

SUPPLEMENTAL ATTACHMENT 4

Draft Bicycle and Pedestrian Master Plan Policy Language –
Clean Version and Red-Lined Version



VISION STATEMENT – Draft

Draft Vision Statement – BPMP

To support Goleta's long-term vitality, the City envisions a future where transportation choices for people of all ages and abilities help sustain and improve Goleta's healthy, active, family-friendly, outdoor lifestyle and provide access to jobs, schools, and recreation. This is envisioned through well-connected, safe, accessible bikeways and pedestrian thoroughfares that provide equitable benefits to all road users.

Reference

Vision Statement (from the General Plan/Coastal Land Use Plan, pg 1-2, bullet no. 13)

Goleta's Vision: The Good Land. This General Plan/Coastal Land Use Plan builds on Goleta's current distinguishing qualities and character by envisioning the future city as a community:

Where all forms of transportation, including walking, bicycling, bus transit, and automobile, operate efficiently and safely.

POLICIES – Draft

Goal 1: Complete Network

Develop comprehensive bicycle and pedestrian network and infrastructure to provide safe, fun, convenient, healthy and environmentally-friendly travel throughout the City for all ages and abilities.

Policies

- The City shall actively forecast future bicycle and pedestrian travel needs for all ages and abilities to close both actual and perceived gaps in the network.
- The City shall, as funding becomes available, plan, upgrade, and expand bicycle network improvements to meet those needs.
- The City shall design new and rehabilitated streets with the standards set forth in the City's General Plan Transportation Element ("Complete Streets" concepts), state and national trends in addressing a variety of transportation needs including vehicle, transit, bicycle and pedestrian modes.
- The City shall develop an integrated multi-modal public transportation system that has an emphasis on the ability to use bicycles as a viable means for commuting so that commuters are not reliant on use of automobiles.
- The City shall, as funds become available, develop bicycle and pedestrian connections within the City limits that integrate with neighboring jurisdiction's planning to provide regional bikeway and trail connections.

- The City shall consider and implement new or complementary policies to evaluate alternative performance measures for active transportation modes, such as Vehicle Miles Traveled (VMT) reductions.
- City active transportation planning shall encourage providing safe pedestrian and bicycle crossings over Highway 101.
- On streets where vehicle volume, speed, or collisions are impacting bicycle travel, the City shall consider remedies such as signage, striping, or other traffic calming devices.
- The City shall provide safe bicycle and pedestrian infrastructure between major destinations such as retail, entertainment and services, employment centers, neighborhoods, transit, schools, and parks – consistent with this plan, the City's Transportation Element.
- Where competing demands for right-of-way present unique challenges that traditional facilities may not wholly meet (e.g., space constraints or potential conflicts between user groups), the City may consider alternative design treatments such as, but not limited to:
 - Colored Pavement: To highlight the location of a bicycle lane or a bicycle lane extension in areas with high bicycle and motor vehicle use, such as through intersections and other high-conflict traffic areas.
 - Bike Box: To facilitate bicyclist left turn positioning, help prevent right-turn conflicts, increase bicyclist visibility, or to group bicyclists together to clear intersections quickly, the City may install bike boxes at intersections.
 - Buffered Bicycle Lanes: Using striping to create a buffer between a bicycle lane and the adjacent travel lane, and/or the “door zone” of the parking lane. The design treatment that is approved for use by the City's Traffic Engineer will depend on a variety of factors, such as the specific desired outcome, impact to all transportation modes within the corridor, future development plans, success rates of similar facilities in other locales, local supporting data, cost, etc.

Actions

- Improve bikeway safety by ensuring facilities are designed to reduce conflicts with vehicles; and maintain clean, smooth bicycle riding surfaces throughout the City.
- Incorporate “Complete Streets” design standards into the City's Street Design Standards and Specifications for new and rehabilitated street improvements.
- Ensure all new streets and street maintenance projects include “Complete Streets” improvements for vehicle, transit, bicycle and pedestrian modes, where feasible.
- Work with Santa Barbara MTD to outfit new buses and retrofit older buses to include bicycle racks with increased bicycle loading capacity and that the transportation center provides a sufficient amount of bicycle racks, lockers, restroom and changing facilities, and drinking fountains.

- Collaborate with SBCAG and neighboring agencies on planning, design, funding and implementation of significant regional corridors.
- Develop a series of connected and safe bicycle and pedestrian loops that connect to local and regional destinations for residents, employees, students, and tourists.
- Improve street crossings and complete gaps (both actual and perceived) in the sidewalk system through development review and capital improvement projects.

Goal 2: Bicycle and Pedestrian Maintenance

Maintain the bicycle and pedestrian infrastructure allowing all users of all ages and abilities access to commercial and employment centers, neighborhoods, parks, and schools.

Policies

- The City shall implement best practices for community-supported design of pedestrian and bicycle improvements.
- The City shall ensure the City's pavement management system maintains safe, clean bikeways, sidewalks, crosswalks and other bicycle and pedestrian infrastructure facilities.
- The City shall strive to design the streets using a "centerline outward" approach that considers all the users (i.e. provide only as many travel lanes as needed, and only as wide as needed).
- The City shall consider designs with adequate right-of-way, to the extent possible, to benefit bicycle and pedestrian travel, including designated space for buffering from moving or parked vehicles or both, as supported by design guidelines and site conditions.
- The City shall consider the latest bicycle and pedestrian street, waterway and rail crossing enhancements when planning street improvements.
- The City shall incorporate the latest in safety design standards/best practices, signage, and traffic control techniques approved and accepted by Caltrans, FHWA, or City, into City regulations to ensure a high level of safety for bicyclists, pedestrians, and motorists (e.g. NACTO Urban Street Design Guide)
- The City shall include small scale projects, such as signing and striping, in upcoming City paving projects when appropriate.
- Class I bikeways shall be kept clear of debris and litter.
- Class II bikeways along arterial streets and highways shall be swept on a routine basis to remove road debris and litter.
- City shall continue to enforce protocols and practices requiring developers and contractors to maintain on-site controls in accordance with Best Management Practices to avoid site debris from entering the public right-of-way and if it occurs, to have it promptly removed and cleaned up.

- The pavement surface of bikeways shall be smooth and free of potholes and shall be maintained consistent with Section 1003.6 (2) and Table 1003.6 of the Caltrans Highway Design Manual.
- To the extent possible, design storm drain inlets that minimize the flow line depression extending into the bicycle lanes, by creating more capacity at the inlet or by-pass flow.

Actions

- Based on available City staff resources, establish and administer an active, inclusive Active Transportation Advisory Committee (ATAC) with representatives from Goleta neighborhoods, community-based organizations, and transportation stakeholders to review projects, funding and implementation, and to collect input and recommendation on proposed designs for bicycle and pedestrian projects before plans are brought before decision-makers.
- Install innovative bikeway safety features, as appropriate, such as separated bikeways, and bicycle loop detection devices, and eliminate on-street parking conflicts.
- When re-striping or implementing planned bicycle lanes, provide buffering where space permits. In general, buffering from vehicle parking shall take precedence over buffering from the adjacent travel lane.
- Install Shared Lane Markings, or “sharrows” when installing Class III signed bicycle routes.
- Ensure traffic calming street facilities such as curb extensions, traffic circles, and roundabouts, are designed to safely accommodate bicyclists and pedestrians.
- Reference and incorporate the latest advances in bicycle, pedestrian, transit, and urban greening facility design for existing and future projects.
- New or modified traffic signals along City streets with designated Class II or Class III bikeways shall include bicycle detection systems.
- New drainage inlets shall not be installed in Class II bicycle lanes unless absolutely necessary. If so, they shall at minimum be equipped with “bicycle-friendly” grates.
- Ensure bicycle lanes and buffered bicycle lanes comply with City design standards including minimum widths, and are not impacted by storm drain inlet designs (depressions in the bicyclist’s path of travel).
- Ensure bicycle and pedestrian facilities in all new Specific Plans and the General Plan Element Updates are consistent with this Bicycle Pedestrian Master Plan.
- Develop a bicycle infrastructure maintenance and tracking system to monitor and repair bikeway surfaces.
- Develop a comprehensive asset management system to log the City’s critical infrastructure and maintenance tracking, including pavement, sidewalks, bridges, ADA ramps, lighting, bicycle, pedestrian, signage and other facilities.
- Prioritize bicycle and pedestrian improvements around schools, parks, and transit stops, and Train Depot.

- Create an inventory of existing and missing sidewalks, informal pathways, and key pedestrian improvements.
- Ensure sidewalks meet ADA standards and are maintained regularly.
- Wherever applicable, implement planted parkways zones to provide additional separation between the sidewalk and travel lanes, particularly along higher speed arterials.
- Routinely collect pedestrian and bicycle volumes and movements by including them with all intersection turning movement and freeway overcrossing counts.
- Establish specific standard locations throughout the City for annual vehicle, bicycle, and pedestrian movement counts.
- Coordinate with regional agencies and institutions on bicycle and pedestrian counts being conducted for other studies for locations within the City.
- Conduct annual or biannual counts of bicycle and pedestrian volumes in the vicinities of schools during peak morning arrivals and afternoon departures, as well as to and from UCSB.
- Conduct annual or biannual counts of bicycle and pedestrian volumes in the vicinities of high priority projects along existing and planned regional corridors, Old Town, freeway crossings and activity centers that are identified in this plan.
- Geo-code bicycle and pedestrian volume data with GIS software along with other data such as pedestrian control devices and collisions to analyze data for trends or hotspots related to bicycle and pedestrian safety and incorporate into City Asset Management program. Coordinate with future studies such as Systemic Safety Assessment Reporting Program (SSARP).
- Evaluate various performance measures for planned and completed bicycle and pedestrian projects that may include:
 - Total miles of bicycle lanes/trails built or striped
 - Linear feet of new walkways built
 - Number of ADA ramps upgraded/replaced
 - Number of transit accessibility improvements built
 - Bicycle, pedestrian and multimodal Levels of Service (LOS)
 - Percentage of transit stops accessible via sidewalks and curb ramps
 - Rate of reported crashes, injuries and fatalities by mode
 - Rate of children walking or bicycling to school
 - Vehicle Miles Traveled (VMT)
- Crosswalk spacing criteria shall be determined according to the pedestrian network, built environment and observed desire lines. A 600-foot maximum separation is generally recommended.
- Identify locations where pedestrian signals need to be re-programmed to allow for longer pedestrian phases to accommodate slower walkers.
- A future ATAC team should explore the feasibility of developing a volunteer program for organizations, businesses, and private citizens to contribute towards maintenance by adopting a bikeway or multi-use path. The program shall strive to also generate publicity for the group's service.

- Bikeways and bikeway connections shall be inspected on a routine basis, biennially, to identify maintenance issues, including but not limited to:
 - Potholes,
 - “Alligator” cracks,
 - Longitudinal and transverse cracks,
 - Steps in the pavement surface,
 - Hazardous drainage grates,
 - Sunken or raised utility trenches or covers,
 - Encroaching vegetation,
 - Faded or missing bicycle lane striping, pavement symbols or signs,
 - Poor street repairs (uneven surfaces), and
 - Signal actuation, bicycle placement/positioning stencil.
- Prepare a report identifying the problems, recommended action, priority and time frame for correction. The report shall strive to include recommendations for bikeway signage.
- Maintain a reporting button on the City’s website to aid the public in reporting problems.

Goal 3: Bicyclist and Pedestrian Safety

Develop bicycle and walking safety and monitoring programs to encourage non-motorized travel within the City.

Policies

- The City shall develop a multi-modal network focused on bicycle and pedestrian safety.
- The City shall work with community partner organizations to develop a comprehensive bicycle and pedestrian safety training program.
- The City shall improve safety conditions for bicyclists and pedestrians through law enforcement efforts focused on drivers, bicyclists and pedestrians.
- The City shall continue to use collision reporting software in conducting City-wide monitoring and evaluation of collisions involving bicyclists and pedestrians.

Actions

- Develop a comprehensive monitoring program for bi-annual review and analysis of bicycle- and pedestrian-involved collisions, in order to identify and implement safety strategies and priority projects for all road users.
- Monitor safety metrics such as vehicle speeds and changes in collision types before and after implementation of on-street bicycle improvements.
- Update the City’s Street Design Standards and Specifications to implement current safety design standards and methodology such as incorporating separated bikeways or buffered bicycle lanes.
- Collaborate with community partner organizations to develop a bicycle safety outreach campaign on an ongoing basis.

- Develop an annual bicycle and pedestrian safety training program for educators and enforcement staff with help of the Goleta Police Department and Goleta Public Schools, with assistance from community partner organizations.
- Develop bicycle and pedestrian safety materials to distribute at schools, City facilities, County Social Services Department, Housing Authority and other venues, in English and Spanish.
- Study bicycle and pedestrian related collision records and implement design solutions where applicable.
- Implement a focused enforcement effort to reduce bicycle and pedestrian collisions.
- Continue to encourage third-party bicycle and pedestrian education programs, such as Street Skills clinics and employee workshops, while also continuing to work with regional, state and national and community partner organizations to provide bicycle and pedestrian education.
- Support Traffic Solutions' incentives for employers to offer bicycle safety training workshops and take advantage of existing resources such as Traffic Solutions training workshops
- Integrate pedestrian safety into the City's Street Design Standards Specification and Details.
- Install pedestrian scale lighting along sections of multi-use paths away from streets for security and comfort for path users.

Goal 4: Bicycle and Pedestrian Support Resources

Develop bicycle and pedestrian resources that meet both commuter and recreation needs, including bicyclist support facilities at destinations.

Policies

- The City shall encourage public pedestrian improvement projects such as street trees, lighting, and directional signs to help to create and maintain a comfortable environment that encourages walking and bicycling.
- The City shall evaluate including public art in public projects at those policies are developed and adopted.
- The City shall develop a citywide "end-of-trip" bicycle parking strategy to increase the number of secure, convenient, and attractive bicycle parking and storage facilities such as at transit stops and Train Depot.
- The City shall work with local businesses and employment centers to install secure bicycle parking in public right-of-way as development and redevelopment opportunities present themselves.
- The City shall coordinate with other City departments, local non-profits, schools, and community organizations to maximize signage efficiency at strategic locations.

Actions

- Create seating opportunities (e.g. benches, raised planters, low walls, etc.) in areas where pedestrians congregate.
- Develop guidelines for placing pedestrian resources (e.g. trash cans, drinking fountains, etc.) in areas with high levels of pedestrian traffic.
- Locate pedestrian resources where they will not interrupt the flow of pedestrian and bicycle traffic.
- Develop standards that encourage bicycle accommodations (such as parking lockers and showers) in new or significantly rehabilitated non-residential developments.
- Develop an inspection and maintenance tracking system (Asset Management for bicycle racks and lockers within the public right-of-way and public property, and ensure that they are inspected and maintained annually, and kept in a safe, clean condition.
- Coordinate with the Santa Barbara Metropolitan Transit District and SBCAG to provide resources at existing and future transit stops such as shelters, seating, and lighting.
- Develop design criteria for new **bicycle** rack or locker facilities in the public right-of-way and property with input from community partner organizations.
- Collaborate with the Goleta Old Town Community Association to install bicycle racks in the Old Town area where acceptable locations are identified or become available and to develop a “Racks with Plaques” bicycle rack donor program.
- Consider updating the City’s zoning regulations to require bicycle storage and support facilities including bicycle racks, bicycle lockers, rest areas, changing facilities, showers, and drinking fountains, based on the scale and type of new development.

Goal 5: Bicycling and Walking Encouragement

Develop programs to increase awareness of bicycling and walking benefits and to encourage residents to bicycle and walk to work, shopping, school and for recreation.

Policies

- As a designated Bicycle Friendly Community, the City shall continue to make measurable progress to enhance Goleta’s image as a “bicycle-friendly” City.
- The City shall coordinate with SBCAG to support employer-bicycle, walking, and transit commuter incentive programs.
- The City will coordinate with SBCAG and the Active Transportation Advisory Committee (ATAC) to develop programs that encourage alternative transportation for commuters by collaborating with regional partners.
- The City shall promote programs that reduce bicycle theft and support efforts to recover stolen bicycles.

- The City shall develop a wayfinding and signage program for existing and new bikeways.
- The City shall ensure consistent enforcement of the rules of the road to decrease bicyclist and motorist traffic law violations.
- The City shall ensure equitable access to the bikeway network for all Goleta residents, and support bicycling as an attractive, convenient transportation choice for all demographic groups.
- The City shall plan, operate, and maintain bicycle facilities to support equal access to transportation facilities and services by all demographic groups.
- The City shall ensure that public engagement and outreach programs are multi-lingual, paying particular attention to communities with speakers of English as a second language.

Actions

- Prioritize the implementation of bikeways and pedestrian improvements that better connect all users with transit corridors and the City's Train Depot.
- Conduct inclusive outreach that engages Goleta residents of all income levels, backgrounds, and ethnicities.
- Implement the regional Employer Bike Share program to make bicycles available to employers for free use by employees.
- Develop a "Bike Library" program for residents to use free, donated bicycles for residents that do not own a bicycle.
- Conceptually support a volunteer "Bike Valet" program with community partners for local events to provide a safe place to park bikes while attending events such as the Farmer's Market, California Lemon Festival, Christmas Parade.
- Develop a community-based program to educate and inform residents of the environmental and health benefits of bicycle riding and to reinforce bicycle riding as a fun and exciting activity and sport.
- Continue to enhance "bicycle and walk friendly" tourist-oriented marketing materials on the City's website and work with area businesses to do the same.
- Collaborate with the to develop a "bicycle-friendly" business reward program to encourage businesses to offer benefits to customers and clients that ride their bicycle to their business.
- Coordinate with hotels and local businesses to survey customers on their walking and bicycling experiences within the City.
- Coordinate with the SBCAG on the Regional Bicycle Wayfinding and Signage Strategy for infrastructure planning, branding and implementation.
- Coordinate with the Police Department to create a ticket diversion program consistent with AB 902; "allowing any person of any age who commits an infraction not involving a motor vehicle to participate in a diversion program that is sanctioned by local law enforcement."

Goal 6: Bicycle and Pedestrian Project Partnering and Funding

Coordinate City bicycle and pedestrian improvement plans with interagency transportation plans and funding programs.

Policies

- The City shall seek and allocate adequate funding to enhance the bicycle and pedestrian network, in alignment with the City's community development and transportation goals.
- The City shall collaborate with local, regional, state, federal agencies, and private entities to ensure the City's Bicycle and Pedestrian Master Plan is consistent with regional transportation plans and agency regulations.
- The City shall update its Bicycle and Pedestrian Master Plan to maintain eligibility for State-administered active transportation grant funding.
- The City shall require that development contribute its share toward the costs of bicycling facilities and programs.
- The City shall consider new bikeways a priority for installation in advance of, or during the first phases of development.
- The City shall continue to prioritize funding towards transportation congestion relief projects including high priority bicycling projects.
- The City shall work with local organizations to pursue additional funding for bicycling safety education programs. By providing support to grants and other funding applications, the City can help organizations that conduct education to increase their resources and reach more City bikeway users.
- The City shall use grant funding to the maximum extent feasible to pay for bicycle and pedestrian projects and programs.

Actions

- Coordinate with regional agencies for inter-regional improvements, and to jointly apply for federal, state and regional bicycle facility improvement grants.
- Coordinate with the Community partner organizations to identify and apply for available funding sources such as Caltrans' Active Transportation Program (ATP).
- Ensure that the Goleta BPMP projects are included in the Capital Improvement Program and Council prioritizes the list of projects.
- Develop an ongoing bicycle improvement planning process to review facilities installed, assess future needs, potential funding sources and make recommendations to update the Bicycle and Pedestrian Master Plan.
- Pursue Safe Routes to School grant funding for bicycle and pedestrian improvements.

- Pursue new funding sources for multi-modal safety improvements, education, and infrastructure consistent with the City's long-term transportation targets, policies, and implementation strategies.
- Accelerate the implementation of lower priority projects if opportunities present themselves.
- Depending on available staff resources, the City shall strive to designate a Transportation Coordinator using existing City staff resources to administer and coordinate implementation of this BPMP. This position may also function as Public Works' part time Grant Coordinator. This coordinator should be encouraged to join the Association of Pedestrian and Bicycle Professionals (APBP).
- Continue to use the Transportation Development Act (TDA) funds that are designated for bicycling and pedestrian projects and programs on bicycle and pedestrian projects.

Goal 7: Economic Growth

Promote inclusive and sustainable economic growth and tourism. Goleta shall encourage safe bicycling and walking in commercial and tourist areas to stimulate economic vitality. The City shall recognize the bicycle and pedestrian networks as an integral part of economic development and quality of life.

Policies

- The City shall recognize the bicycle and pedestrian networks as an integral part of economic development and quality of life.
- The City shall encourage safe bicycling and walking in commercial and tourist areas to stimulate economic vitality.

Actions

- Require bicycle and pedestrian resources in new commercial development to create comfortable travel conditions for all users.
- Incorporate bicycle and pedestrian facilities in all planning and design efforts.
- Design City roads and other facilities to promote convenient access to all users to allow efficient movement of people and goods, including vehicles, trucks, bicycles and pedestrians.
- Encourage businesses to provide employees with incentives to offset any additional costs that may result from bicycling or walking to work.
- Promote incentives between businesses and customers to encourage walking and bicycling to businesses.
- Encourage partnerships between businesses to provide employees discounts on equipment needed to bicycle or walk to work.
- Encourage bicycling and walking to work as a way to reduce parking requirements for employers and businesses.

- Continue to recognize the importance of bicycling and walking as a way to enhance local tourism efforts.
- Promote bicycling and walking as an incentive to increase tourist expenditures.
- Promote bicycling events and charity runs such as walk-a-thons, fun-runs, and marathons to attract bicyclists and runners from out of town.
- Encourage the and business community to promote bicycling and walking in commercial areas and nearby neighborhoods to stimulate economic activity.
- Work in coordination with Cycle California Coast to support and increase bicycle tourism in the City.



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- The City shall, as funds become available, develop bicycle and pedestrian connections within the City limits that integrate with neighboring jurisdiction's planning to provide regional bikeway and trail connections.

Commented [JW1]: TAC suggestions to change use of "should/could/encourage" to use "shall" throughout the document.

Staff response: Language changed throughout in working draft. "Shall" may not be possible at times, potentially use "shall strive to."

Staff will continue to evaluate the use of "shall" vs. "should" in the final version.

Commented [JW2]: Changed word choice "facilities" and "systems" to "network and infrastructure."

- The City shall consider and implement new or complementary policies to evaluate alternative performance measures for active transportation modes, such as Vehicle Miles Traveled (VMT) reductions.
- City active transportation planning shall encourage providing safe pedestrian and bicycle crossings over Highway 101.
- On streets where vehicle volume, speed, or collisions are impacting bicycle travel, the City shall consider remedies such as signage, striping, or other traffic calming devices.
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Commented [JW3]: Per Legal, delete first part, "As the City is required to transition away from Level of Service roadway analysis [e.g. for California Environmental Quality Act (CEQA) requirements] the..."

Actions

- Improve bikeway safety by ensuring facilities are designed to reduce conflicts with vehicles; and maintain clean, smooth bicycle riding surfaces throughout the City.
- Incorporate "Complete Streets" design standards into the City's Street Design Standards and Specifications for new and rehabilitated street improvements.
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Commented [J4]: Throughout – team will move respective Actions under the corresponding policy and number accordingly, similar in style to the General Plan sections (e.g. 1.1.a)

- Collaborate with SBCAG and neighboring agencies on planning, design, funding and implementation of significant regional corridors.
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- Improve street crossings and complete gaps (both actual and perceived) in the sidewalk system through development review and capital improvement projects.

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Commented [JW5]: Different stakeholders will read the word "needs" this differently. Staff updated the language to clarify.

Commented [JW6]: Updated language to reflect what the City Public Works Maintenance Crews already perform.

~~the degree that traffic, work site machinery, and/or environment (wind, water, etc.) may have migrated construction-related roadway hazards (gravel, sand, etc.), where feasible.~~

- The pavement surface of bikeways shall be smooth and free of potholes and shall be maintained consistent with Section 1003.6 (2) and Table 1003.6 of the Caltrans Highway Design Manual.
- To the extent possible, design storm drain inlets that minimize the flow line depression extending into the bicycle lanes, by creating more capacity at the inlet or by-pass flow.

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- Develop a bicycle ~~route~~infrastructure maintenance and tracking system to monitor and repair bikeway surfaces.

Commented [JW7]: Per staff, phase in on a limited basis allowing for future expansion as resources allow. Recommend starting on a biannual timeframe.

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- Coordinate with regional agencies and institutions on bicycle and pedestrian counts being conducted for other studies for locations within the City.
- Conduct annual or biannual counts of bicycle and pedestrian volumes in the vicinities of schools during peak morning arrivals and afternoon departures, as well as to and from UCSB.
- Conduct annual or biannual counts of bicycle and pedestrian volumes in the vicinities of high priority projects along existing and planned regional corridors, Old Town, freeway crossings and activity centers that are identified in this plan.
- Geo-code bicycle and pedestrian volume data with GIS software along with other data such as pedestrian control devices and collisions to analyze data for trends or hotspots related to bicycle and pedestrian safety and incorporate into City Asset Management program. Coordinate with future studies such as Systemic Safety Assessment Reporting Program (SSARP).
- Evaluate various performance measures for planned and completed bicycle and pedestrian projects that may include:
 - Total miles of bicycle lanes/trails built or striped
 - Linear feet of new walkways built
 - Number of ADA ramps upgraded/replaced
 - Number of transit accessibility improvements built
 - Bicycle, pedestrian and multimodal Levels of Service (LOS)
 - Percentage of transit stops accessible via sidewalks and curb ramps
 - Rate of reported crashes, injuries and fatalities by mode
 - Rate of children walking or bicycling to school
 - Vehicle Miles Traveled (VMT)
- Crosswalk spacing criteria should shall be determined according to the pedestrian network, built environment and observed desire lines. A 600-foot maximum separation is generally recommended.

Commented [J8]: Per staff, this is part of the IT Strategic Plan. City to implement in future.

Commented [JW9]: Most of this information is published in the two-year budget and are also JPIA reporting conditions and part of a future Vision Zero.

Staff recommendation: we can incorporate in the ATAC biannual meetings as a reporting and include on that webpage for publishing. The City can manage the updating and reporting – good accountability.

- Identify locations where pedestrian signals need to be re-programmed to allow for longer pedestrian phases to accommodate slower walkers.
- A future ATAC team should explore the feasibility of developing a volunteer program for organizations, businesses, and private citizens to contribute towards maintenance by adopting a bikeway cycle route or multi-use path. The program should be designed shall strive to also generate publicity for the group's service.
- Bikeways and bikeway connections shall be inspected on a routine basis, biennially, to identify maintenance issues, including but not limited to:
 - Potholes,
 - "Alligator" cracks,
 - Longitudinal and transverse cracks,
 - Steps in the pavement surface,
 - Hazardous drainage grates,
 - Sunken or raised utility trenches or covers,
 - Encroaching vegetation,
 - Faded or missing bicycle lane striping, pavement symbols or signs,
 - Poor street repairs (uneven surfaces), and
 - Signal actuation, bicycle placement/positioning stencil.
- Prepare a report identifying the problems, recommended action, priority, and time frame for correction. The report should-shall strive to include recommendations for bikeway signage.
- Maintain a reporting button on the City's website to aid the public in reporting problems.

Commented [J10]: Staff to direct the future ATAC to determine if there is a desire and potential from the community for this. Tax payer dollars already cover.

Goal 3: Bicyclist and Pedestrian Safety

Develop bicycle and walking safety and monitoring programs to encourage non-motorized travel within the City.

Policies

- The City shall develop a multi-modal network focused on bicycle and pedestrian safety.
- The City shall work with community partner organizations to develop a comprehensive bicycle and pedestrian safety training program.
- The City shall improve safety conditions for bicyclists and pedestrians through law enforcement efforts focused on drivers, bicyclists and pedestrians.
- The City shall continue to use collision reporting software in conducting City-wide monitoring and evaluation of collisions involving bicyclists and pedestrians.

Actions

- Develop a comprehensive monitoring program for bi-annual review and analysis of bicycle- and pedestrian-involved collisions, in order to identify and implement safety strategies and priority projects for all road users.
- Monitor safety metrics such as vehicle speeds and changes in collision types before and after implementation of on-street bicycle improvements.

- Update the City's Street Design Standards and Specifications to implement current safety design standards and methodology such as incorporating separated bikeways or buffered bicycle lanes.
- Collaborate with community partner organizations to develop a bicycle safety outreach campaign on an ongoing basis.
- Develop an annual bicycle and pedestrian safety training program for educators and enforcement staff with help of the Goleta Police Department and Goleta Public Schools, with assistance from community partner organizations.
- Develop bicycle and pedestrian safety materials to distribute at schools, City facilities, County Social Services Department, Housing Authority and other venues, in English and Spanish.
- Study bicycle and pedestrian related collision records and implement design solutions where applicable.
- Implement a focused enforcement effort to reduce bicycle and pedestrian collisions.
- Continue to ~~support and~~ encourage third-party bicycle and pedestrian education programs, such as Street Skills clinics and employee workshops, while also continuing to work with regional, state and national and community partner organizations to provide bicycle and pedestrian education.
- Support Traffic Solutions' incentives for employers ~~to offer bicycle safety training workshops~~ and take advantage of existing resources such as Traffic Solutions training workshops
- Integrate pedestrian safety into the City's Street Design Standards Specification and Details.
- Install pedestrian scale lighting along sections of multi-use paths away from streets for security and comfort for path users.

Commented [JW11]: Staff working with the TAC to determine the use of "support" and what this entails. Support how? Funding and by whom?

Commented [JW12]: Per staff: City supports peak hour rail and support of Traffic Solutions.

Goal 4: Bicycle and Pedestrian Support ~~Resources~~Facilities

Develop bicycle and pedestrian ~~facilities~~resources that meet both commuter and recreation needs, including bicyclist support facilities at destinations.

Policies

- The City shall encourage public pedestrian improvement projects such as ~~public art~~, street trees, lighting, and directional signs to help to create and maintain a comfortable environment that encourages walking and bicycling.
- The City shall evaluate including public art in public projects at those policies are developed and adopted.
- The City shall develop a citywide "end-of-trip" bicycle parking strategy to increase the number of secure, convenient, and attractive bicycle parking and storage facilities such as at transit stops and Train Depot.

Commented [JW13]: City does not have a policy on public art.

Added a new bullet addressing, "as future policy develops." (below)

This is part of the Economic Development Committee and the DRB process/guidelines.

- The City shall work with local businesses and employment centers to install secure bicycle parking in public right-of-way as development and redevelopment opportunities present themselves.
- The City shall coordinate with other City departments, local non-profits, schools, and community organizations to maximize signage efficiency at strategic locations.

Actions

- Create seating opportunities (e.g. benches, raised planters, low walls, etc.) in areas where pedestrians congregate.
- Develop guidelines for placing pedestrian resources (e.g. trash cans, drinking fountains, etc.) in areas with high levels of pedestrian traffic.
- Locate pedestrian resources where they will not interrupt the flow of pedestrian and bicycle traffic.
- Develop standards that encourage bicycle accommodations (such as parking lockers and showers) in new or significantly rehabilitated non-residential developments.
- Develop an inspection and maintenance tracking system (Asset Management for bicycle racks and lockers within the public right-of-way and public property, and ensure that they are inspected and maintained annually, and kept in a safe, clean condition.
- Coordinate with the Santa Barbara Metropolitan Transit District and SBCAG to provide resources at existing and future transit stops such as shelters, seating, and lighting.
- Develop design criteria for new bicycle rack or locker facilities in the public right-of-way and property with input from community partner organizations.
- Collaborate with the Goleta Old Town Community Association to install bicycle racks in the Old Town area where acceptable locations are identified or become available and to develop a “Racks with Plaques” bicycle rack donor program.
- Consider updating the City’s zoning regulations to require bicycle storage and support facilities including bicycle racks, bicycle lockers, rest areas, changing facilities, showers, and drinking fountains, based on the scale and type of new development.

Goal 5: Bicycling and Walking Encouragement

Develop programs to increase awareness of bicycling and walking benefits and to encourage residents to bicycle and walk to work, shopping, school and for recreation.

Policies

- As a designated Bicycle Friendly Community, the City shall continue to make measurable progress to enhance Goleta’s image as a “bicycle-friendly” City.

- The City shall coordinate with SBCAG to support employer-bicycle, walking, and transit commuter incentive programs.
- The City will coordinate with SBCAG and the Active Transportation Advisory Committee (ATAC) to develop programs that encourage alternative transportation for commuters by collaborating with regional partners.
- The City shall promote programs that reduce bicycle theft and support efforts to recover stolen bicycles.
- The City shall develop a wayfinding and signage program for existing and new bikeways.
- The City shall ensure consistent enforcement of the rules of the road to decrease bicyclist and motorist traffic law violations.
- The City shall ensure equitable access to the bikeway network for all Goleta residents, and support bicycling as an attractive, convenient transportation choice for all demographic groups.
- The City shall plan, operate, and maintain bicycle facilities to support equal access to transportation facilities and services by all demographic groups.
- The City shall ensure that public engagement and outreach programs are multi-lingual, paying particular attention to communities with speakers of English as a second language.

Actions

- Prioritize the implementation of bikeways and pedestrian improvements that better connect all users with transit corridors and the City's Train Depot.
- Conduct inclusive outreach that engages Goleta residents of all income levels, backgrounds, and ethnicities.
- ~~Develop and implement bicycle and commuter reward programs for employers to encourage employee bicycle and transit commuters, such as providing informational materials on State and Federal "bike-to-work" tax break.~~
- Implement the regional Employer Bike Share program to make bicycles available to employers for free use by employees.
- Develop a "Bike Library" program for residents to use free, donated bicycles for residents that do not own a bicycle.
- ~~Develop Conceptually support~~ a volunteer "Bike Valet" program with community partners for local events to provide a safe place to park bikes while attending events such as the Farmer's Market, California Lemon Festival, Christmas Parade.
- ~~Increase focus on bicycling events such as bicycle rodeos, local bicycle to work or school challenges, and greater participation in the Santa Barbara County May Bike Month (CycleMAYnia) activities.~~

Commented [JW14]: Traffic Solutions already does this.

Commented [JW15]: This is part of SBBike and Traffic Solutions.

- Develop a community-based program to educate and inform residents of the environmental and health benefits of bicycle riding and to reinforce bicycle riding as a fun and exciting activity and sport.
- Continue to enhance “bicycle and walk friendly” tourist-oriented marketing materials on the City’s website and work with area businesses to do the same.
- Collaborate with the to develop a “bicycle-friendly” business reward program to encourage businesses to offer benefits to customers and clients that ride their bicycle to their business.
- Coordinate with hotels and local businesses to survey customers on their walking and bicycling experiences within the City.
- Coordinate with the SBCAG on the Regional Bicycle Wayfinding and Signage Strategy for infrastructure planning, branding and implementation.

Commented [JW16]: This could be part of the new ATAC responsibilities.

Goal 6: Bicycle and Pedestrian Project Partnering and Funding

Coordinate City bicycle and pedestrian improvement plans with interagency transportation plans and funding programs.

Policies

- The City shall seek and allocate adequate funding to enhance the bicycle and pedestrian network, in alignment with the City’s community development and transportation goals.
- The City shall collaborate with local, regional, state, federal agencies, and private entities to ensure the City’s Bicycle and Pedestrian Master Plan is consistent with regional transportation plans and agency regulations.
- The City shall update its Bicycle and Pedestrian Master Plan to maintain eligibility for State-administered active transportation grant funding.
- The City shall require that development contribute its share toward the costs of bicycling facilities and programs.
- The City shall consider new bikeways a priority for installation in advance of, or during the first phases of development.
- The City shall continue to prioritize funding towards transportation congestion relief projects including high priority bicycling projects.
- The City shall work with local organizations to pursue additional funding for bicycling safety education programs. By providing support to grants and other funding applications, the City can help organizations that conduct education to increase their resources and reach more City bikeway users.
- The City shall use grant funding to the maximum extent feasible to pay for bicycle and pedestrian projects and programs.

Actions

- Coordinate with regional agencies for inter-regional improvements, and to jointly apply for federal, state and regional bicycle facility improvement grants.

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- Coordinate with the Community partner organizations to identify and apply for available funding sources such as Caltrans' Active Transportation Program (ATP).
- Ensure that the Goleta BPMP projects are included in the Capital Improvement Program and Council prioritizes the list of projects.
- Develop an ongoing bicycle improvement planning process to review facilities installed, assess future needs, potential funding sources and make recommendations to update the Bicycle and Pedestrian Master Plan.
- Pursue Safe Routes to School grant funding for bicycle and pedestrian improvements.
- Pursue new funding sources for multi-modal safety improvements, education, and infrastructure consistent with the City's long-term transportation targets, policies, and implementation strategies.
- Accelerate the implementation of lower priority projects if opportunities present themselves.
- Depending on available staff resources, the City ~~should~~ shall strive to designate a Mobility Transportation Coordinator using existing City staff resources to administer and coordinate implementation of this BPMP. This position may also function as Public Works' part time Grant Coordinator. This coordinator should be encouraged to join the Association of Pedestrian and Bicycle Professionals (APBP).
- ~~As part of the City's two-year financial planning process, City staff shall:~~
 - ~~Provide the City Council with a request for annual funding of miscellaneous bicycling facilities that include bicycle racks, lockers, and minor intersection or segment improvements such as striping.~~
 - ~~Submit a list of prioritized projects staff recommends for City funding during the two-year budget cycle. This funding shall be used for the design and construction of bicycling and pedestrian facilities that improve multi-modal transportation.~~
- ~~Dedicate~~ Continue to use the Transportation Development Act (TDA) funds that are designated for bicycling and pedestrian projects and programs on bicycle and pedestrian projects. ~~Candidate activities for use of these funds include, but are not limited to:~~
- ~~Support cost of bicycling safety education and training (minimum two percent of TDA).~~
- ~~Capital projects such as bicycle parking, facility signage, and storm drain grate upgrades.~~

Commented [JW17]: Per staff: will need time to analyze, evaluate, and justify the expense. Potentially a 5-year horizon.

Commented [JW18]: Staff provides Council updates on the projects during the budget process.

Commented [JW19]: TDA funds are already dedicated to the bike and pedestrian projects. 2% of TDA funds is only ~\$500.

City already supports Traffic Solutions.
Per staff: need a survey to see if we need more education.

Changed to acknowledge what we already do.

Goal 7: Economic Growth

Promote inclusive and sustainable economic growth and tourism. Goleta shall encourage safe bicycling and walking in commercial and tourist areas to

stimulate economic vitality. The City shall recognize the bicycle and pedestrian networks as an integral part of economic development and quality of life.

Policies

- The City shall recognize the bicycle and pedestrian networks as an integral part of economic development and quality of life.
- The City shall encourage safe bicycling and walking in commercial and tourist areas to stimulate economic vitality.

Actions

- Require bicycle and pedestrian resources in new commercial development to create comfortable travel conditions for all users.
- Incorporate bicycle and pedestrian facilities in all planning and design efforts.
- Design City roads and other facilities to promote convenient access to all users to allow efficient movement of people and goods, including vehicles, trucks, bicycles and pedestrians.
- Encourage businesses to provide employees with incentives to offset any additional costs that may result from bicycling or walking to work.
- Promote incentives between businesses and customers to encourage walking and bicycling to businesses.
- Encourage partnerships between businesses to provide employees discounts on equipment needed to bicycle or walk to work.
- Encourage bicycling and walking to work as a way to reduce parking requirements for employers and businesses.
- Continue to recognize the importance of bicycling and walking as a way to enhance local tourism efforts.
- Promote bicycling and walking as an incentive to increase tourist expenditures.
- Promote bicycling events and charity runs such as walk-a-thons, fun-runs, and marathons to attract bicyclists and runners from out of town.
- Encourage the and business community to promote bicycling and walking in commercial areas and nearby neighborhoods to stimulate economic activity.
- Work in coordination with Cycle California Coast to support and increase bicycle tourism in the City.