



TO: Mayor and Councilmembers

FROM: Rosemarie Gaglione, Public Works Director

CONTACT: James Winslow, Senior Project Engineer

SUBJECT: Community Outreach Plan for the Goleta Bicycle and Pedestrian Master Plan

RECOMMENDATION:

Receive the Community Outreach Plan for the Goleta Bicycle and Pedestrian Master Plan.

BACKGROUND:

The City's General Plan/Coastal Land Use Plan (GP/CLUP) Transportation Element (TE 11.2) states that the City shall periodically prepare and adopt a Bicycle Transportation Plan (BTP) that addresses the required elements that comprise a BTP, as identified in Section 891.2 of the California Streets and Highways Code. The GP/CLUP states that the BTP shall be regularly reviewed and updated to respond to changing conditions and needs. The City uses the BTP as a reference document to support securing future grant funding for capital projects.

In February 2005, the City adopted an Interim BTP. This plan was essentially an administrative update of the County of Santa Barbara's original 1999 Bikeway Master Plan. No new significant projects were proposed in this interim plan and the plan met the California Streets and Highways Code requirements. In December 2009, the City amended the 2005 Interim BTP, essentially adding a Hollister Avenue Class I Facility to the list of proposed priority projects.

A Bicycle and Pedestrian Master Plan (BPMP) is listed in both the Santa Barbara County Association of Governments' (SBCAG) 2040 Regional Transportation Plan/Sustainable Communities Strategy and the Regional Active Transportation Plan. This BPMP would replace the current Interim BTP, fulfill the requirements GP/CLUP and the California Streets and Highways Code, and provide a clear strategy to the City for future projects. The BPMP combines bicycle and pedestrian components into one master planning document, thereby incorporating pedestrian modes of travel into a document

that previously focused only on bicycle modes of travel. The BPMP is a master plan that will list future bicycle and pedestrian projects, identify gaps in the network, and provide recommended facility improvements and/or barriers to regional bikeway connectivity. These gaps and barriers can significantly affect the community's access to facilities, places of employment, and transit centers. The BPMP would also incorporate the new Caltrans Active Transportation Program (ATP) guidelines for active transportation plans, which expands upon the earlier California Streets and Highways Code Section 891.2.

To fund the development of the BPMP, staff applied for a State Department of Conservation, Division of Land Resource Protection, Sustainable Communities Planning Grant in the amount of \$203,415 and a local Measure A (local sales tax funds) Grant of \$73,350 to fund the Project. The City was awarded both of these grants.

On May 17, 2016, Council authorized a contract with KTU+A, Inc. (KTU+A) to provide professional design services to prepare the City's BPMP. Staff held a project kick-off meeting with the consultant team and an initial technical advisory committee (TAC) meeting on July 13, 2016.

DISCUSSION:

The main purpose of the City's BPMP is to encourage the development of an integrated bicycle and pedestrian system throughout the City of Goleta with connections to other regional bike systems. The existing Interim BTP does not include an updated list of projects, current next generation mobility planning, or a formal pedestrian planning component. The BPMP will incorporate these items into a final planning document.

Staff and KTU+A [including their public outreach sub consultant firm Katherine Padilla & Associates (KPA)], along with the City's Community Relations Manager, prepared a Community Outreach Plan (COP) to ensure successful completion of the BPMP. The COP has four goals: 1) to encourage participation at our public workshops, 2) to encourage residents to complete the online survey, 3) to provide meaningful opportunities for community input, and 4) to deliver clear and consistent messages in the community. Such messages include encouraging those who work and live here to walk and bike in Goleta, communicating that together we will improve safety and reduce gaps in the network, prioritizing projects based on community input and support, reducing greenhouse gas emissions, and promoting public health and transportation equity. The goals and messages of the COP align with the three primary objectives in the City's Sustainable Communities Grant application:

1. Promote Public Health,
2. Reduce Automobile Usage and Fuel Consumption, and
3. Promote Equity.

The COP is geared toward Goleta residents, businesses, UCSB faculty, staff and students, and users of the facilities (individuals outside the City limits).

Public Workshops

Staff has scheduled four community outreach events. The first two community events included a booth at the Lemon Festival on September 24 and the Farmer's Market on September 25. Staff and the consultant hosted the booths. These booths provided excellent opportunities to engage attendees, present information, and collect opinions from locals and visitors in our area. Attendees marked up maps, provided comments and input, and took the survey either digitally or on paper. The team provided handouts with the link to the online survey and Quick Response (QR) code. This eases future access for individuals who preferred to provide comments after the events. An estimated 175 people on September 24 and 75 people on September 25 stopped by the booths. The team also handed out approximately 70 postcards that contain the link to the survey and online map.

The team will also host two community workshops in early November at the Goleta Community Center and at UCSB. The purpose of these workshops is to connect specifically with the residents of Old Town and the users at UCSB to broaden outreach and input on the plan Spanish translation service will be available at the workshop in Old Town.

The online survey was posted on the City's website on September 22 and will be available through March 2017 to allow the maximum time to collect feedback from the community. The online survey identifies demographic information including whether a respondent is a resident, student, business owner, visitor, etc. The survey also includes a link to an interactive GIS map. The map provides a supplemental method of input where users can add location-specific issues. The survey is available in English and in Spanish.

Staff, along with the consultant team, designed a branding initiative specific to Goleta. The initiative includes a logo and catch phrase that incorporate pedestrian as well as bicycling activities (see below).



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Future Schedule

The second round of community workshops is tentatively scheduled for March 2017. The purpose will be to recap the first round of meetings focusing on areas of concern within the existing network, barriers, and results of the on-line survey. Staff will also introduce a metric and methodology for prioritizing projects and a preliminary comprehensive draft bicycle and pedestrian master plan.

From January through May 2017, the team will focus on creating the BPMP, including a creating a list of priority projects, recommendations for facility improvements and barrier removal, recommendations to incorporate other modes of transportation, and education/promotion programs. During this time, the KTU+A team will also prepare design guidelines for the City road standards as phase 2 of the project. The updated City road standards will provide direction and consistency that is specific to the City of Goleta to be used by staff, consultants, and developers when designing/redesigning the City's roadways.

Staff and the consultant team will conduct a special City Council workshop, anticipated for May 2017, to present the results of the community workshops and online surveys to Councilmembers and engage Councilmembers on the draft BPMP.

Staff will return to Council in the late summer/early fall of 2017 with the final street road design guidelines for review and approval.

GOLETA STRATEGIC PLAN:

The Goleta Bike and Pedestrian Master Plan Project is consistent with the City's Strategic Plan strategy to strengthen infrastructure, and the strategic goal to establish a bicycle/pedestrian master plan.

FISCAL IMPACTS:

The BPMP is budgeted in Fiscal Year (FY) 2016/17 as part of the City's Capital Improvement Program. There are no new fiscal impacts associated with the COP.

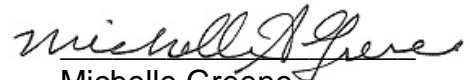
Bicycle Pedestrian Master Plan, FY 16/17				
Account	Fund Type			FY 16/17 Budget
202-5-9059-706	TDA			\$23,900
206-5-9059-706	Measure A - Grant			\$73,350
314-5-9059-706	Sustainable Communities Grant			\$198,148
Totals				\$295,398

Legal Review By:



Tim W. Giles
City Attorney

Approved By:



Michelle Greene
City Manager

ATTACHMENTS:

1. City of Goleta, Bicycle Pedestrian Master Plan, Community Outreach Plan.
2. Copy of Online Survey

Attachment 1

City of Goleta, Bicycle Pedestrian Master Plan, Community Outreach Plan.



BICYCLE PEDESTRIAN MASTER PLAN OUTREACH

The City of Goleta is embarking on the next generation of mobility planning with the recent kick-off of a bicycle and pedestrian master plan (BPMP). It will address the grant objectives of promoting public health, reducing automobile usage and fuel consumption, and promoting transportation equity. The plan will replace the existing Interim Bicycle Transportation Plan last revised in 2009, as well as initiate formal pedestrian planning.

KPU+A was hired to provide the professional design services on this project and they have subcontracted with Katherine Padilla & Associates (KP&A) for the public outreach component. This plan was jointly developed by City staff and KP&A.

OUTREACH PLAN

The Outreach Plan includes education of and engagement with a broad cross-section of individuals and groups including residents, people employed within the City of Goleta, users of bicycle and pedestrian facilities within the City, students, faculty and staff at UCSB, property owners, business and other interested individuals. An extra effort will be made to engage Spanish speaking members of all of these groups using Spanish media. Other specific outreach will be done with the Community Action Commission, United Boys and Girls Club, Goleta Valley Chamber of Commerce, Old Town Community Association, Isla Vista Youth Projects, Goleta Union School District, and Santa Barbara School District.

The plan also includes the establishment of a Technical Advisory Committee (TAC) which includes representatives from: City of Goleta Planning and Environmental Services and Neighborhood and Public Safety departments, UCSB, County of Santa Barbara, City of Santa Barbara, COAST, SBBike, Old Town Community Association, Santa Barbara County Association of Governments (SBCAG), Traffic Solutions, and Community Health Clinic. The TAC's role is to serve as a sounding board about policies and the direction of the overall plan, as well as to help engage the community.

PLAN GOALS

- Encourage participation at workshops;
- Encourage residents to complete an online survey;
- Coordinate with TAC members in reaching out to project champions;
- Deliver consistent, transparent, positive messages;
- Respond to inaccurate or misleading information and rumors in a timely and positive manner;
- Provide meaningful opportunities for input through public workshops.

KEY MESSAGES

- Walking and bicycling around Goleta can be safe and fun! You can make it happen!
- Together, we will create a safe, logical, stress-free connected network of bike and pedestrian pathways connecting where you live, work, and play - a tiered network that serves both experienced riders and less experienced riders.
- With your support, we will prioritize mobility projects that serve all community members.
- We can reduce automobile usage and fuel consumption, and their negative environmental impacts, by promoting public health and transportation equity.

OUTREACH TIMELINE

Bicycle Pedestrian Master Plan Outreach	
MONTH	OUTREACH ACTIVITY
JULY	Kickoff meeting with Technical Advisory Committee
SEPTEMBER	Initial Monarch Press Article
SEPTEMBER	Promotion of engagement opportunity at Lemon Festival & Farmers' Market through press release, hardcopy flyers, and social media
SEPTEMBER 23	Online survey goes live (available through March 2017)
SEPTEMBER 24	Lemon Festival Booth
SEPTEMBER 25	Farmers' Market Booth (Camino Real Marketplace)
SEPTEMBER	English/Spanish printed survey distributed (City Hall, Library, GVCC)
OCTOBER	Second Monarch Press article promoting survey & November workshops
NOVEMBER	Workshop at UCSB (exact date TBD)
NOVEMBER	Workshop at GVCC (exact date TBD) - English/Spanish
DECEMBER	TAC MEETING
FEBRUARY 2017	TAC MEETING
MARCH 2017	Two community workshops on draft plan
MAY 2017	TAC MEETING
ONGOING	Monarch Press articles, website updates, social media posts as new information is available

*Timeline may be adjusted

OUTREACH MATERIALS

- Outreach Flyer (English & Spanish)
- Print survey (English & Spanish)
- Survey link: www.surveymonkey.com/r/GoletaBPMP

Attachment 2

Copy of Online Survey



Bicycle and Pedestrian Master Plan: Survey

The City of Goleta is kicking off a Bicycle and Pedestrian Master Plan to help guide future walking and biking facility improvements, such as safe routes to school and improved transit access. We want to know what's important to you! Help shape Goleta's future and make your voice heard by filling out this survey!

1 How would you best describe yourself?

- | | |
|---|---------------------------------------|
| Santa Barbara South Coast Resident: | UC Santa Barbara: |
| <input type="checkbox"/> City of Goleta | <input type="checkbox"/> UCSB Student |
| <input type="checkbox"/> Unincorporated County ("Noleta", Isla Vista) | <input type="checkbox"/> UCSB Faculty |
| <input type="checkbox"/> City of Santa Barbara | <input type="checkbox"/> Other |
| <input type="checkbox"/> City of Carpinteria | _____ |
| | _____ |

2 What is your gender?

- Male
 Female
 Prefer not to answer

3 What is your age?

- 0-18 19-44 45-64 65+

4 How do you currently travel throughout Goleta? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Walk | <input type="checkbox"/> Passing through (Loop Rides, etc.) |
| <input type="checkbox"/> Bike | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Transit | _____ |
| <input type="checkbox"/> Drive | _____ |
| <input type="checkbox"/> Electric vehicle | _____ |

5 Where would you like to see better bicycle and pedestrian facilities near?

- | | |
|--|---|
| <input type="checkbox"/> Parks | <input type="checkbox"/> Beach |
| <input type="checkbox"/> Schools | <input type="checkbox"/> Old Town |
| <input type="checkbox"/> Community Centers | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Transit/Bus Stops | _____ |
| <input type="checkbox"/> Shopping Centers | _____ |
| <input type="checkbox"/> UCSB | _____ |

Walking:

For this survey, we consider walk trips to include using a wheelchair or assistive device in public places, as well as walking.

6 Please select how often you typically walk for the following trip purposes:

	Regularly	Rarely	Never
Leisure/fitness			
Shopping, errands, dining			
To get to transit			
Commuting to school			
Commuting to work			
Walk dog/pet			
Worship, community events			
Visiting family/friends			
Other: Please specify			

7 For a typical walk, what distance is comfortable for you?

- | | |
|---|--|
| <input type="checkbox"/> Up to a 1/4 mile (5 mins) | <input type="checkbox"/> Up to 1.5 miles (30 mins) |
| <input type="checkbox"/> Up to a 1/2 mile (10 mins) | <input type="checkbox"/> Up to 2 miles (40 mins) |
| <input type="checkbox"/> Up to 1 mile (20 mins) | <input type="checkbox"/> More than 2 miles |

8 What keeps you from walking more often for short trips?

	Major Obstacle	Minor Obstacle	Not an Obstacle
Traffic is too fast and heavy			
Sidewalks/paths/crossings are missing or in poor condition			
Weather			
Darkness			
Concerned about personal security or safety			
Need to transport other people and things			
Exposure to air pollution			
Other: Please specify			

For more information, please contact James Winslow, Senior Project Manager, jwinslow@cityofgoleta.org

130 Cremona Dr Ste B, Goleta, CA 93117
 (805) 961-7577





Bicycle and Pedestrian Master Plan: Survey

The City of Goleta is kicking off a Bicycle and Pedestrian Master Plan to help guide future walking and biking facility improvements, such as safe routes to school and improved transit access. We want to know what's important to you! Help shape Goleta's future and make your voice heard by filling out this survey!

Bicycling:

- 9 Please select how often you bicycle for each of the various trip purposes listed below:

	Regularly	Rarely	Never
Leisure/fitness			
Shopping, errands, dining			
To get to transit			
Commuting to school			
Commuting to work			
Worship, community events			
Visiting family/friends			
Other: Please specify _____			

- 10 What is the distance of your typical ride for transportation purposes (i.e., not including fitness and leisure riding)?

- | | |
|--|---|
| <input type="checkbox"/> I don't bike for transportation | <input type="checkbox"/> 4-5 miles |
| <input type="checkbox"/> Under 1 mile | <input type="checkbox"/> 6-10 miles |
| <input type="checkbox"/> 1-3 miles | <input type="checkbox"/> 11-20 miles |
| | <input type="checkbox"/> More than 20 miles |

- 11 What keeps you from bicycling more often for short trips?

	Major Obstacle	Minor Obstacle	Not an Obstacle
Traffic is too fast and heavy			
Lack of and/or poor condition of bike facilities (i.e., bike lanes, paths, wide shoulders)			
Weather			
Darkness			
Lack of secure bicycle parking			
Lack of worksite amenities (e.g., showers, lockers, etc.)			
Personal security			
Need to transport other people and/or things			
Exposure to air pollution			
Other: Please specify _____			

- 12 Want to stay informed about this project? If so, please provide your email address below. If you prefer, you may provide your phone number instead.

Email: _____

Phone: _____

- 13 Please provide any site specific comments on page three of this survey, such as areas with safety concerns, important destinations or areas that would benefit the most from improved bicycle and pedestrian facilities.

To provide additional comments, please text **Goleta BIKEWALK to 468311** or visit our interactive online map:

<http://tinyurl.com/GoletaPedBike>

- 14 For a quicker, more convenient way to comment, please fill out this same survey ONLINE at:

<https://www.surveymonkey.com/r/GoletaBPMP>



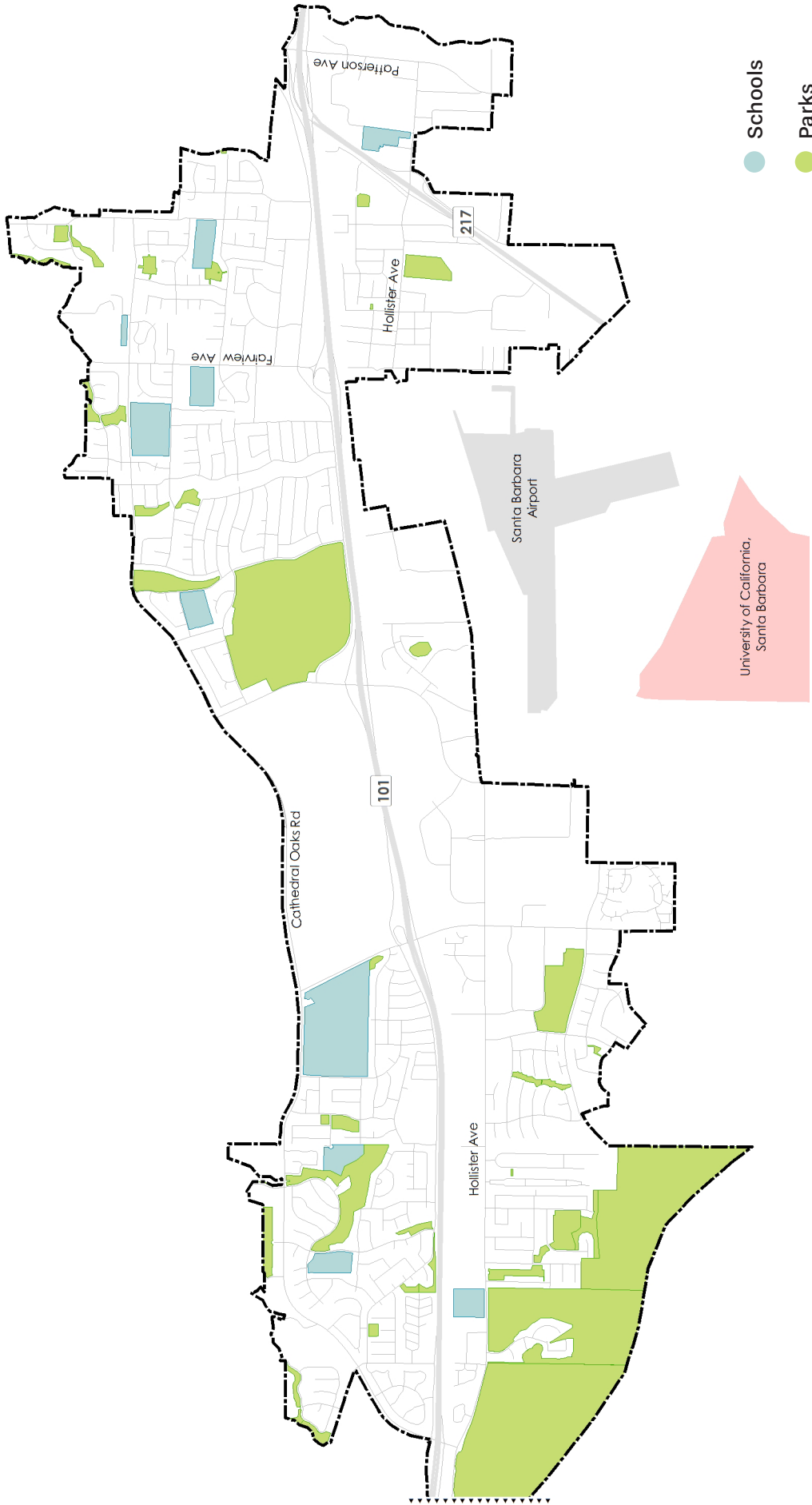
Or scan this QR Code


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 Please highlight all of your preferred routes, areas of opportunity and areas with issues.

Is there anything else you'd like to share?



Plan Maestro para Peatones y Ciclistas: Encuesta

La Ciudad de Goleta está iniciando el Plan Maestro para Peatones y Ciclistas. El plan ayudará a proponer mejoras a instalaciones para peatones y ciclistas, como rutas seguras a la escuela y el acceso al transporte público. ¡Queremos saber lo que es importante para usted! Ayuda a dar forma al futuro de Goleta y déjenos saber con esta encuesta!

1 ¿Cómo describiría usted a sí mismo?

- Residente de la Costa Sur de Santa Barbara: UC Santa Barbara:
- Ciudad de Goleta Estudiante de UCSB
 - Condado no incorporado ("Noleta", Isla Vista) Facultad de UCSB
 - Ciudad de Santa Bárbara Otro
 - Ciudad de Carpintería _____

2 ¿Cuál es su sexo?

- Masculino
- Femenino
- Prefiero no responder

3 ¿Cuál es su edad?

- 0-18 19-44 45-64 65+

4 ¿Cómo se mueve a través de Goleta? (Seleccione todas las opciones que apliquen)

- A pie De paso (Loop Rides, etc.)
- En bicicleta Otro (por favor especifique)
- Transporte público _____
- En coche _____
- Vehículo eléctrico _____

5 ¿En dónde le gustaría ver mejores instalaciones para ciclistas y peatones?

- Parques La playa
- Escuelas Old Town
- Centros comunitarios Otro (por favor especifique)
- Paradas de autobús _____
- Centros comerciales _____
- UCSB _____

Caminar:

Para esta encuesta, también se incluyen sillas de ruedas o dispositivos de asistencia en lugares públicos en los viajes.

6 Por favor seleccione la frecuencia con que camina normalmente para los siguientes propósitos de viaje:

	Regularmente	Rara vez	Nunca
Tiempo libre/ ejercicio			
Compras, mandados, comer			
Para llegar al transporte público			
Ir a la escuela			
Ir al trabajo			
Caminar a su mascota			
Eventos religiosos o comunitarios			
Visitar familia o amigos			
Otro (por favor especifique)			

7 Para un recorrido típico, ¿qué distancia es cómoda para usted?

- Hasta un 1/4 milla (5 mins) Hasta 1.5 millas (30 mins)
- Hasta 1/2 milla (10 mins) Hasta 2 millas (40 mins)
- Hasta 1 milla (20 mins) Más de 2 millas

8 ¿Qué le impide caminar más seguido durante viajes cortos?

	Obstáculo mayor	Obstáculo menor	No es obstáculo
Tráfico demasiado rápido y pesado			
Hacen falta banquetas, caminos, y cruces o están en mal estado			
Clima			
Oscuridad			
Preocupaciones por la seguridad personal			
Necesidad de transportar personas y cosas			
Exposición a la contaminación del aire			
Otro (por favor especifique)			



Plan Maestro para Peatones y Ciclistas: Encuesta

La Ciudad de Goleta está iniciando el Plan Maestro para Peatones y Ciclistas. El plan ayudará a proponer mejoras a instalaciones para peatones y ciclistas, como rutas seguras a la escuela y el acceso al transporte público. ¡Queremos saber lo que es importante para usted! Ayuda a dar forma al futuro de Goleta y déjenos saber con esta encuesta!

Andar en Bicicleta:

9 Por favor seleccione la frecuencia con que viaja normalmente en bicicleta para los siguientes propósitos de viaje:

	Regularmente	Rara vez	Nunca
Tiempo libre/ ejercicio			
Compras, mandados, comer			
Para llegar al transporte público			
Ir a la escuela			
Ir al trabajo			
Eventos religiosos o comunitarios			
Visitar familia o amigos			
Otro (por favor especifique) _____			

10 ¿Cuál es la distancia de su recorrido típico para transportarse en bicicleta (no incluyendo ejercicio y tiempo libre)?

- | | |
|---|---|
| <input type="checkbox"/> No uso la bicicleta para transportarme | <input type="checkbox"/> 4-5 millas |
| <input type="checkbox"/> Menos de una milla | <input type="checkbox"/> 6-10 millas |
| <input type="checkbox"/> 1-3 millas | <input type="checkbox"/> 11-20 millas |
| | <input type="checkbox"/> Más de 20 millas |

11 ¿Qué le impide andar en bicicleta más seguido para viajes cortos?

	Obstáculo mayor	Obstáculo menor	No es obstáculo
Tráfico demasiado rápido y pesado			
Hacen falta carriles de bicicleta y otras instalaciones o están en mal estado			
Clima			
Oscuridad			
Falta de estacionamiento para bicicletas			
Falta de servicios en el trabajo (por ejemplo, baños con regaderas, etc.)			
Preocupaciones por la seguridad personal			
Necesidad de transportar personas y cosas			
Exposición a la contaminación del aire			
Otro (por favor especifique) _____			

12 ¿Se quiere mantener informado sobre el proyecto? Si es así, por favor anote su dirección de correo electrónico a continuación. Si lo prefiere, puede proporcionar su número de teléfono en su lugar.

Email: _____

Teléfono: _____

13 Por favor proporcione cualquier comentario sobre sitios específicos en el mapa en la tercera página de esta encuesta.

Para proporcionar comentarios adicionales, por favor mande **Goleta BIKEWALK** en un mensaje de texto al **468311** o visite el mapa interactivo en línea:

<http://tinyurl.com/GoletaPedBike>

14 Para responder de una manera más rápida y conveniente, tome esta encuesta en línea:

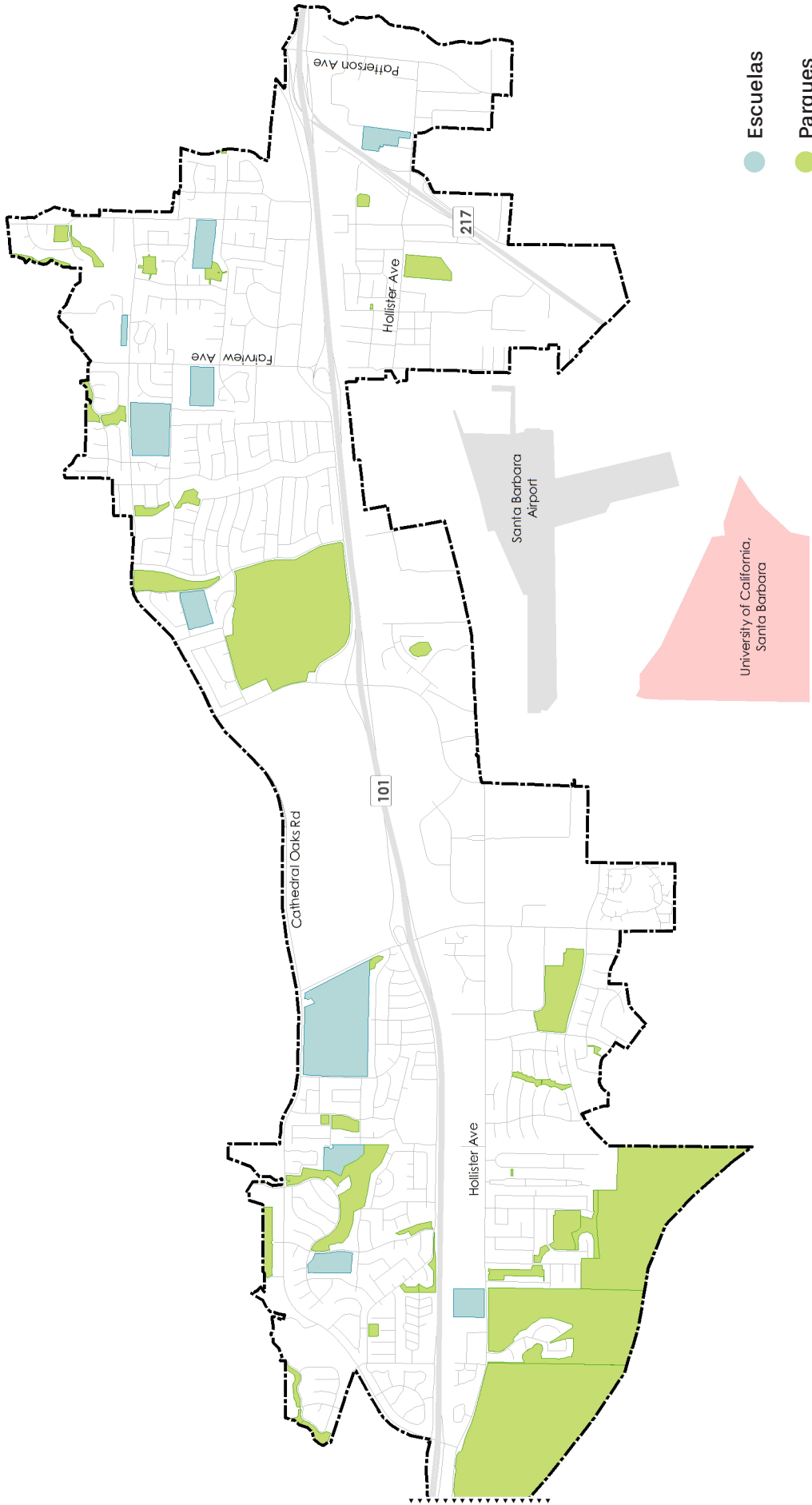
<https://www.surveymonkey.com/r/GoletaBPMP>




O escanee este código QR

Para más información, por favor contacte a:
James Winslow, Director de Proyectos; jwinslow@cityofgoleta.org
130 Cremona Dr Ste B, Goleta, CA 93117
(805) 961-7577





 Por favor marque todas sus rutas preferidas, así como áreas de oportunidad y las zonas con problemas.

¿Hay algo más que le gustaría compartir?
