a specific bill, to becoming a co-sponsor and participating in the strategic decisions, your support adds power and perspective to the campaign.
2. **Share your stories** to demonstrate the importance of this reform. A few high-profile events make the case, but more stories that have been so far underreported will help to demonstrate exactly how common and severe this problem is and why a legislative fix is so important.
3. **Organize your community and neighborhood** to get involved by sharing our campaign, tools, and mobilizing them to take action.