

Liana Campos

From: Mike G. <goleta1960@gmail.com>
Sent: Friday, March 14, 2025 10:46 AM
To: City Clerk Group
Subject: City Council Meeting March 18, 2025 - Agenda Item C.1

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

City Council Members,

Thank you for the opportunity to provide feedback on the Interim Striping Project. Overall, I support the Project (as well as Project Connect) and note that we cannot fully evaluate the impacts of this Project until Project Connect is completed and the traffic light timing has been adjusted to dial in the most efficient traffic flows. That is still 1-2 years away. So I think everyone needs to be patient until we reach that milestone.

I do, however, have feedback to share regarding the Staff Report and it's rather "rosy" picture of how the current situation on Hollister Avenue in Old Town is right now. As a frequent daily pedestrian thru Old Town, do I feel safer? The answer is absolutely NOT. I do not attribute this to the Interim Striping Project, rather I blame it on a total lack of Police Department presence in Old Town and the lack of any sustained traffic enforcement. There are two major issues right now that City can and should address immediately:

(1) Cars speeding

(2) Cars driving thru red lights

Both of the above issues occur constantly and have worsened since the Project Connect construction started. This may be due to driver frustrations having to deal with traffic delays or maybe the traffic delays have made the existing situation worse. In any event, every day I notice people driving far above the speed limit and blasting thru red lights. This is usually worse in the areas of Hollister/Rutherford and Hollister/Pine. And it's not just angry commuters. I've observed MTD buses speeding and going red lights as well as many work vehicles.

PLEASE direct the Police Department to develop and implement a sustained traffic enforcement program for Hollister Avenue in Old Town. I have walked thru Old Town well over a thousand days since 2020 and not once have I even seen a patrol car enforce traffic infractions. **Not a single time.** The police used to do surveillance for illegal right hand turns from Hwy 217 onto Hollister Avenue (west bound), but Project Connection eliminated the need for that. This is an actionable item that your Council can take right now.

Thank you,

Mike Goldman
Resident - Old Town

REF: https://goleta.legistar1.com/goleta/meetings/2025/3/3064_A_City_Council_25-03-18_Agenda.pdf

March 14, 2025

Mayor and Councilmembers
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

RE: Agenda Item C.1 Hollister Avenue Old Town Interim Striping Project Update

Dear Mayor and Councilmembers,

I wanted to take a moment to share my enthusiastic support for the Old Town Goleta Road Striping Project. As someone who regularly visits Old Town with my family, I've seen firsthand how these improvements have made the area safer, more inviting, and easier to navigate—not just for drivers, but for cyclists and pedestrians as well.

Since the project was completed, I've noticed a growing number of families choosing to bike through Old Town, mine included. It's been incredible to see how the dedicated bike lanes and traffic calming measures have encouraged people to explore the area in a way that just wasn't as comfortable before. The data backs this up too—bicycle activity at the Pine/Nectarine intersection has increased by 44% in the morning and pedestrian counts are up by 67% in the afternoons. That's real progress toward making Old Town a more walkable, bike-friendly destination.

Beyond safety, these changes are benefiting local businesses. The addition of angled parking has made it much easier to stop in and support shops and restaurants without endlessly circling for a spot. The numbers show that peak parking occupancy has actually dropped from 66% to 52%, meaning there's more availability when people need it most. And despite broader economic challenges, restaurant and hotel sales have gone up by as much as 7%—a sign that these improvements are helping to create a more vibrant, welcoming business district.

Perhaps most importantly, this project has made Old Town feel more like the community hub it's meant to be. By slowing down traffic (85th percentile speeds have dropped from 31.4 mph to 28 mph) and reducing collisions by 42%, the area now feels safer and more accessible for everyone.

This project is working, and I urge the Council to continue supporting these improvements. Old Town Goleta is becoming an even better place to visit, shop, and spend time, and I'm excited to see that momentum continue.

Thank you for your time and for all the work you do to make Goleta a great place to live.

Warmest Regards,

Michael Iza

Michael Iza, Goleta resident

Additionally signed:

Ryan Cey, Goleta resident;

Heather Shea, Goleta resident.

Liana Campos

From: Kyle Richards <richards.kyle@gmail.com>
Sent: Friday, March 14, 2025 12:15 PM
To: City Clerk Group; Paula Perotte; James Kyriaco; Stuart Kasdin; Luz Reyes-Martin; Jennifer Smith
Subject: C.1 Hollister Ave. Old Town Restriping Project

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Mayor & City Councilmembers,

As someone who walks, bikes, drives, and uses MTD through Old Town regularly, I am very happy with how the Hollister Avenue restriping project has been performing, especially in light of the ongoing construction of the other parts of Project Connect, namely the roundabouts and San Jose Creek bridge replacement. I understand that 200 days isn't enough time to conduct a full assessment, but I think there is enough information to see that progress is being made on all of the project goals:

- Increased parking spaces and availability
- Reduced traffic speeds
- Reduced collisions
- Improved conditions for bikes and pedestrians
- Maintained traffic flow

There is indisputably more parking and reduced traffic speeds. And although some people like to gripe about the reduction of automobile traffic from two lanes in each direction down to one, this has not impeded traffic flow in the restriped area. Observations indicate that the traffic congestion is primarily caused by the bridge and roundabout construction. Without fail, the Old Town traffic that backs up is going east, beginning at the bridge/roundabout construction. I never see the west-bound lane backing up.

With regard to traffic collisions, the staff report notes that "Short-term data snapshots may not accurately reflect long-term trends." Nonetheless, it is encouraging to see that collision rates are down for this period of time. The death of a pedestrian is undeniably heartbreaking, although with reports indicating that the victim was not in a designated crosswalk, it is difficult to fault the design of the road for this tragedy. I have previously advocated for adding a crosswalk at Magnolia Street, and I do believe that this would further increase the safety in this area. But the fact remains that the conditions overall have improved and are safer for bicyclists and pedestrians.

I am pleasantly surprised at the significant reduction in noise levels... from 83 decibels down to 58. What a difference! The quieter atmosphere of Old Town feels noticeably calmer and more welcoming.

I hope that if any changes to the design are considered, then maintaining the **designated Class 2 bike lanes** through this neighborhood must be a priority. Please remember that this is not only a business corridor, but it is also a residential neighborhood. There are nearly 5,000 people that live within 1/2 mile of the restriped section of Hollister Avenue, including families with children, seniors, and those with impaired mobility. These residents should not have to be in a car to feel safe; everyone should be able to get around their neighborhood safely on foot, bike, scooter, stroller, wheelchair, or other alternatives. The removal of the bike lanes would make this area frighteningly less safe.

Thank you for your consideration of my comments.

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KYLE RICHARDS

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

~Margaret Mead

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From: [Sarah Sehr](#)
To: [City Clerk Group](#)
Subject: Public Comment: Old town restricting
Date: Friday, March 14, 2025 8:57:46 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear City Council Members,

I hope that you will keep the restriping. I lived in Sumida Gardens Apartments from March-July 2024. I commuted by bike through Old Town every weekday to drop off my son at school and go to work during that time. While I never had an accident before the restriping, I always felt very nervous biking in the sharrow line because of the limited visibility and speed of traffic. The restriping made me feel so much safer because there was a clear place where cars would expect me to be and visibility significantly improved.

I also find the angled parking makes the street look more open and attractive. It is so much easier to park now when we go for sushi.

Thank you,
Sarah Sehr
Goleta resident 2013-2015, 2017-2025

From: sjgriggs <sjgriggs@cox.net>

Sent: Monday, March 17, 2025 12:30 PM

To: pperotte@cityoffoleta.org; jkyriaco@cityoffoleta.org; Stuart Kasdin
<skasdin@cityofgoleta.org>; ireyes-martin@cityofgoleta.org; jsmith@cityoffoleta.org

Subject: Hollister traffic

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I know I speak for all my friends in saying the hollister traffic in old town goleta is awful since the reconstructed traffic pattern. I avoid that area as much as possible to the detriment of the business owners there.

Kind regards

Sarah Griggs (a goleta resident for over 40 years)

[Sent from Yahoo Mail for iPhone](#)

From: [Robert Bernstein](#)
To: [City Clerk Group](#)
Subject: Interim Old Town Goleta Striping Project Update on March 18 Agenda?
Date: Monday, March 17, 2025 2:03:18 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Clerk: Can you please let me know this was received and will be forwarded to the City Council members?

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To Goleta City Council via City Clerk
Regarding: Old Town Goleta Interim Striping Project on 18 March 2025 Agenda
Agenda Item C.1

Thank you to Staff and to Derek Rapp for the detailed information and data on the effects of the Interim Striping project so far. We have less than a full year of data, but it seems that the primary goals have been achieved:

More pedestrians and bicyclists are able to access Old Town and are suffering fewer collisions.
Parking has been increased for those who drive to local businesses.

The back-in angle parking freaked some people out in planning discussions, but it seems to be working well.

Some businesses have lost business during this time, but there is no clear evidence that this is due to the restriping. In addition to the construction disruption, there is a general trend toward on-line sales and a general trend toward people spending less money in times of uncertainty.

On the other hand, it is clear that some businesses have benefited from the more welcoming atmosphere that invites people to get out of their cars and walk around.

When walking or biking, it is not just about whether one manages to survive getting out and about. It is also about feeling relaxed versus fearing for one's life. Over time, people will discover that Old Town Goleta is a place to check out and stroll around, even if they don't live or work there.

I have certainly made a point of biking to Old Town businesses. Whereas in the past I would avoid Old Town as much as possible. Or just try to get through, focused on basic survival.

There had been so many decades of discussion since I came here in 1982 as a UCSB Physics grad student of how to make Old Town Goleta friendly to humans. I am very grateful to the Goleta City Council for finally making this a reality!

Thank you and let's keep on track for even more Old Town improvements!

Robert Bernstein

7100 Georgetown Road
Goleta, CA 93117
(805) 364-2522 (H)
robert@robert.name

From: Bonnie Moore <bjgmoore@gmail.com>

Sent: Monday, March 17, 2025 6:04:18 PM

To: Paula Perotte <pperotte@cityofgoleta.org>; kasdin@cityofgoleta.org
<kasdin@cityofgoleta.org>; Luz Reyes-Martin <lreyes-martin@cityofgoleta.org>; James
Kyriaco <jkyriaco@cityofgoleta.org>; Jennifer Smith <jsmith@cityofgoleta.org>

Subject: Hollister Restriping Project

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

The Hollister Avenue Old Town Interim Striping Project has been solely for the benefit of one entity and that is the bike coalition. They wanted it and they got what they desired at all cost to the living comfort of those who reside and work in the Old Town corridor. I have only seen 2-3 bikers riding in either direction at the times I have been out. Now funding has been spent for bike racks in vivid orange for all of the "ghost" bikes to lock to!

Waste of money on a bad design.

Traffic is unheard of comparing 4 lanes of movable traffic, to one lane gridlock each way. It can take 15-30 minutes to get from Fairview to South Kellogg, many times at a complete bumper to bumper standstill.

It takes 3-4 traffic signals to get through an intersection and if you happen to be in a parking lot or have parked on the street and want access to Hollister, good luck, as most drivers are not courteous to let you in.

Gridlock at South Kellogg and Hollister continuously as well as the corridor.

Due to health and physical ability some of our residents, including my husband, who is disabled, cannot walk to do the desire of the City, and using a bike is out of the question.

While we are not ones to use our vehicle for short jaunts to downtown Goleta, we do have medical appointments, banking, church functions, and errands which take us out at various times of the day to other areas of the city.

It is time to consider the residents of Old Town. Give us back our moving traffic and not leave us in the 1950's.

Please refrain from telling us, it will get better after construction is complete, highly doubtful.

Respectfully submitted:

Bonnie Moore