

A stylized, light gray map of Goleta, California, serves as the background. It shows the coastline, major roads, and various land parcels. A solid blue horizontal band is positioned across the middle of the map, containing the title text. Below this band, there are thin green and orange horizontal lines. The bottom right corner features a blue box with contact information and a logo with three icons: a person walking, a person on a bicycle, and a stylized sun or flower.

City of Goleta Bicycle and Pedestrian Master Plan

Draft Bicycle and Pedestrian Master Plan

**James Winslow,
Sr. Project Manager
September 17, 2018**



WALKBIKEGOLETA

Replacements/ Updates

Page 131 – Education/Enforcement

- Add “Potential” to two headings.
- Rewrite both paragraphs.

Page 132

- Delete reference to Los Angeles Police Department.

Page 133

- Add reference to existing Safety Town of Santa Barbara

Page 133-134 – Tracking and Monitoring Ped and Bike Travel

- Add “The City could” to the beginning of the headings.
- Rewrite two sentences.

Page 138 – Policies

- Add “Action Items are included with many Policy Statements listed in this Chapter. The City may implement the Action Items as future resources allow.

Page 141

- Design description updated

Page 143

- Action 3.2.1 – “Explore development of a...”
- Move “bikeway surfaces up” and
- Delete Action 3.2.2 and renumber remaining.

Page 146

- Action 6.6.1 – add “in coordination with non-profits such as SBBike...”
- Action 6.8.2 – Replace “Develop” with “Support”



Timeline

TIMELINE

Initial Data Analysis

Public Outreach / Analyze Public Comments / Collate Other Data Sets

July 13, 2016
Meeting:
Project Kickoff

Sep 24, 2016
Pop-Up Workshop:
Lemon Festival

Dec 8, 2016
Conventional Work-
shop: Encina Royale

Nov 9, 2016
Conventional
Workshop: UCSB

Feb 9, 2017
Meeting: TAC #2

July 13, 2016
Meeting: TAC #1

Sep 25, 2016
Pop-Up Workshop:
Farmers' Market

Nov 9, 2016
Conventional
Workshop: Goleta
Community Center

Feb 20, 2017
Online Survey
Closed

2016

June

July

Aug

Sep

Oct

Nov

Dec

2017

Jan

Feb

Mar

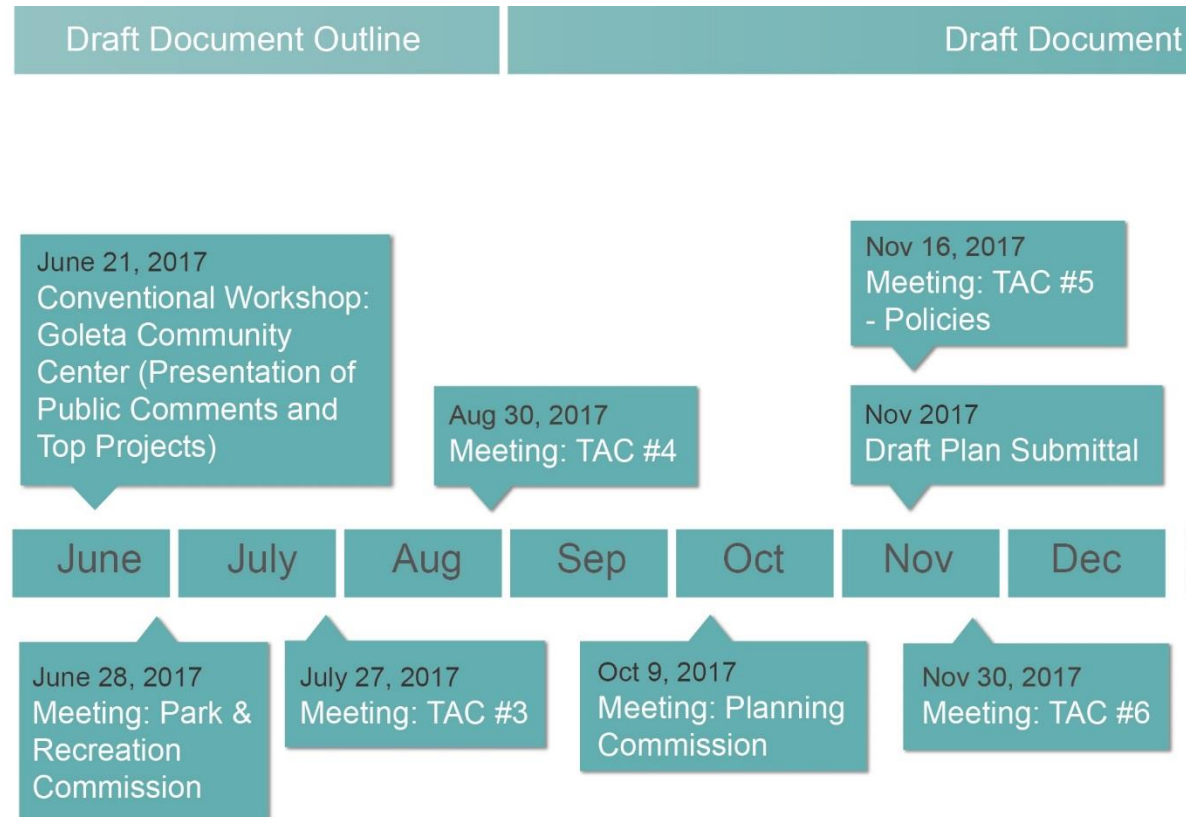
Apr

May

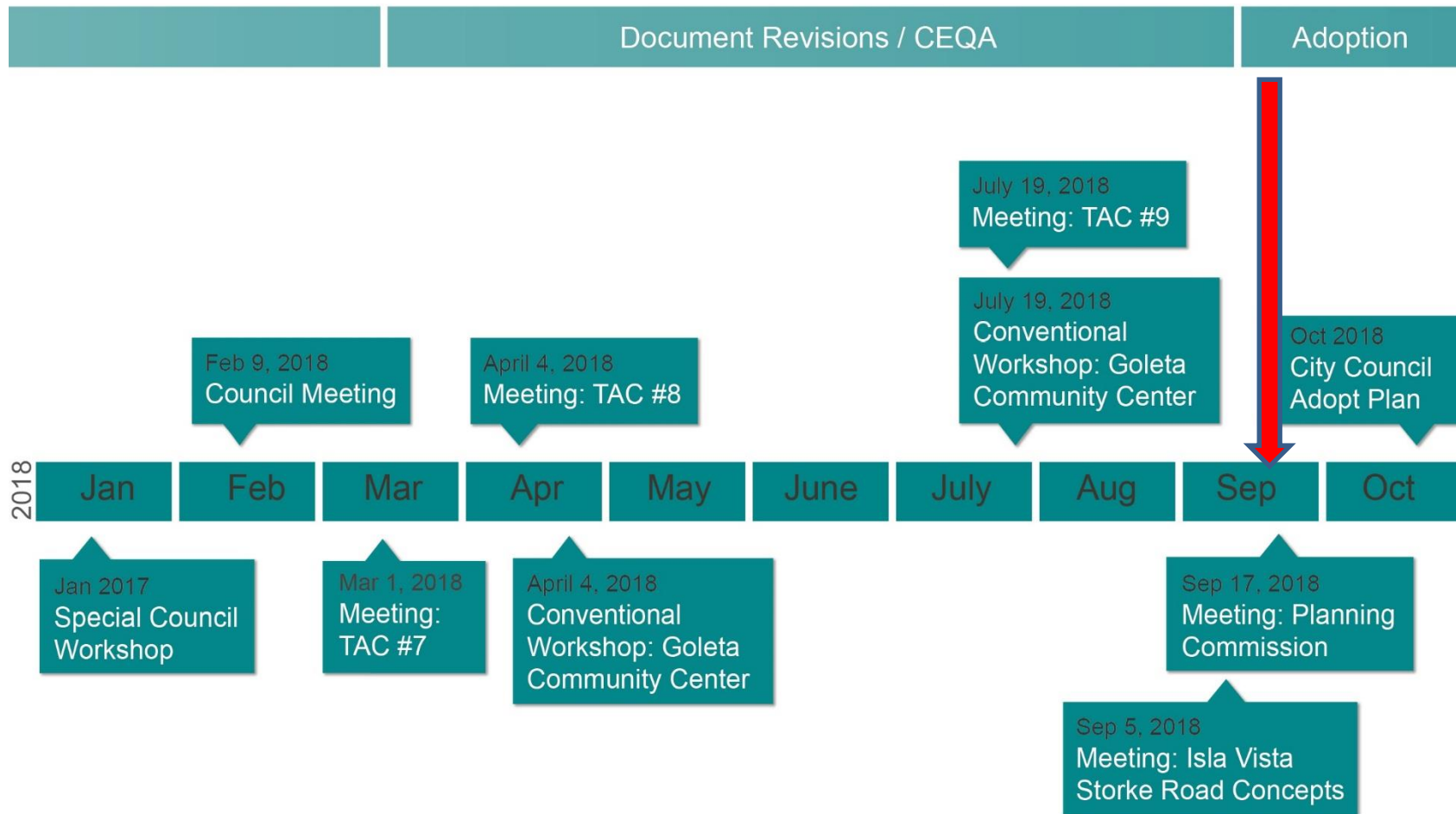


WALKBIKEGOLETA

TIMELINE



TIMELINE



Grant Goals & Purpose

Project Purpose

Help guide future walking and biking improvements, such as safe routes to school and improved access to transit.

Overall Goal

Expand and improve the pedestrian and bicycle network.

- **Bicycle Transportation Plan**
- **Streets and Highways Code 819.2**
- **Active Transportation Program (ATP)**

1.Promote Public Health

2.Reduce Automobile Usage and Fuel Consumption

3.Promote Equity

Vision, Goals, & Objectives

Vision Statement

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 walking routes that provide equitable benefits to all road users.

1. Identify gaps and barriers, both perceived and actual, in the existing network where high priority routes are disconnected.
2. Developing a metric and methodology for prioritizing projects including identifying need in disadvantaged communities such as Old Town Goleta, family friendly routes, and a tiered network that serves experienced riders and less experienced riders.

- 3. Incorporating design guidance into City road standards that can be applied to a typology of different streets and provide for a sustainable community.**
- 4. Encouraging the use of walking and biking as viable alternative modes of transportation.**

- **Consistent with General Plan**
- **Create a long-term, feasibility and planning document**
- **Codify and formalize current process**

Public Outreach

TAC ACKNOWLEDGEMENTS

- **City of Goleta Departments**
- **City of Santa Barbara**
- **County of Santa Barbara**
- **SBCAG Traffic Solutions**
- **MTD**
- **County Health**
- **UCSB**
- **Goleta Union School Board**
- **Goleta Chamber of Commerce**
- **SBBike**
- **COAST**
- **Community Environmental Council**
- **Santa Barbara Neighborhood Clinics**
- **Isla Vista Community Services District**

- Technical Advisory Committee
- Public Workshops
- Pop-up Events
- Online Survey
- Online Comment Map
- Spanish Translation



WALKBIKEGOLETA

Bicycle and Pedestrian Master Plan Survey



Please scan this QR tag to
take our online survey! Or visit
www.surveymonkey.com/r/GoletaBPMP



For more information, please contact James Winslow,
Senior Project Manager, jwinslow@cityofgoleta.org
130 Cremona Dr Ste B, Goleta, CA 93117
(805) 961-7577

Ciudad de Goleta Plan Maestro para Peatones y Ciclistas



¡Queremos tus

La ciudad de Goleta está iniciando el
El plan ayudará a proponer mejoras a
como rutas seguras a la escuela y el

¡Queremos saber lo que es importante
futuro de Goleta y haz oír tu voz. Por
comunitarios en UCSB y en el Centro

Miércoles, 9 de noviembre de
UCSB University Center
2264 Ucen Road

Miércoles, 9 de noviembre de
Centro Comunitario de
5679 Hollister Avenue

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

City of Goleta Bicycle and Pedestrian Master Plan



We Want Your Input!

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 joining us at our public input events. We'll have
booths at the Lemon Festival and at the Farmers' Market.

Saturday, September 24th, 10am-4pm

California Lemon Festival in Goleta
Girsh Park, 7050 Phelps Road

Sunday, September 25th, 10am-2pm

Goleta Farmers' Market
Camino Real Marketplace, Corner of Hollister Avenue & Storke Road

For more information, please contact:
James Winslow, Senior Project Manager
jwinslow@cityofgoleta.org, (805) 961-7577

130 Cremona Drive, Suite B, Goleta, CA 93117



WALKBIKEGOLETA

PUBLIC OUTREACH

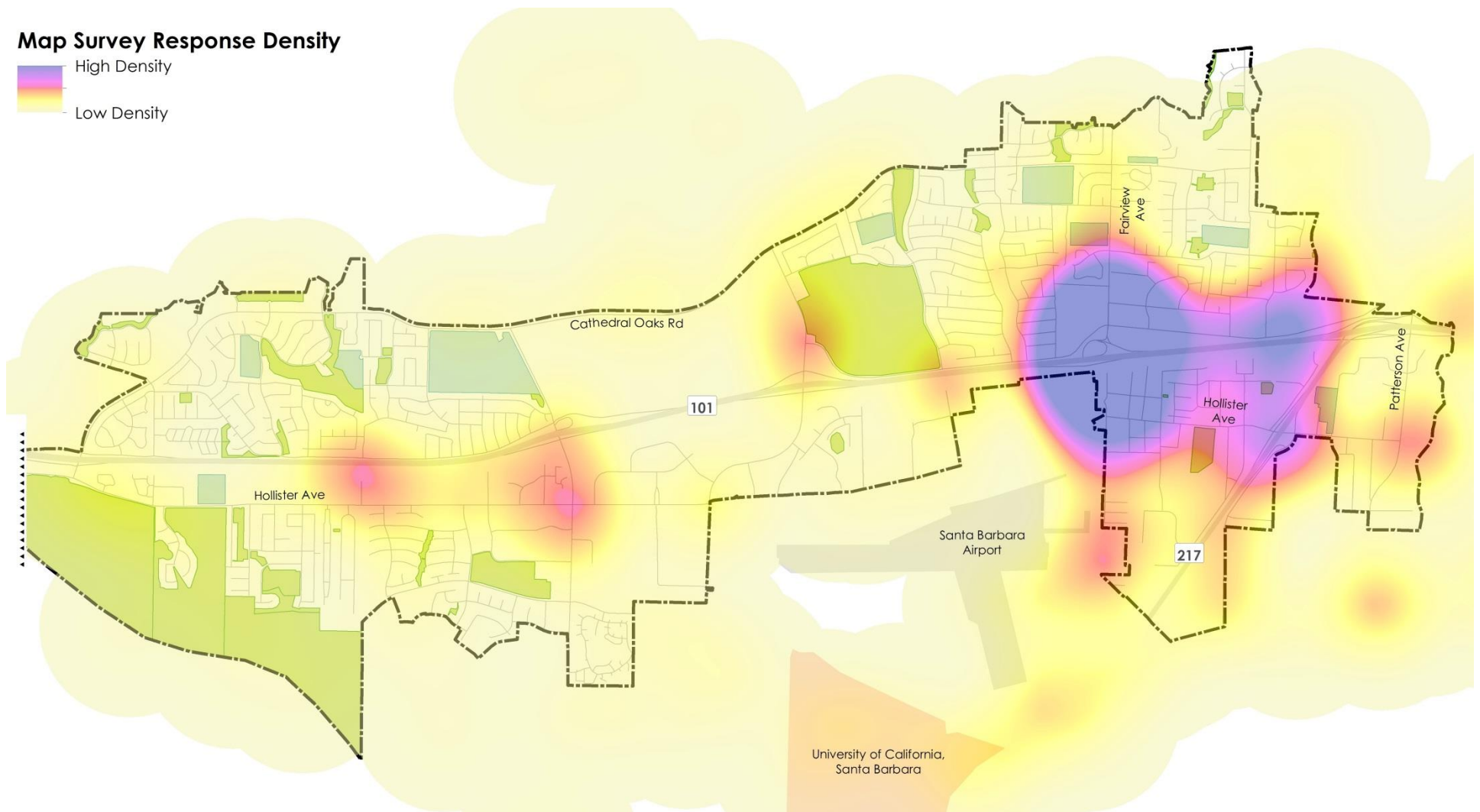
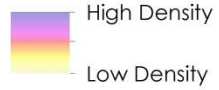


PUBLIC OUTREACH



PUBLIC OUTREACH

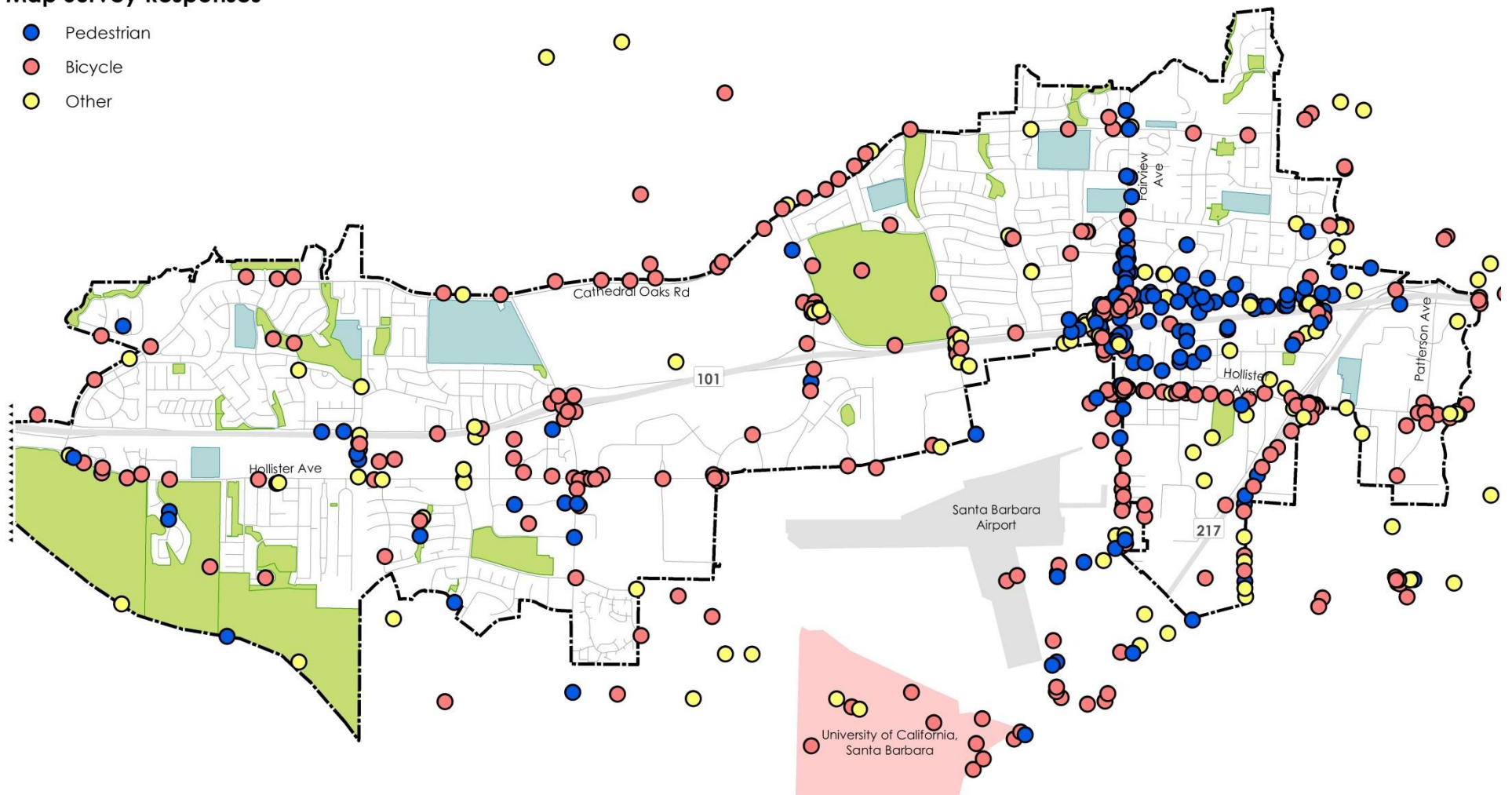
Map Survey Response Density



PUBLIC OUTREACH

Map Survey Responses

- Pedestrian
- Bicycle
- Other




Bicycle Level of Traffic Stress

ANALYSIS: BICYCLE LEVEL OF TRAFFIC STRESS



LTS 1

- **Low Stress**
- **Most users can tolerate riding their bike**



LTS 2

- **Low Stress, with attention required**
- **Riding a bike is tolerated by most adults**



LTS 3

- **More stressful than level 2**
- **Riding a bike is tolerated by "enthusiastic" riders**



LTS 4

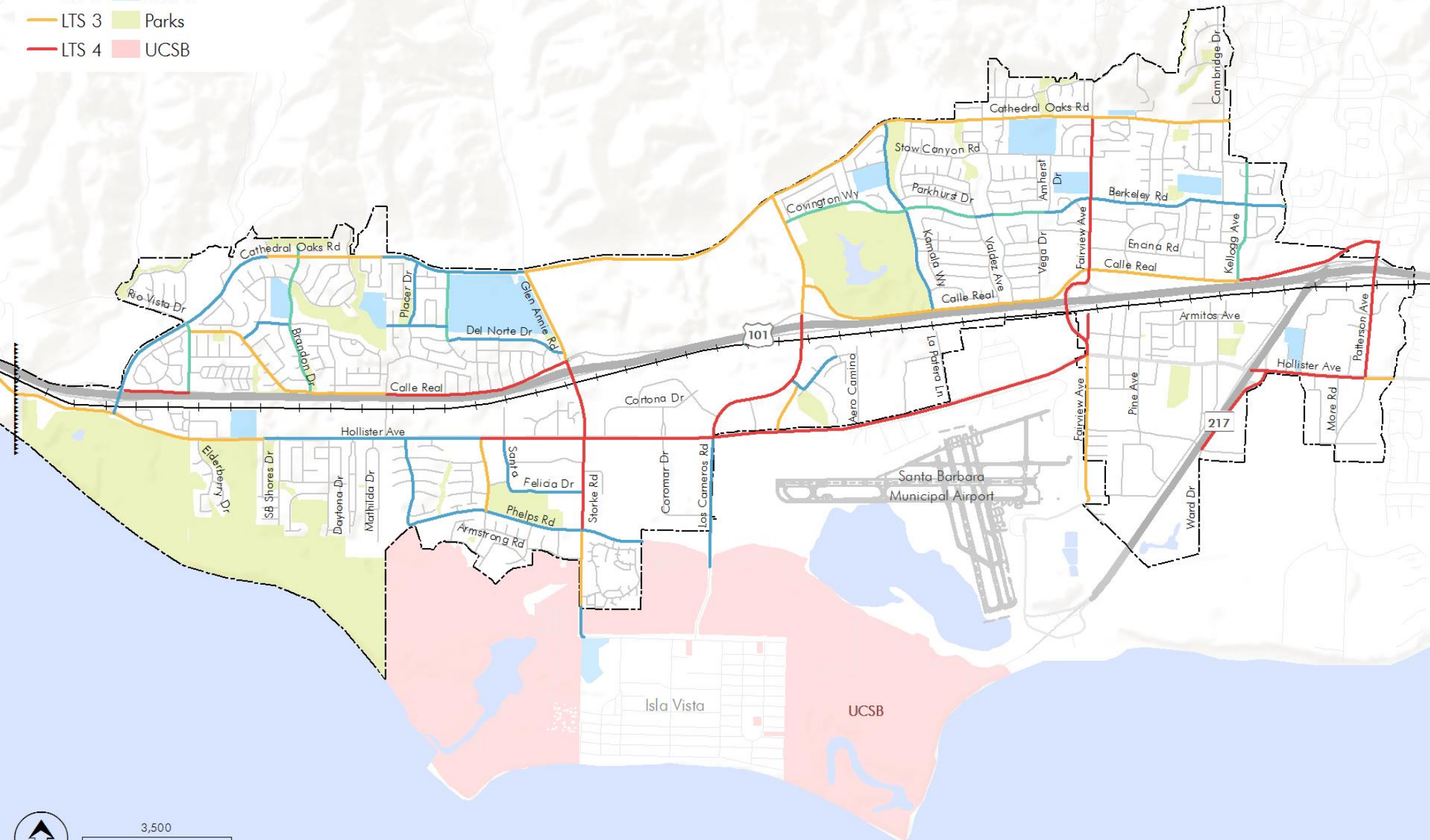
- **Most stressful**
- **Riding a bike is tolerated by the most experienced riders**

Speed Limit	Traffic Volume	Class II Bike Lane			Class III Shared Lane
		Number of Lanes			
		2	3	4+	2
≤ 25	≤ 2k	1	1	1	1
	2-5k	1	1	1	2
	>5k	1	2	2	2
30	≤ 2k	1	2	2	2
	2-5k	2	2	2	3
	>5k	2	3	3	3
35	≤ 2k	2	3	3	3
	2-5k	2	3	3	3
	>5k	3	3	4	4
≥ 40	≤ 2k	3	4	4	4
	2-5k	4	4	4	4
	>5k	4	4	4	4

ANALYSIS: BICYCLE LEVEL OF TRAFFIC STRESS

Bicycle Level of Traffic Stress

- LTS 1 City of Goleta
- LTS 2 School
- LTS 3 Parks
- LTS 4 UCSB



3,500

Feet

Visionary Improvements

- **Long-term Visionary Improvements**
- **Corridors**
- **US 101/UPRR Crossings**

Fairview Avenue/ US 101 Overpass Corridor



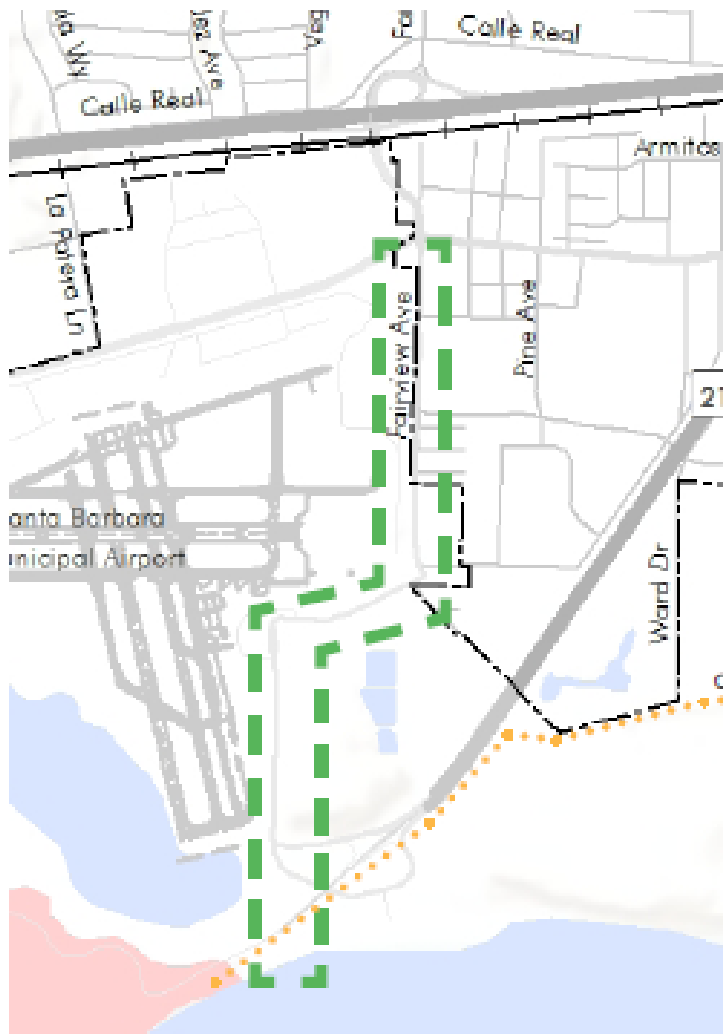
Storke Road Corridor



Goleta Loop



Fairview/Goleta Beach Corridor



Calle Real Corridor

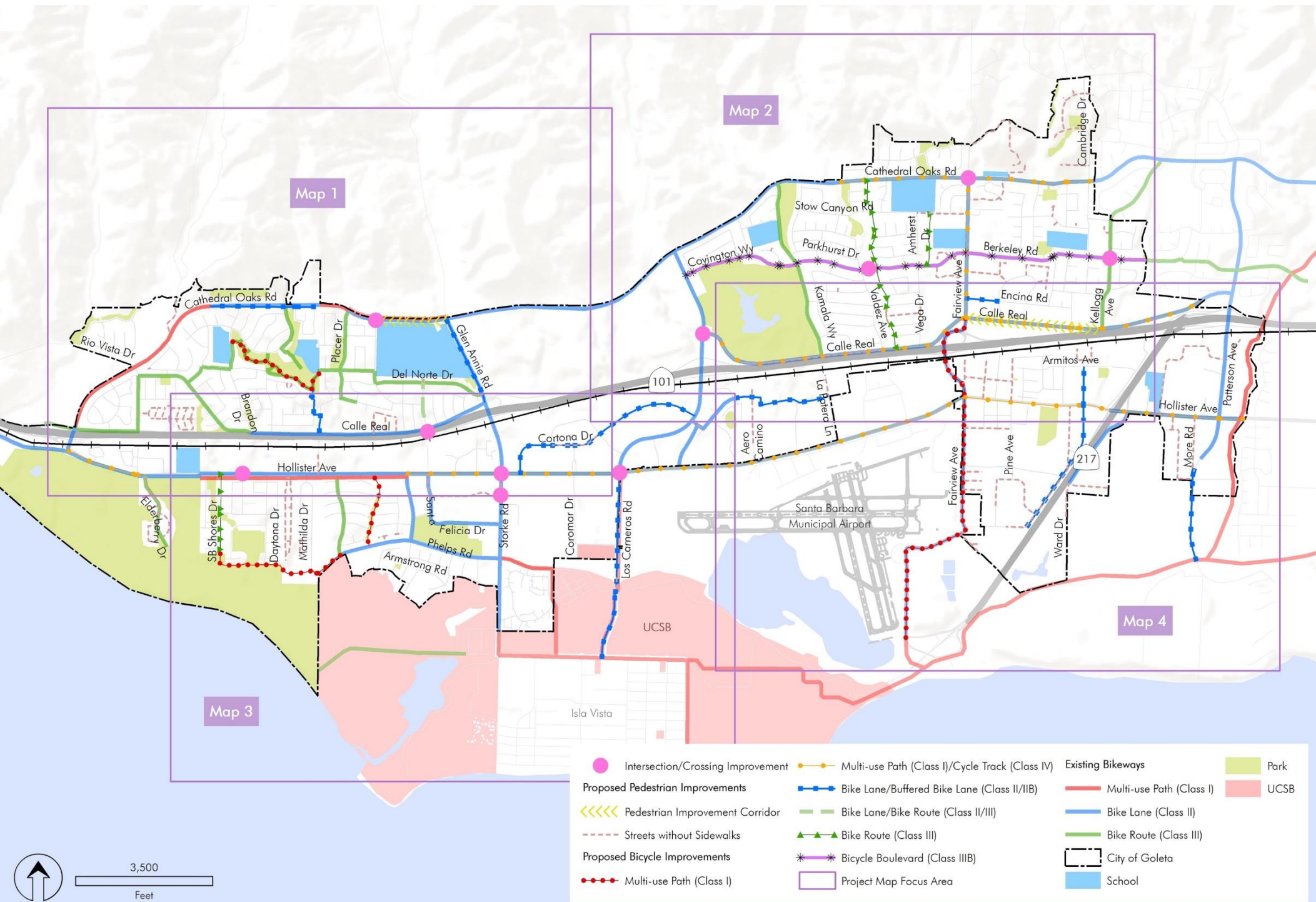


Railroad Multi-use Path



Potential Project Improvements

RECOMMENDATIONS: CITY-WIDE PROJECT KEY MAP

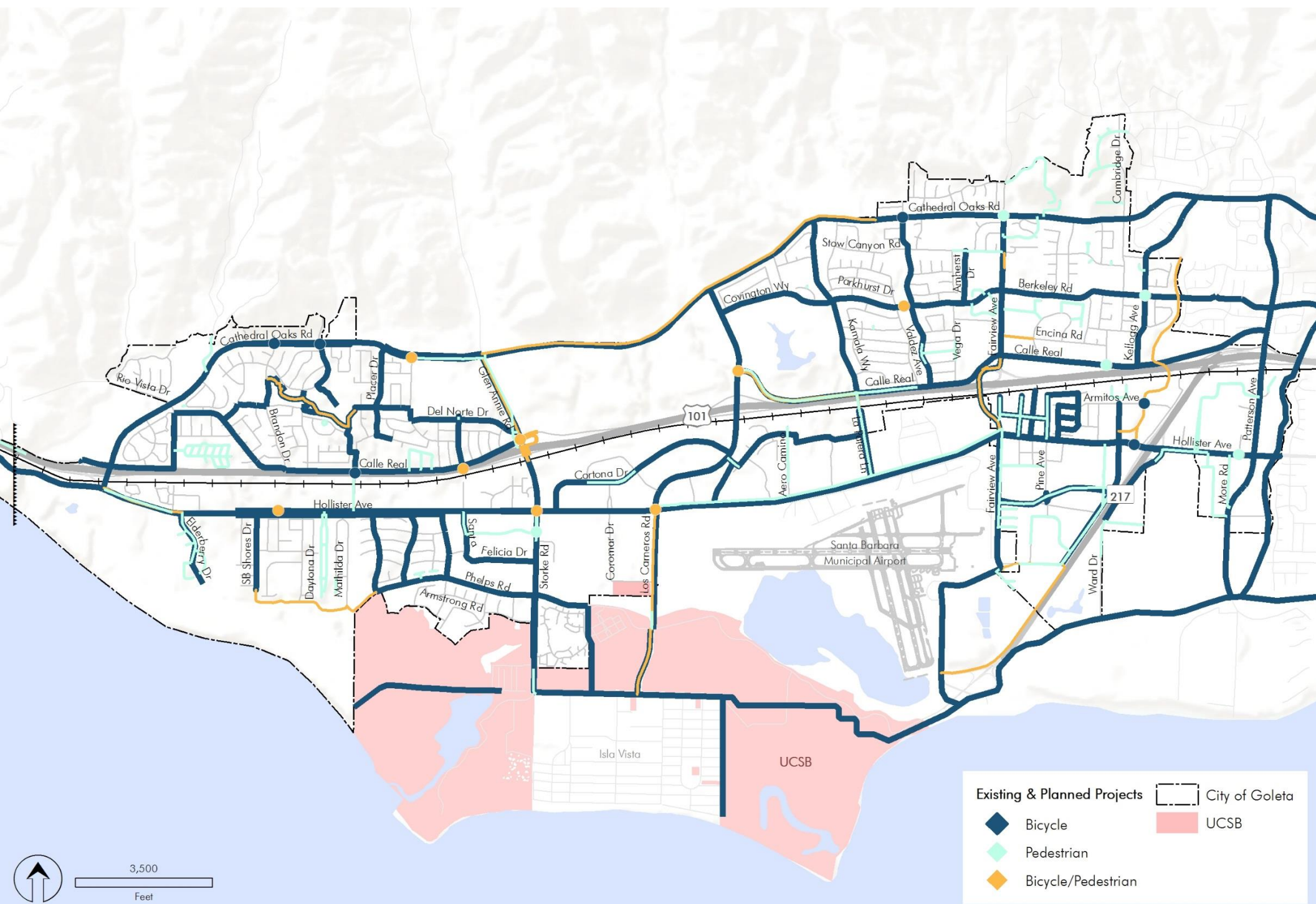


Prioritization Process

- Number of Attractors (points of interest)
- Number of Schools
- Number of Parks
- Reported Collisions
- Public Transportation to Work
- Walk to Work
- Bike to Work
- Households Without Vehicles
- 2010 Population Density (Residents/acre)
- 2010 Employment Density (Employed per Residents 16)
- Seniors over 65
- Active Transportation Network/ Gap Closure
- Number of Comments Received from
- Community Engagement Process
- Grant Competitiveness

Recommended Future Network

RECOMMENDATIONS: FUTURE NETWORK



Draft Policies

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.

Goal 2: Design and Walkway Maintenance

Continue designing a walking and bicycling infrastructure that meets the needs of all users of all ages and abilities.

Goal 3: Network Maintenance

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

Goal 4: Bicyclist and Walker Safety

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

Goal 5: Bicycling and Walking Support Resources

Develop bicycling and walking resources that meet both commuter and recreation needs.

Goal 6: Bicycle 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.

Goal 7: Bicycle and Pedestrian Project Partnering and Funding

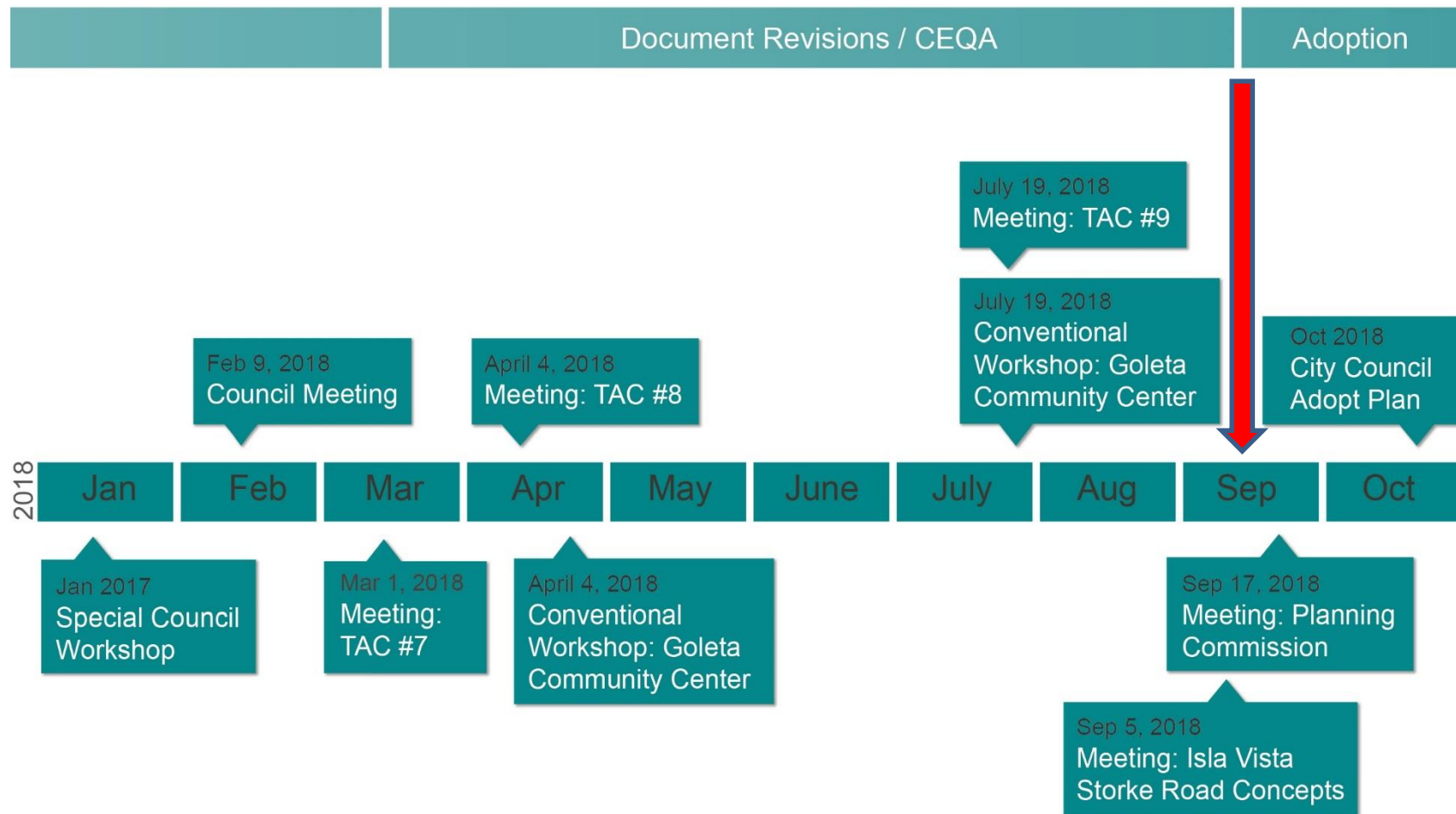
Coordinate City bicycle and pedestrian improvement plans with interagency transportation plans and funding programs.

Goal 8: Economic Growth

Promote inclusive and sustainable economic growth and tourism by developing bicycle and walking facilities and improving existing infrastructure in commercial and tourist areas.

Next Steps

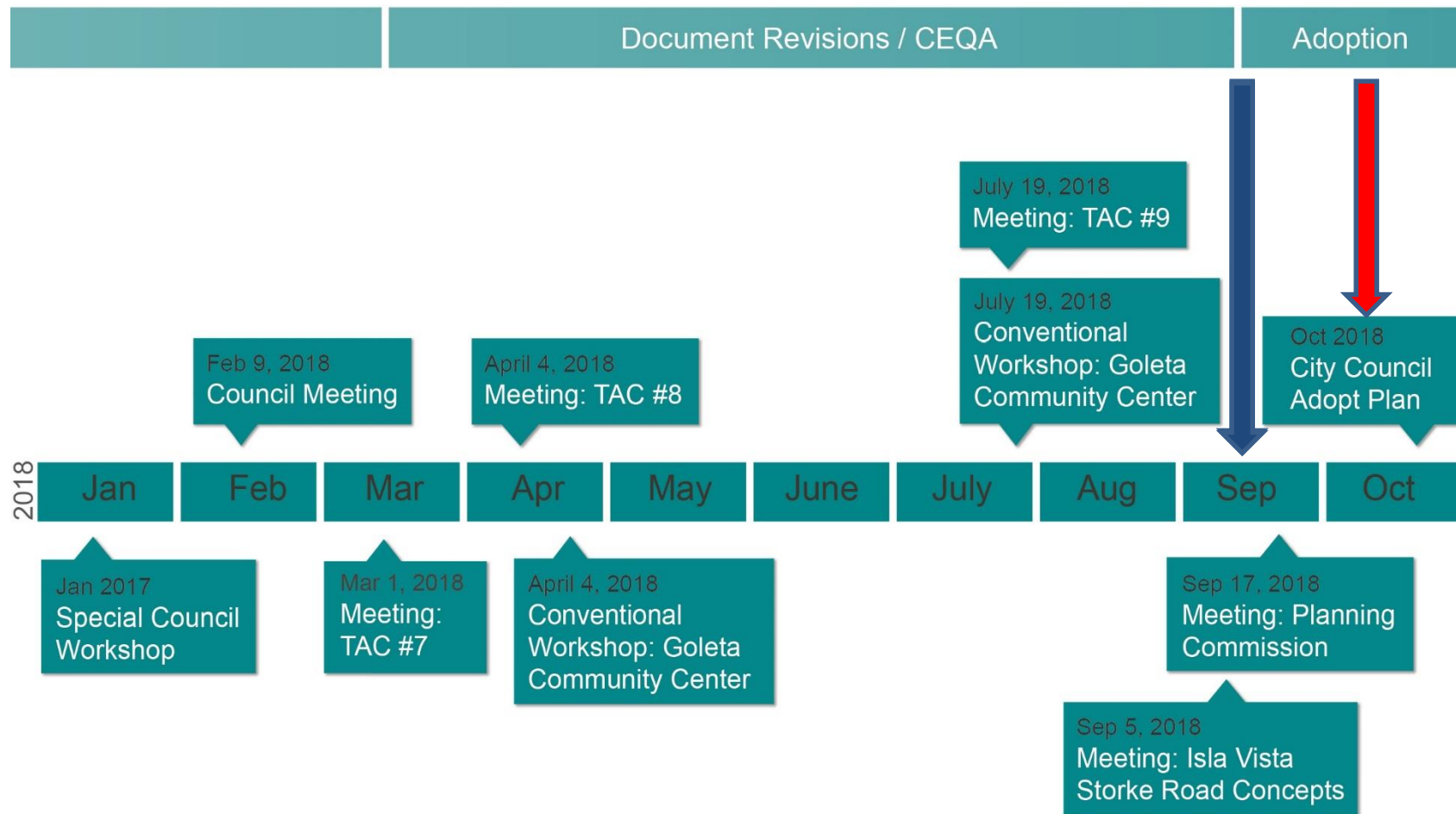
NEXT STEPS



Planning Commission Resolution:

“A Resolution of the Planning Commission of the City of Goleta, California, Recommending that the City Council Adopt the City of Goleta Bicycle and Pedestrian Master Plan.

NEXT STEPS



- Council Adoption – this fall

A stylized, light gray map of Goleta, California, showing the coastline, major roads, and neighborhood boundaries. The map is partially obscured by a blue banner at the top and a blue box in the center.

City of Goleta Bicycle and Pedestrian Master Plan

Draft Recommendations

QUESTIONS?

DEMOGRAPHIC DATA

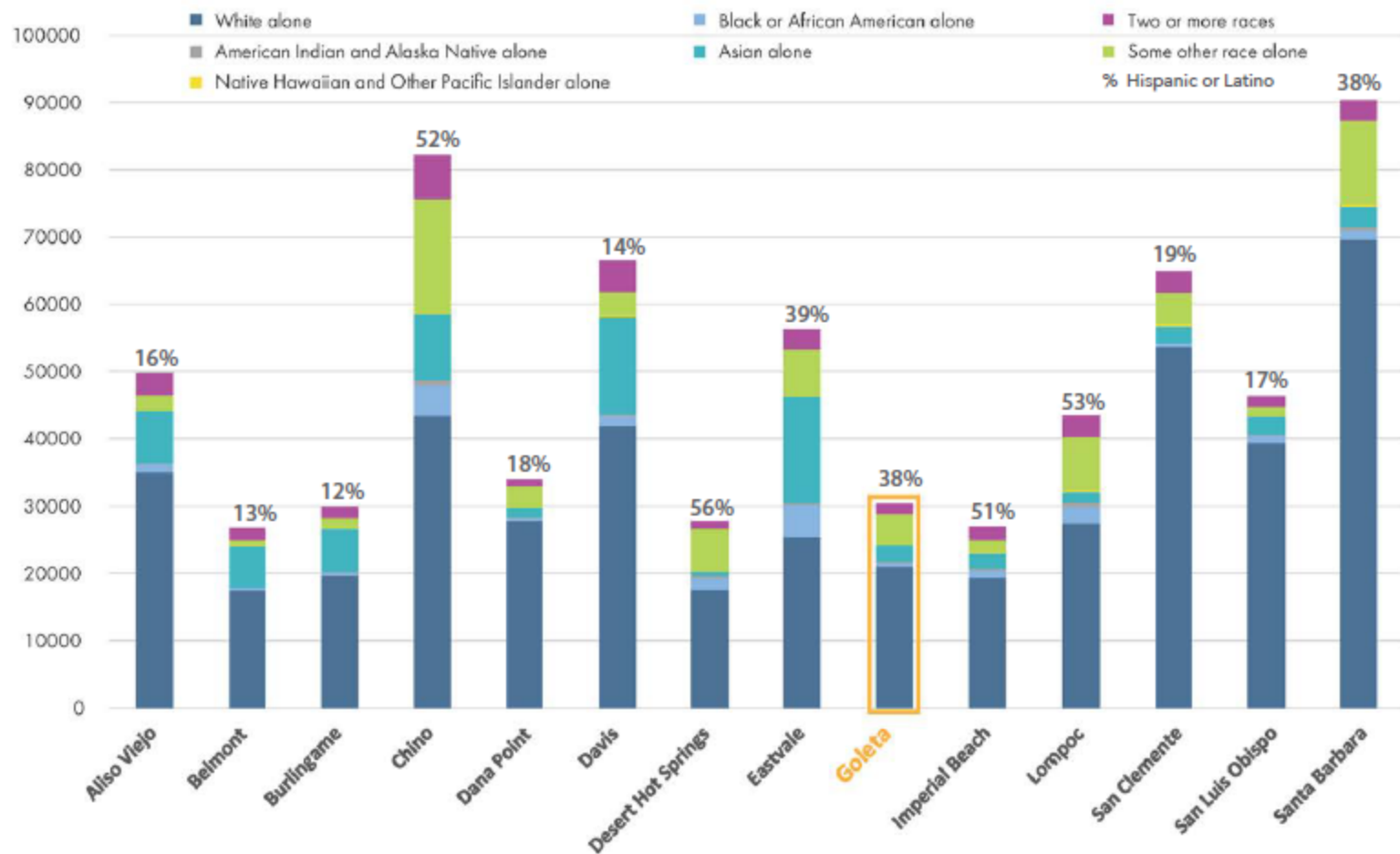
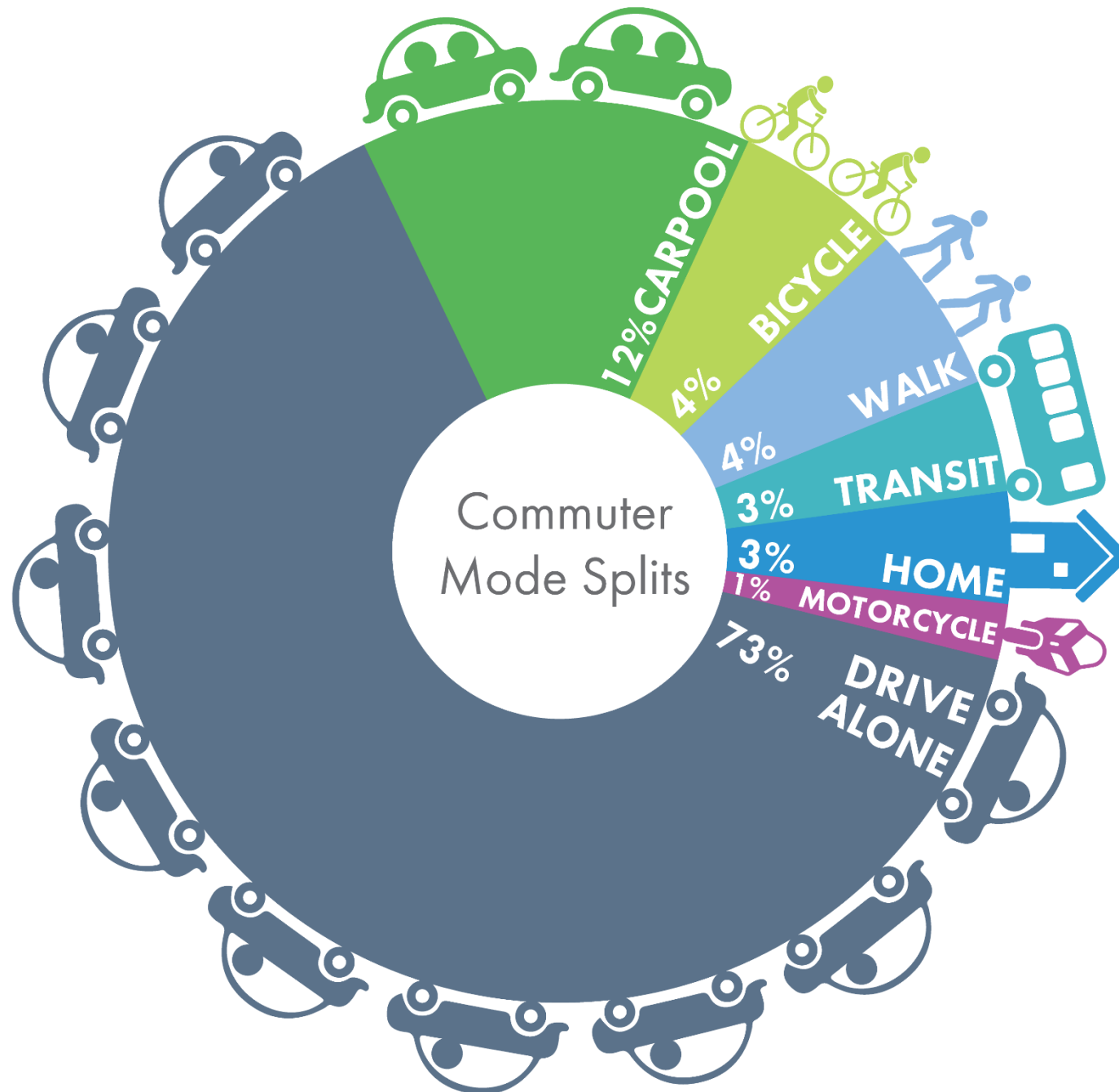


Figure 2-13: Facility Comparison - Race

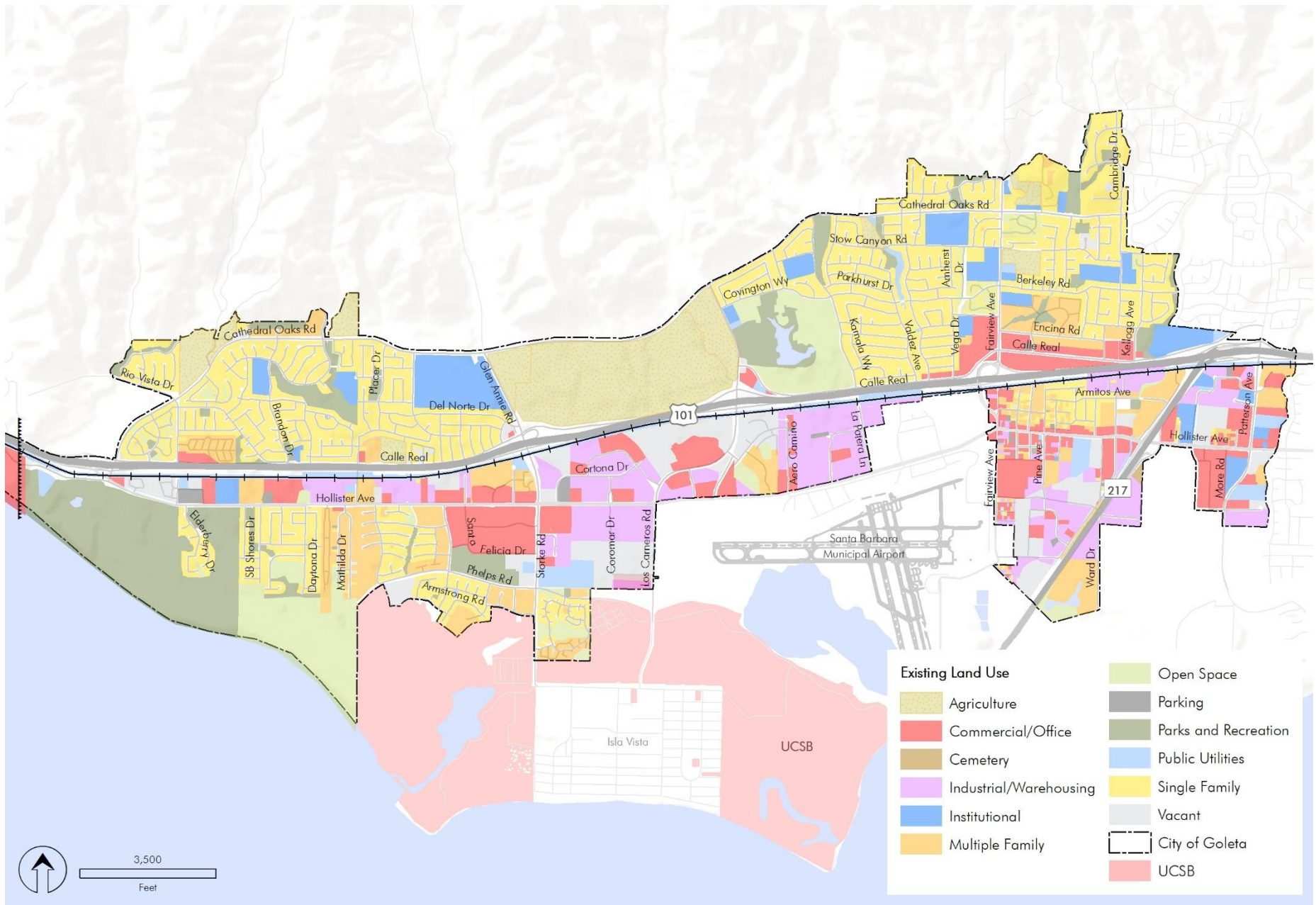
COMMUTER MODE SPLIT



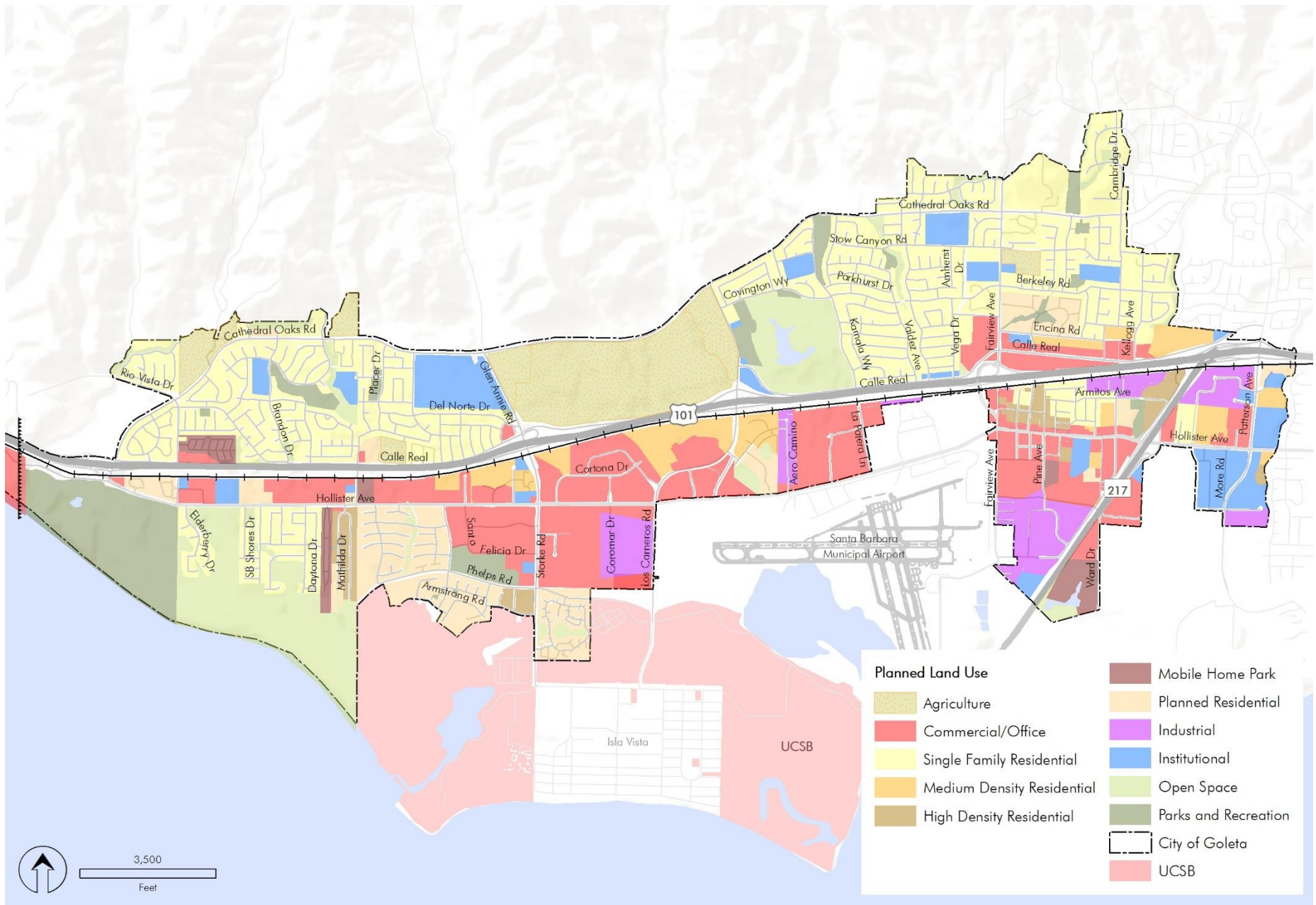
Existing Conditions

- **Land Use** (*Existing and planned*)
- **Activity Centers** (*Typical and specific to Goleta*)
- **Street Classification** (*Roadway types, ADTs, speed limits*)
- **Mobility Barriers** (*Bicycle and pedestrian travel barriers*)
- **Bicycling Mode Share** (*US Census, Strava®, other sources*)
- **Walking Mode Share** (*US Census*)
- **Public Transit Mode Share** (*MTD routes and boarding/alighting data*)
- **Personal Vehicle Availability** (*US Census*)
- **School Zone Infrastructure** (*Bicycle/pedestrian facilities around schools*)
- **Population and Employment** (*US Census*)
- **Income** (*Household income: US Census*)
- **Age Stratification** (*Age density patterns: US Census*)

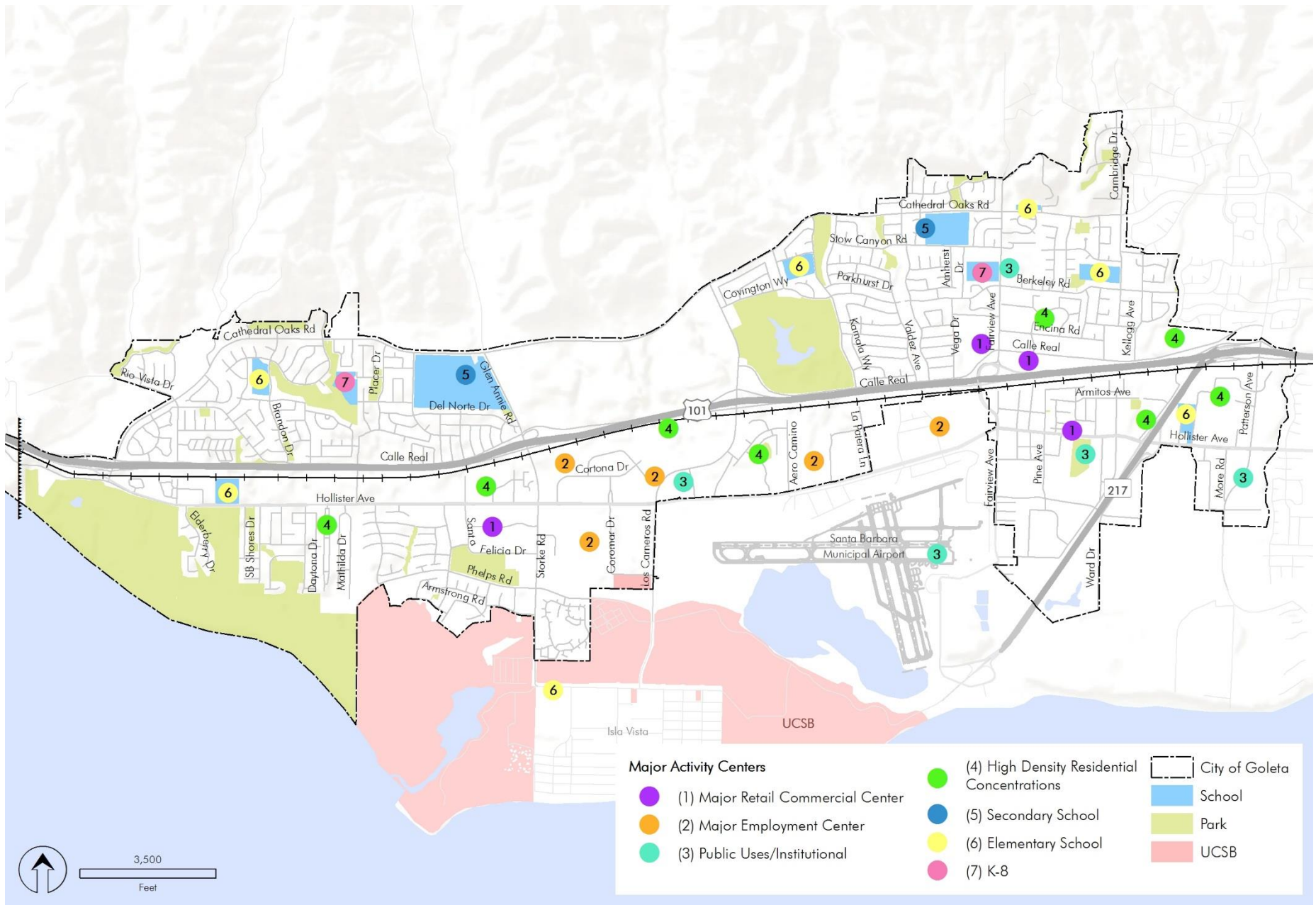
EXISTING LAND USE



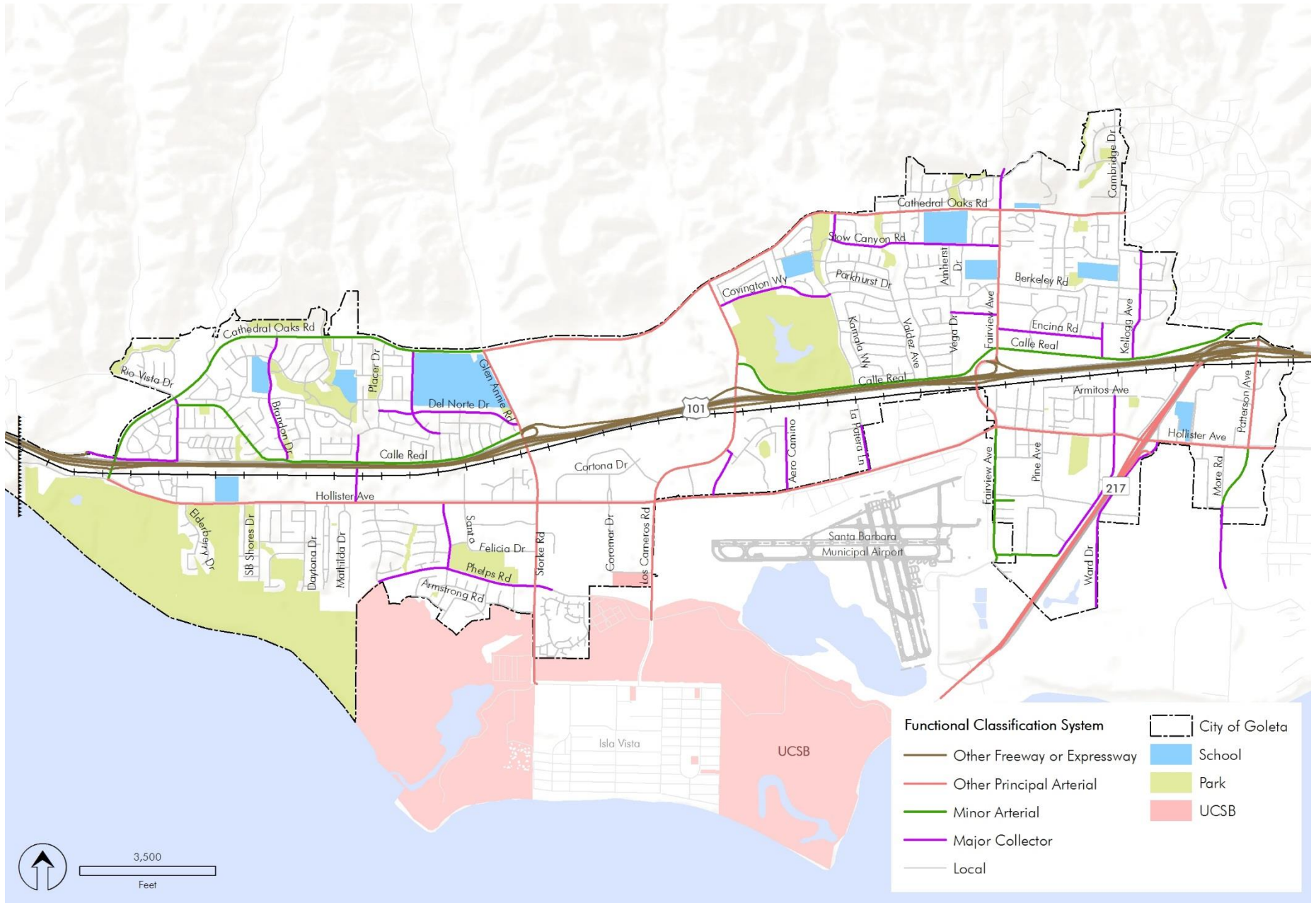
PLANNED LAND USE



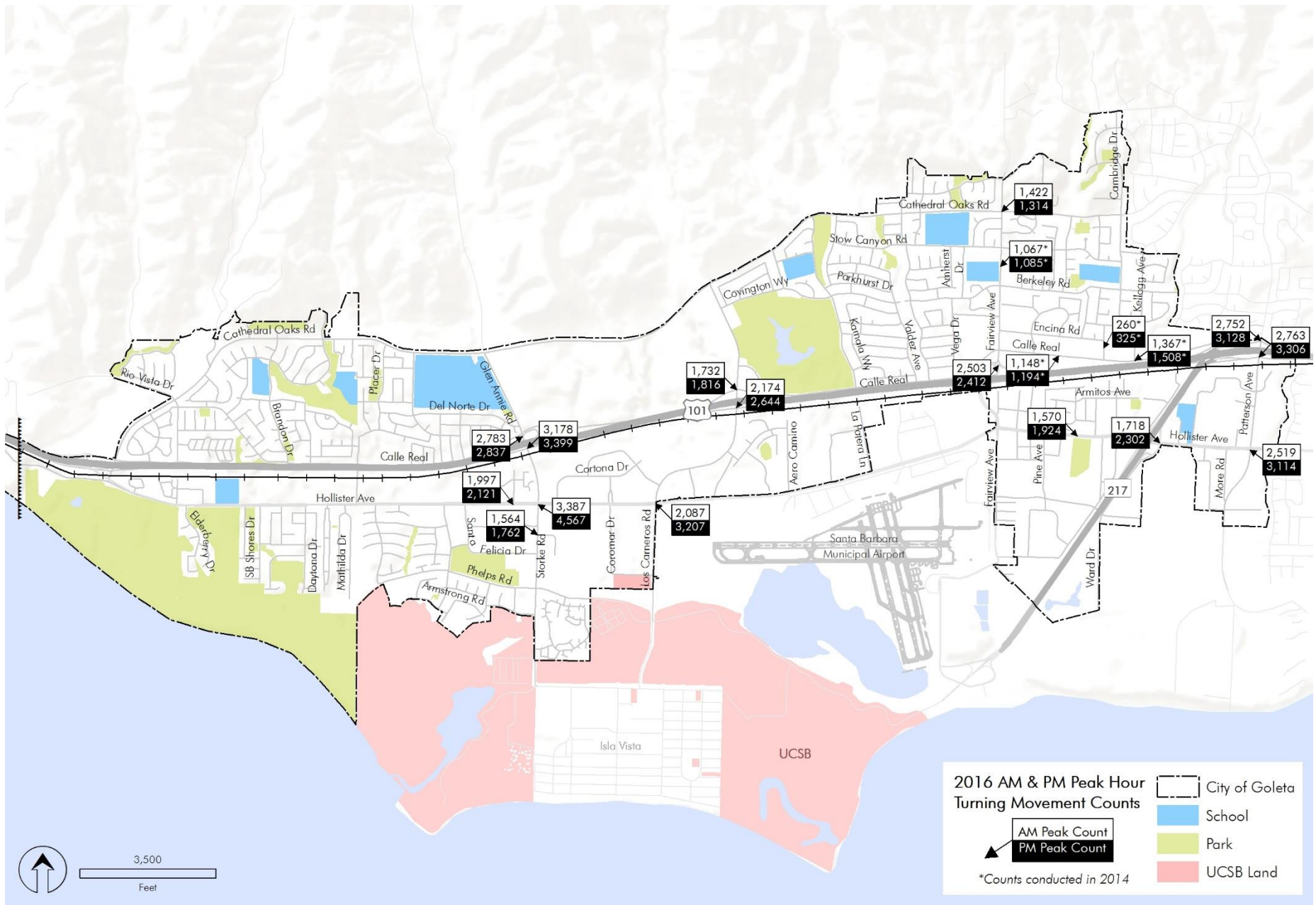
ACTIVITY CENTERS



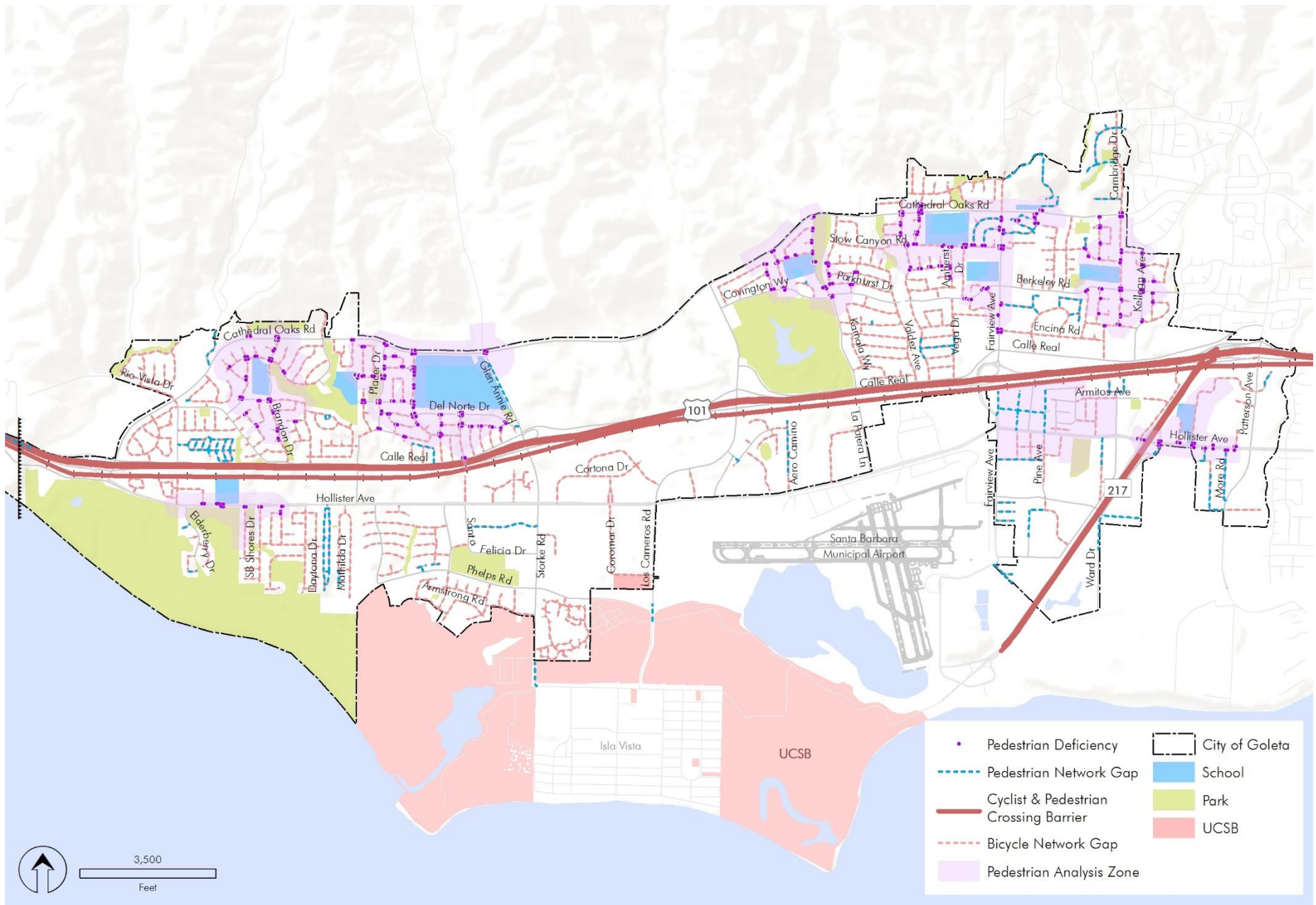
STREET CLASSIFICATIONS



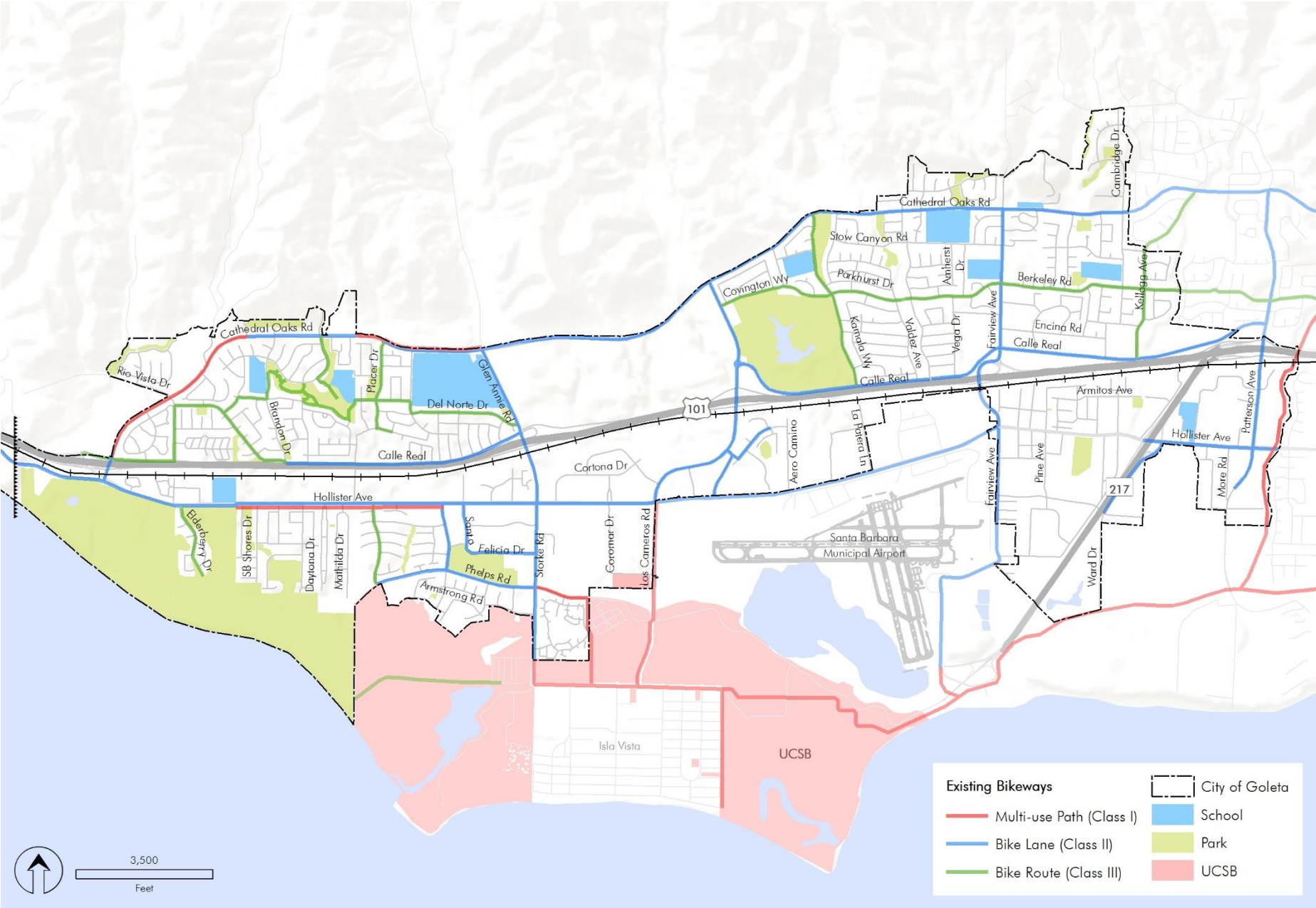
TRAFFIC VOLUMES



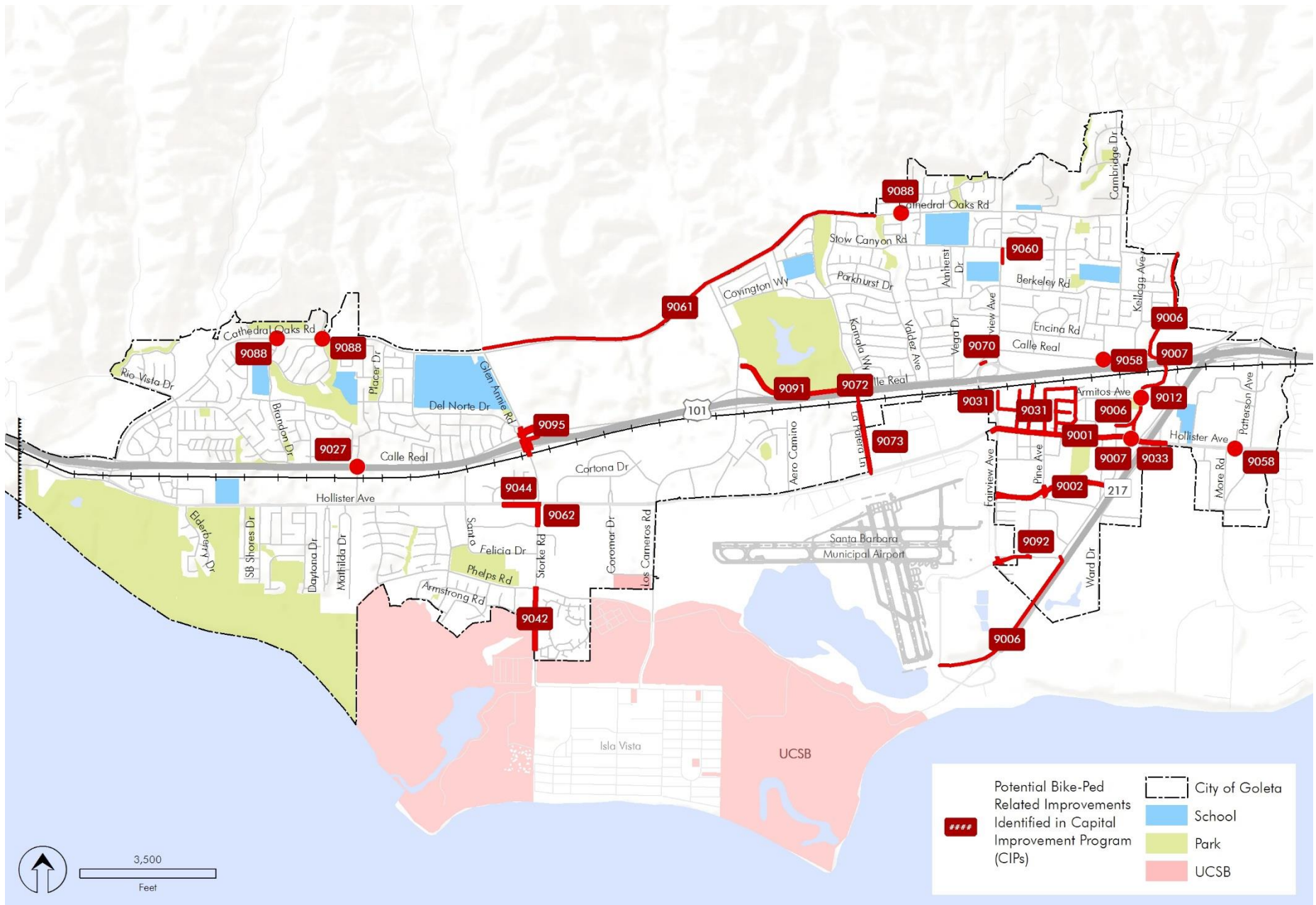
SCHOOL ZONE INFRASTRUCTURE



EXISTING BICYCLE INFRASTRUCTURE



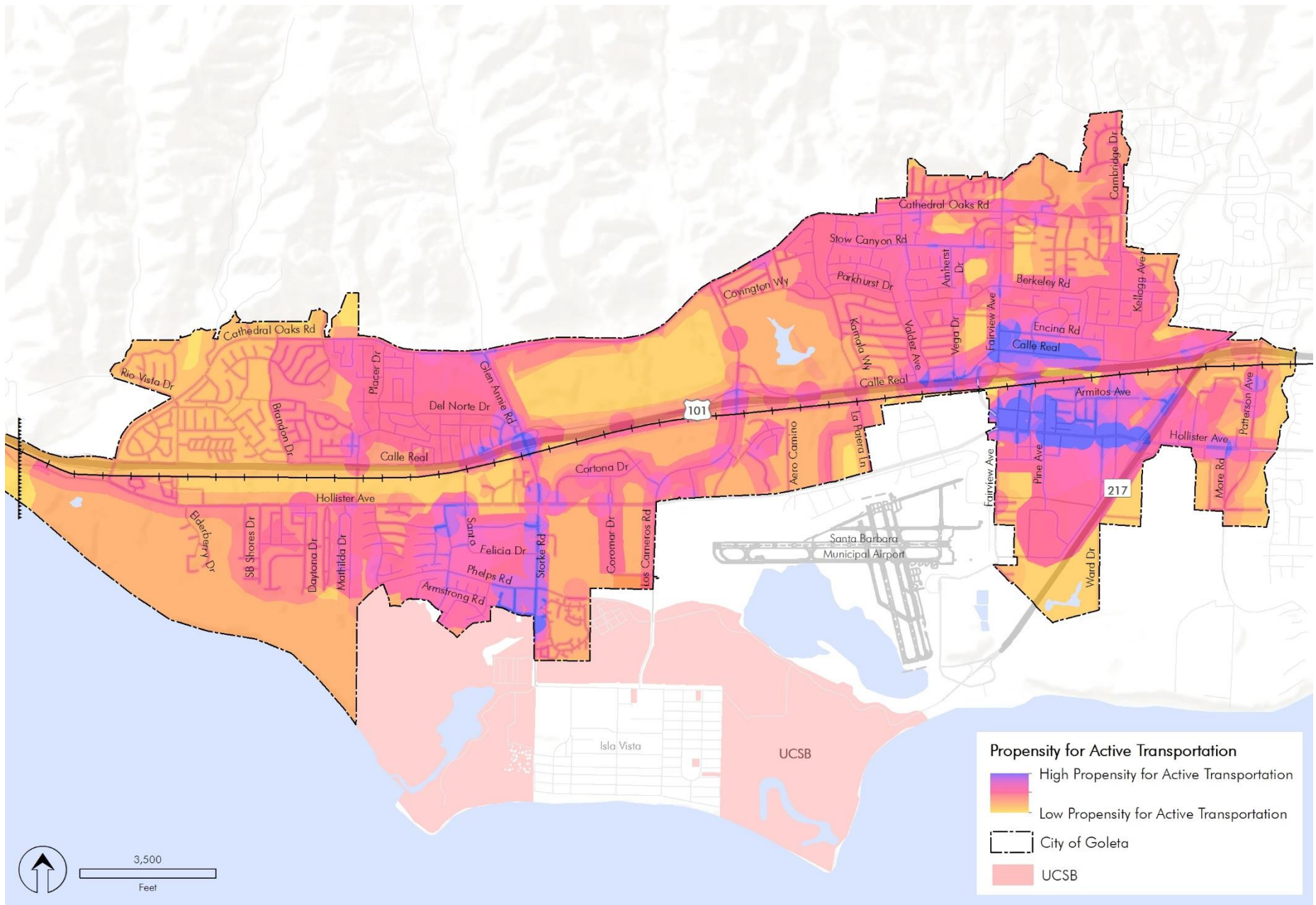
PREVIOUSLY PROPOSED BICYCLE/PEDESTRIAN FACILITIES (CIPS)



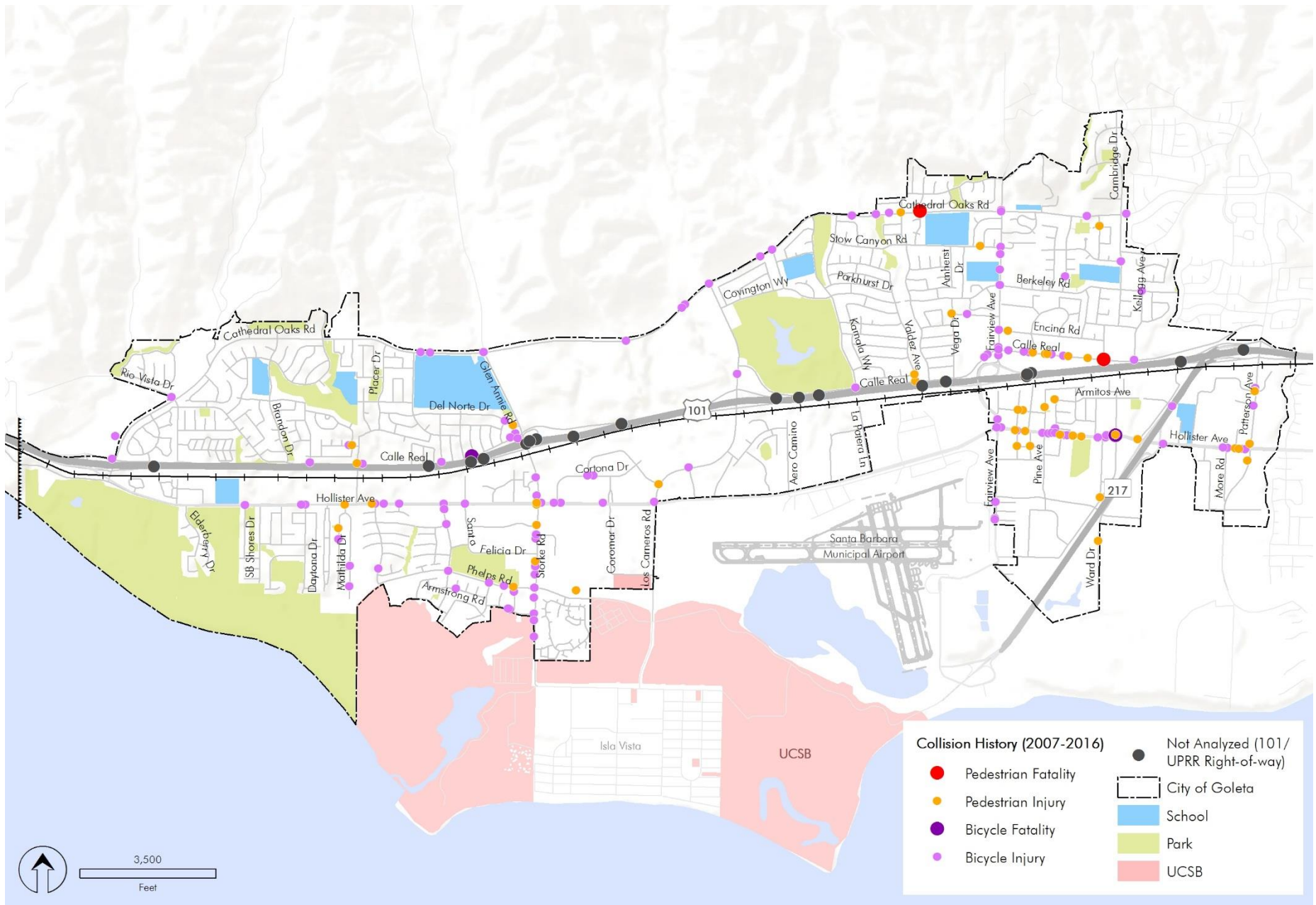
Analysis

- **Bicycle and Pedestrian Propensity** (*GIS modeling/analysis*)
- **Bicycle and Pedestrian Collisions** (*SWITRS, TIMS, Sheriff*)
- **Gap Analysis** (*Barriers to bicyclist and pedestrian travel*)
- **Demographic Trends** (*Population, ethnicity, age trends: US Census*)

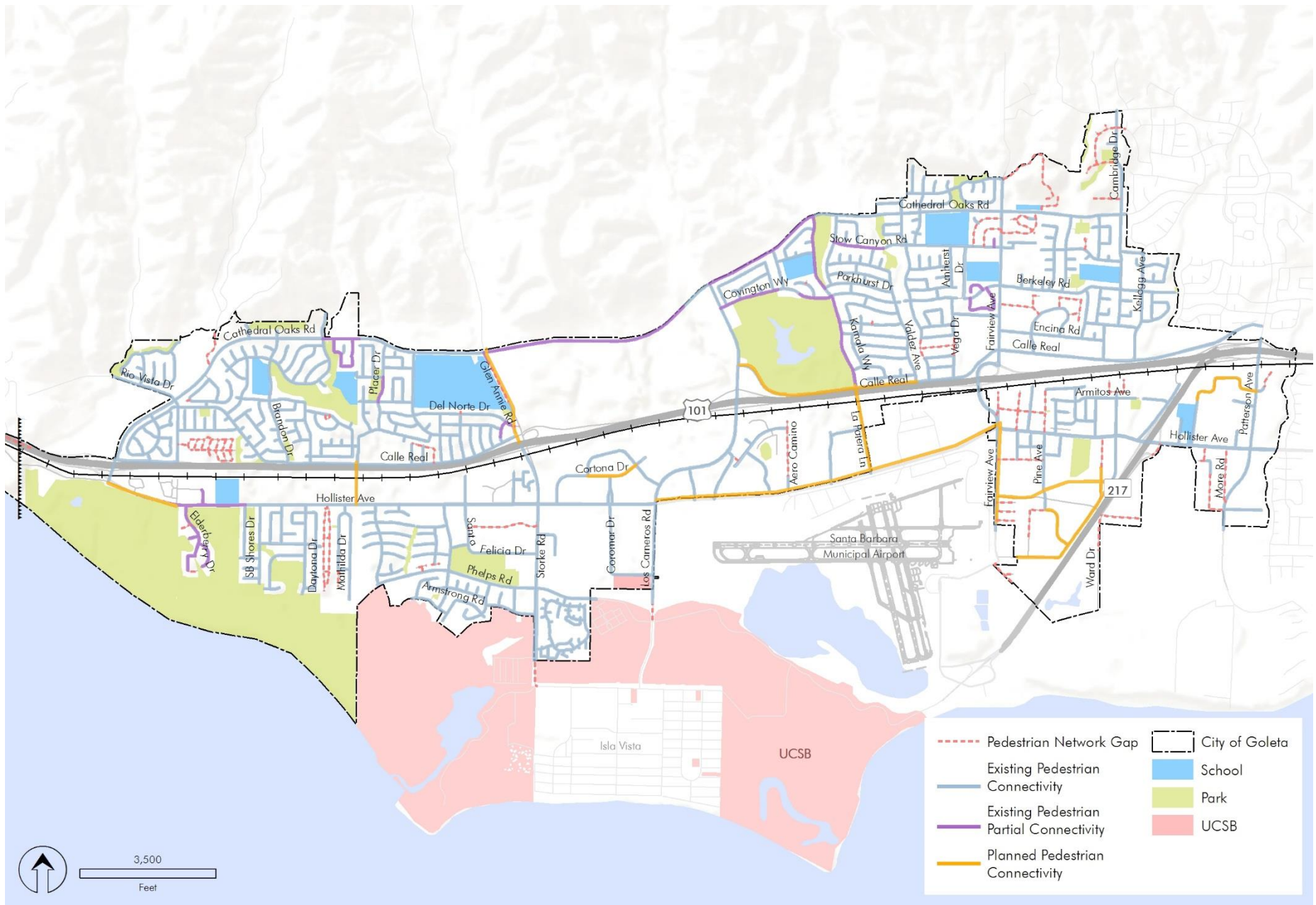
BICYCLIST AND PEDESTRIAN PROPENSITY



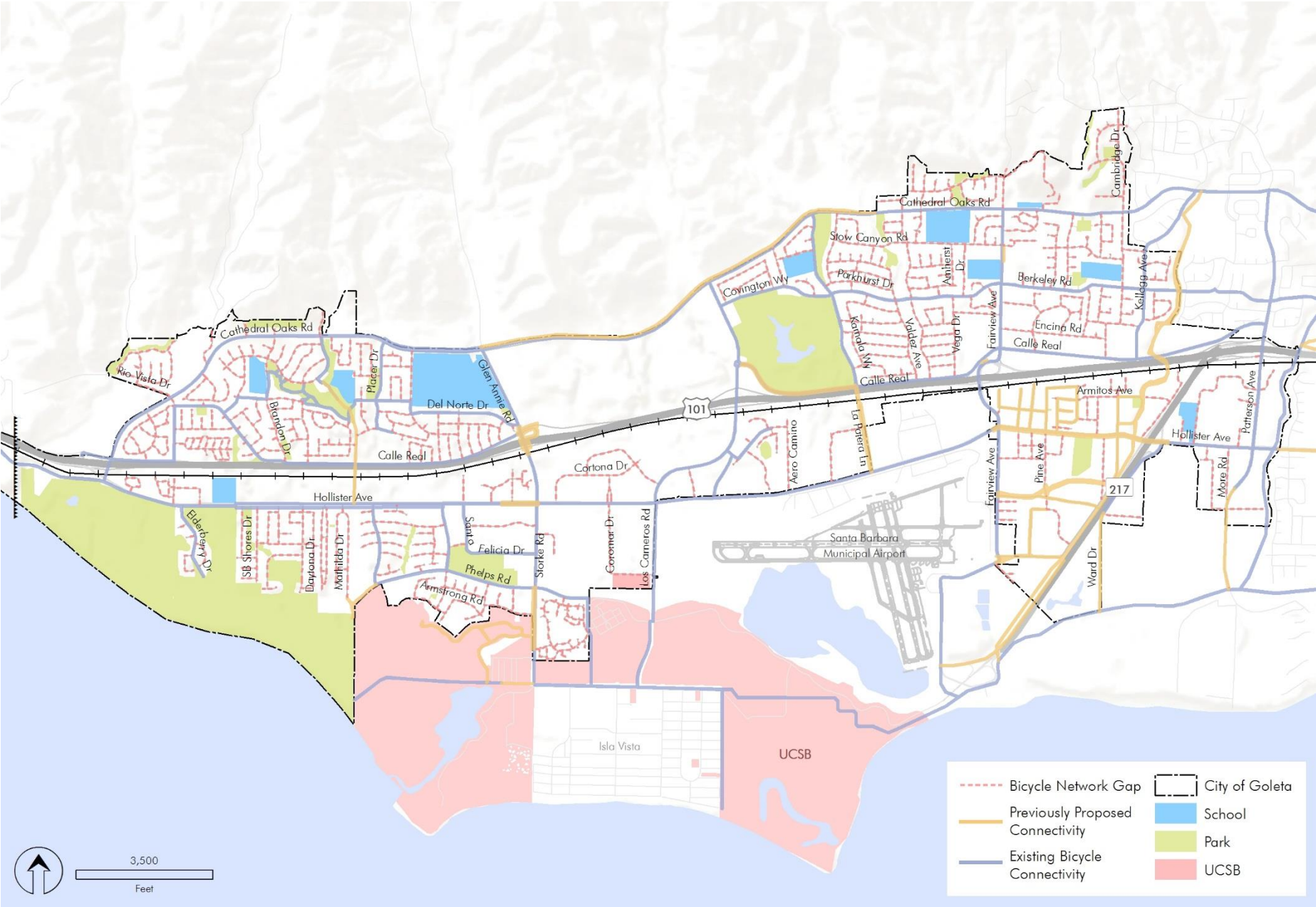
BICYCLE AND PEDESTRIAN COLLISIONS



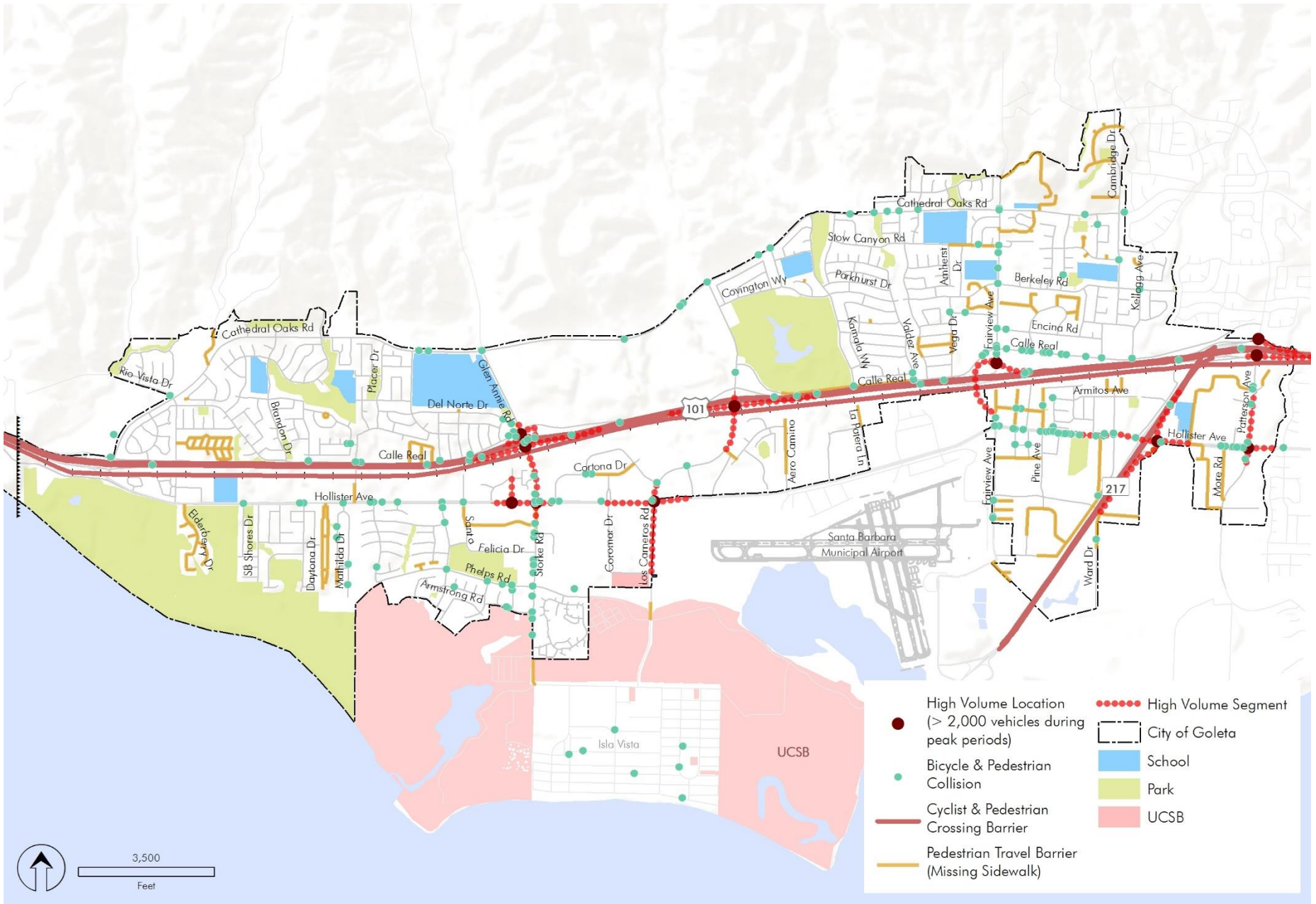
PEPDESTRIAN GAP ANAYLSIS



BICYCLE GAP ANALYSIS

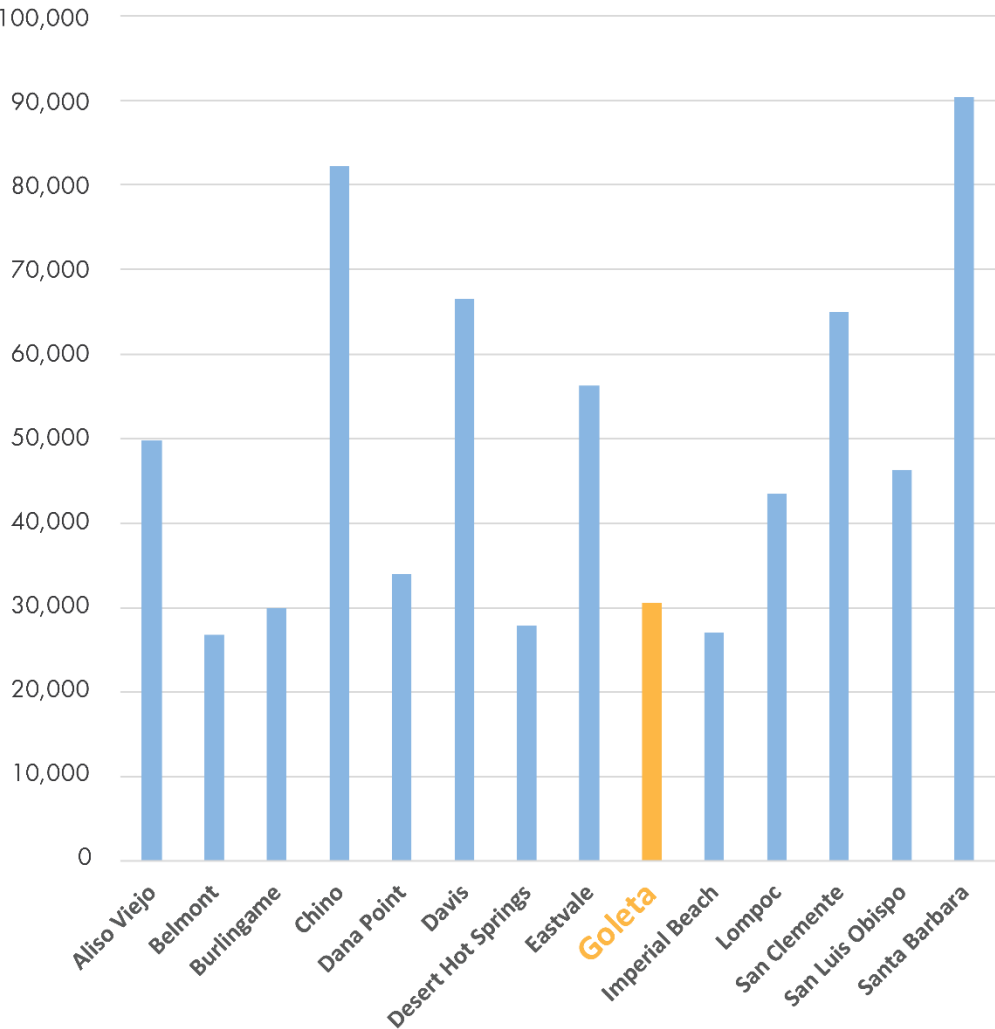


MOBILITY BARRIERS

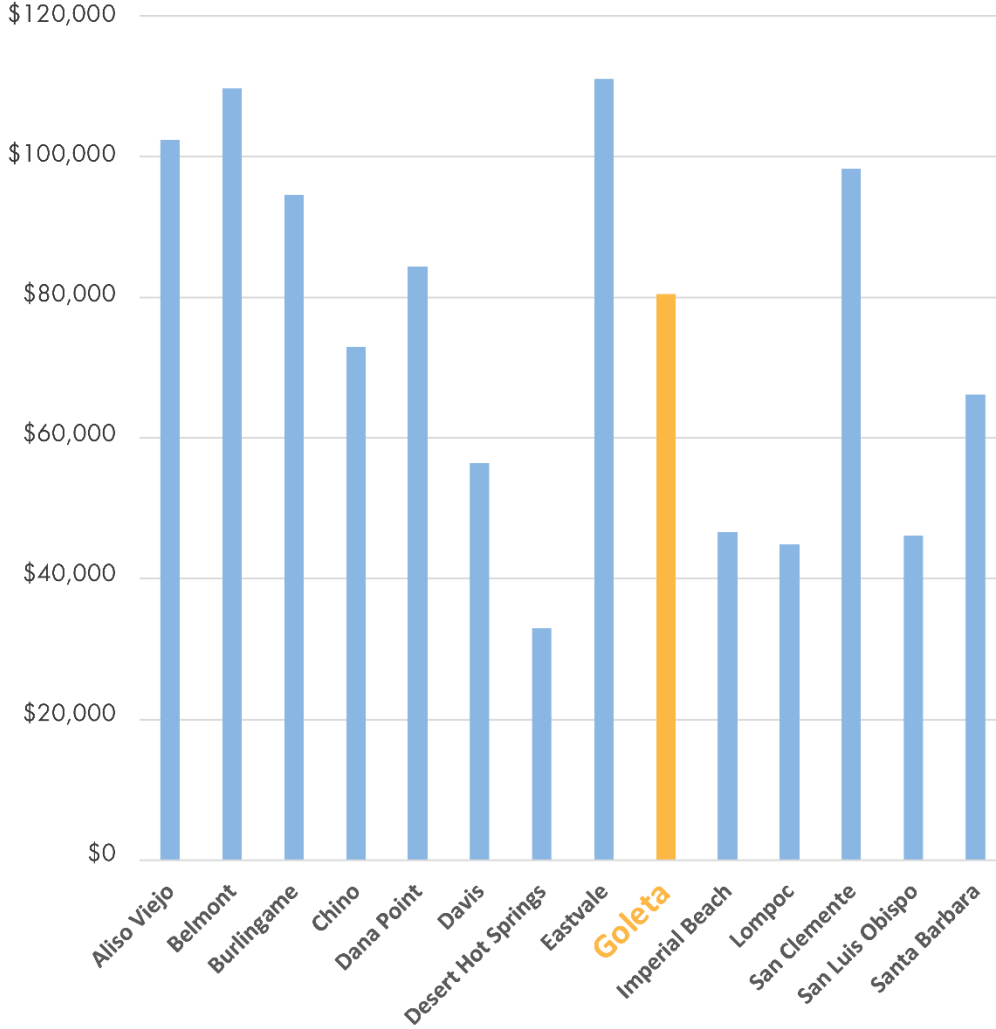


DEMOGRAPHIC TRENDS

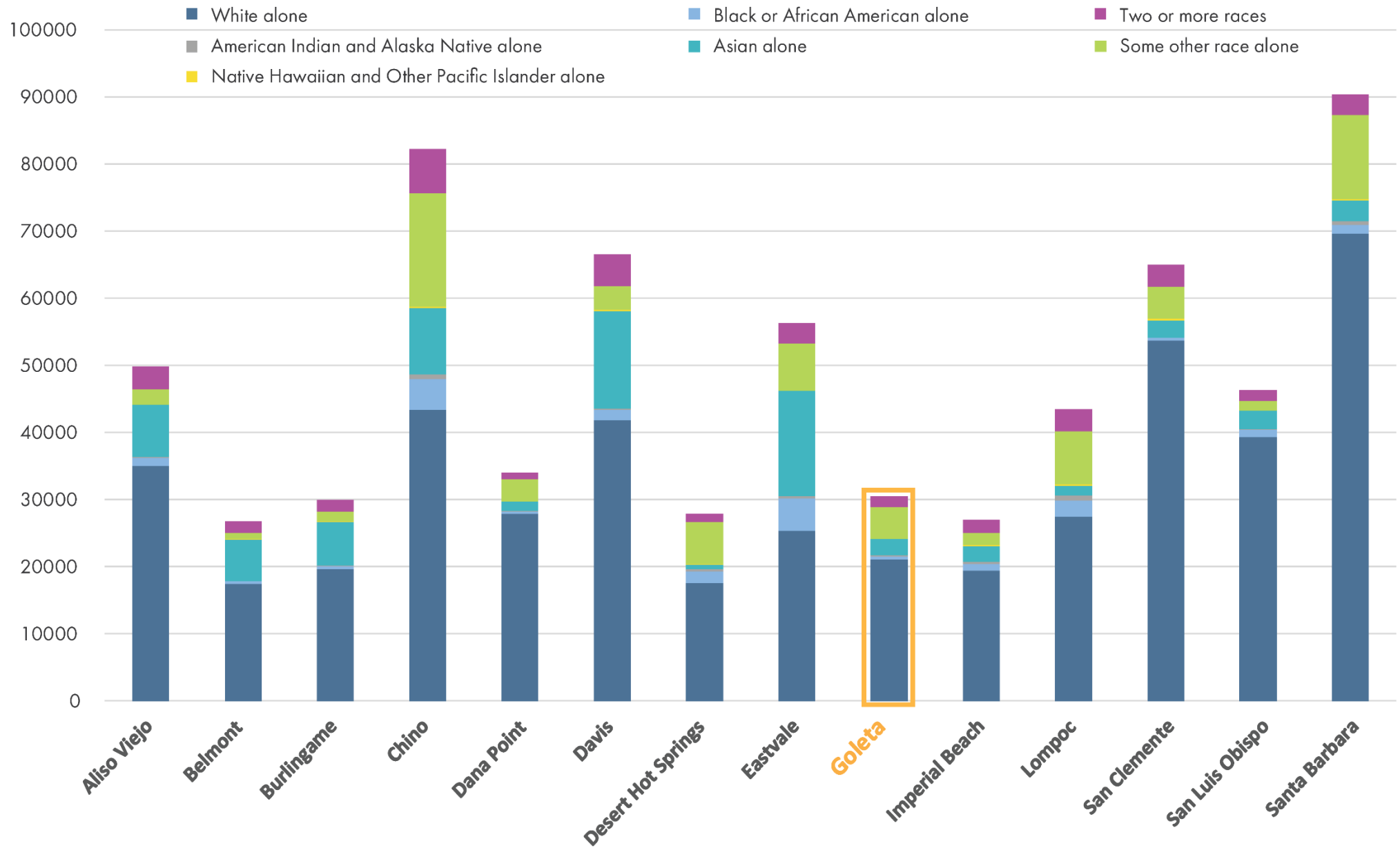
Population



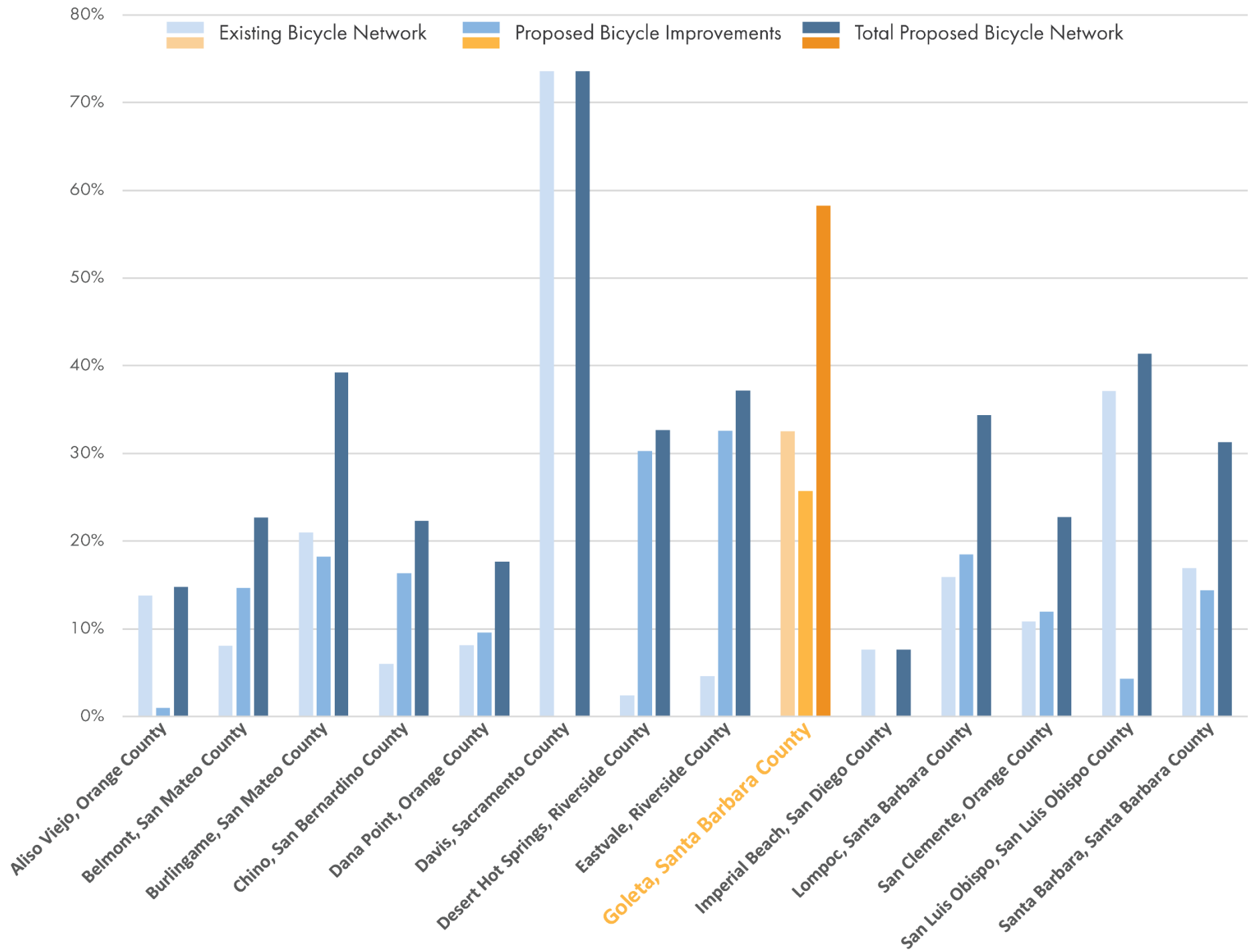
Household Income



ETHNICITY



BICYCLE NETWORK COVERAGE



Types of Bicycle Treatments

Class I: Multi-Use Path



Class II: Bicycle Lane



Class IIB: Buffered Bicycle Lane



Class III: Bicycle Route



Class IV: Cycletrack



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.

RECOMMENDATIONS: NORTHWEST

Proposed Pedestrian Improvements

<<#>> Pedestrian Improvement Corridor

--- Streets without Sidewalks

Existing Bikeways

— Multi-use Path (Class I)

— Bike Lane (Class II)

— Bike Route (Class III)

Intersection/Crossing Improvement

Proposed Bicycle Improvements

•#• Multi-use Path (Class I)

•# Multi-use Path (Class I)/Cycle Track (Class IV)

•# Bike Lane/Buffered Bike Lane (Class II/IIB)

•# Bike Lane/Bike Route (Class II/III)

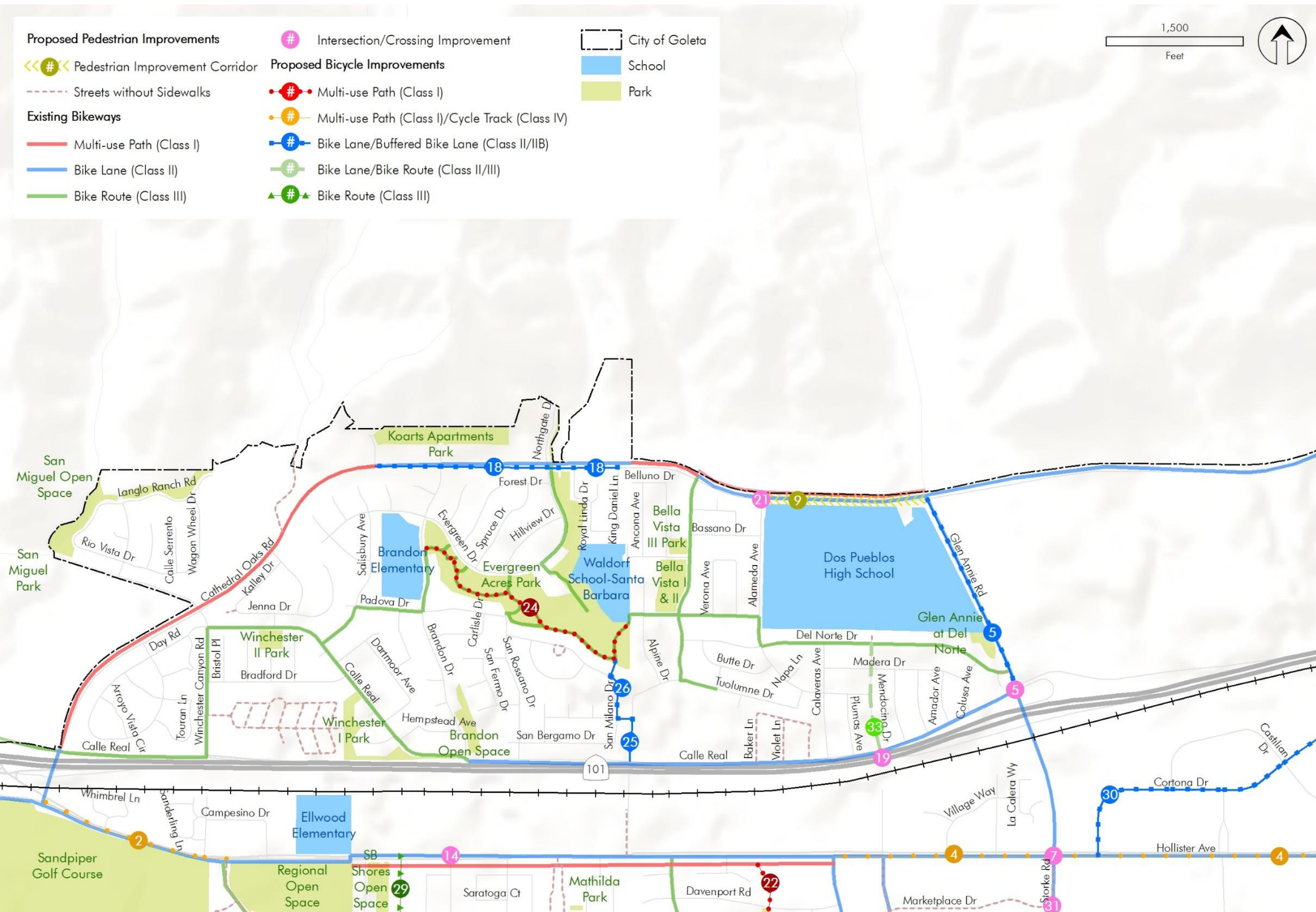
▲#▲ Bike Route (Class III)

City of Goleta

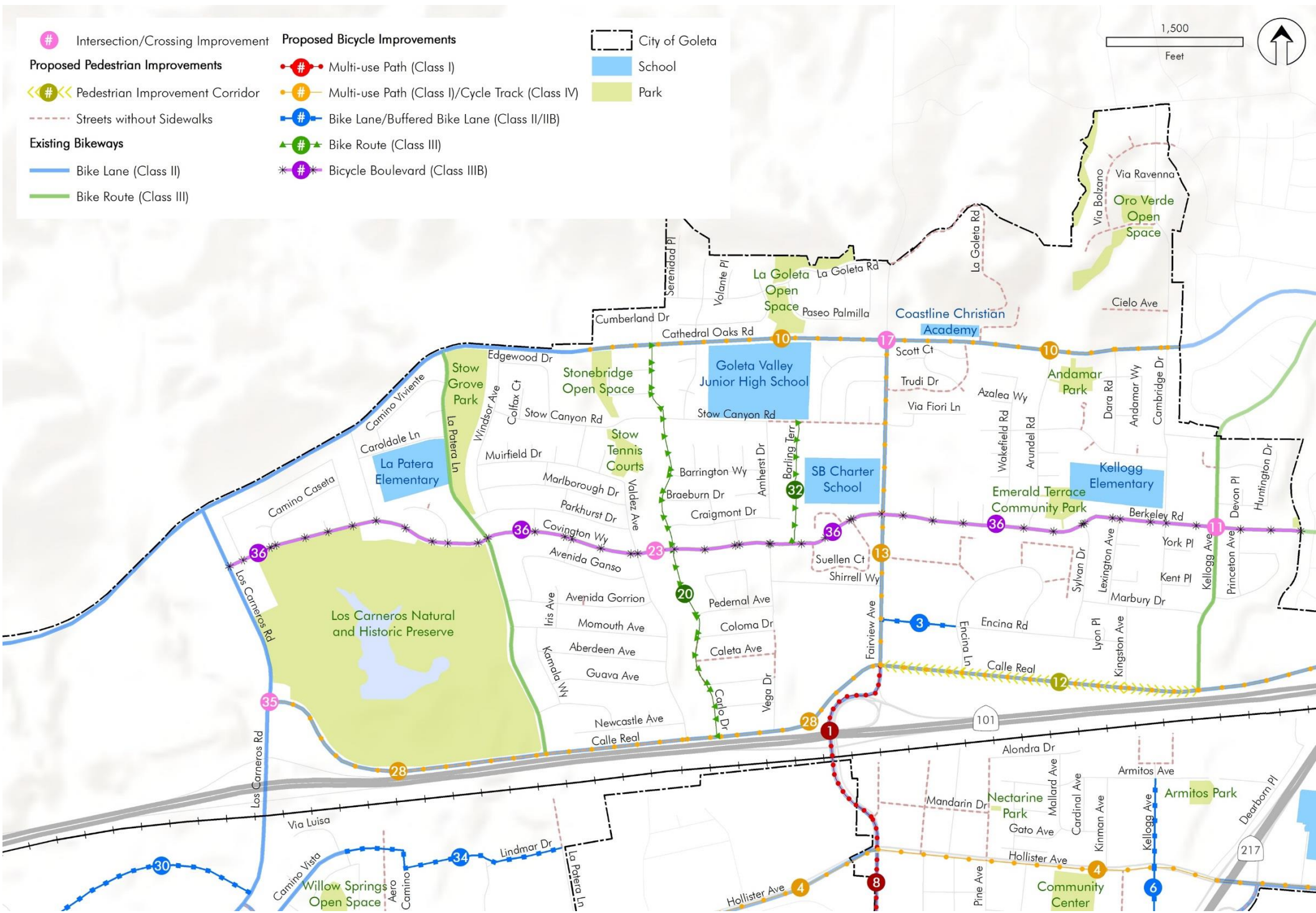
School

Park

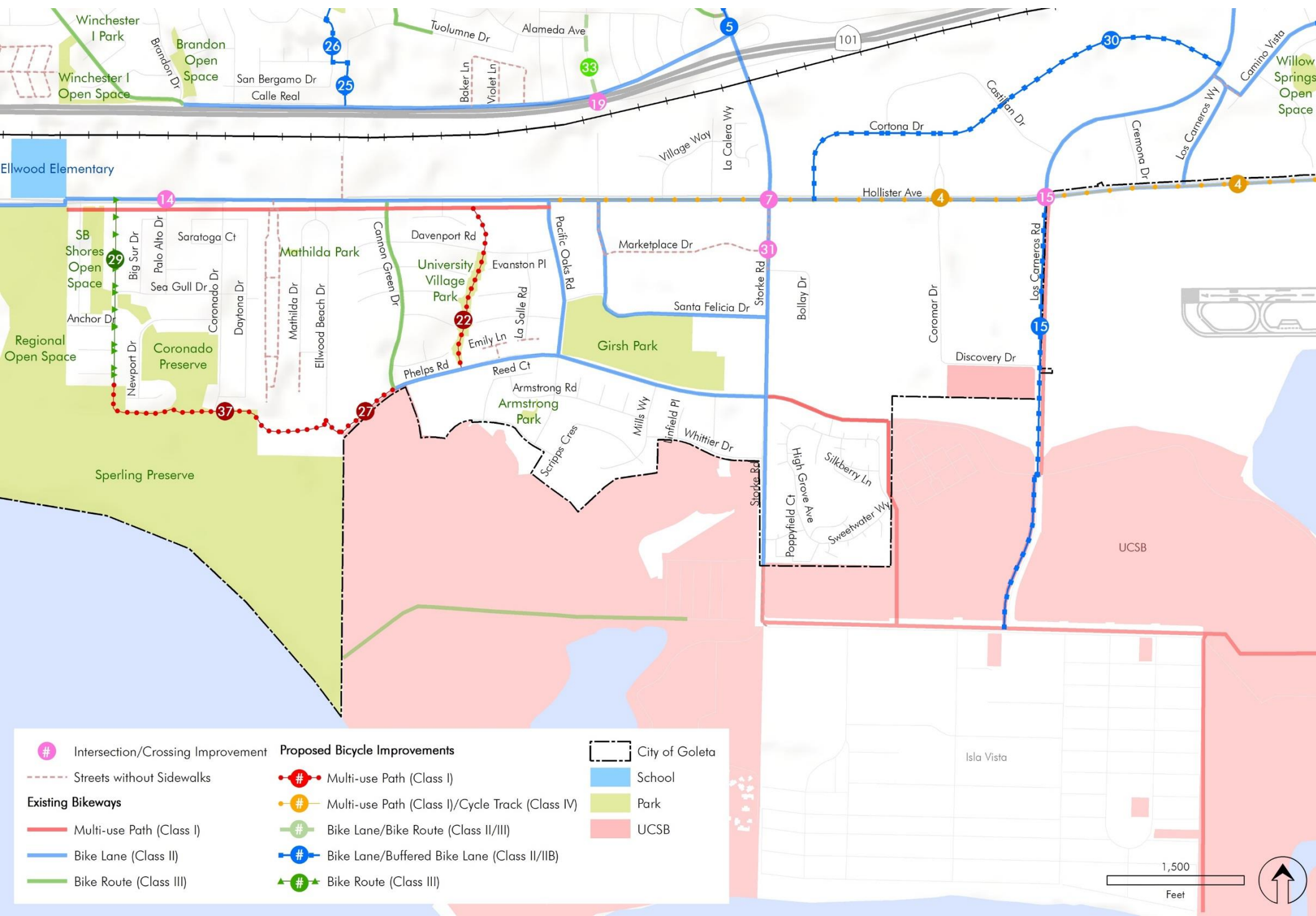
1,500
Feet



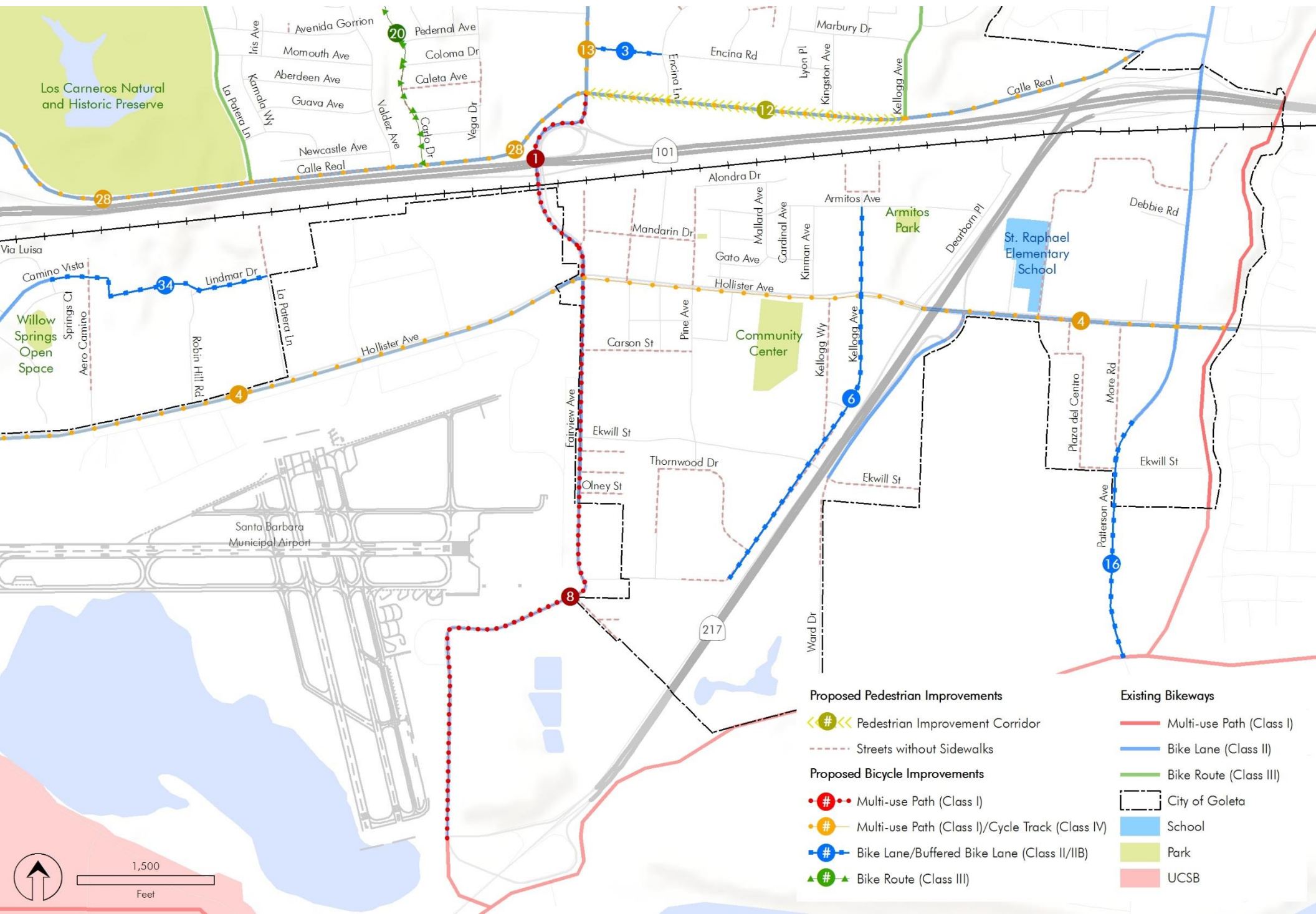
RECOMMENDATIONS: NORTHEAST



RECOMMENDATIONS: SOUTHWEST

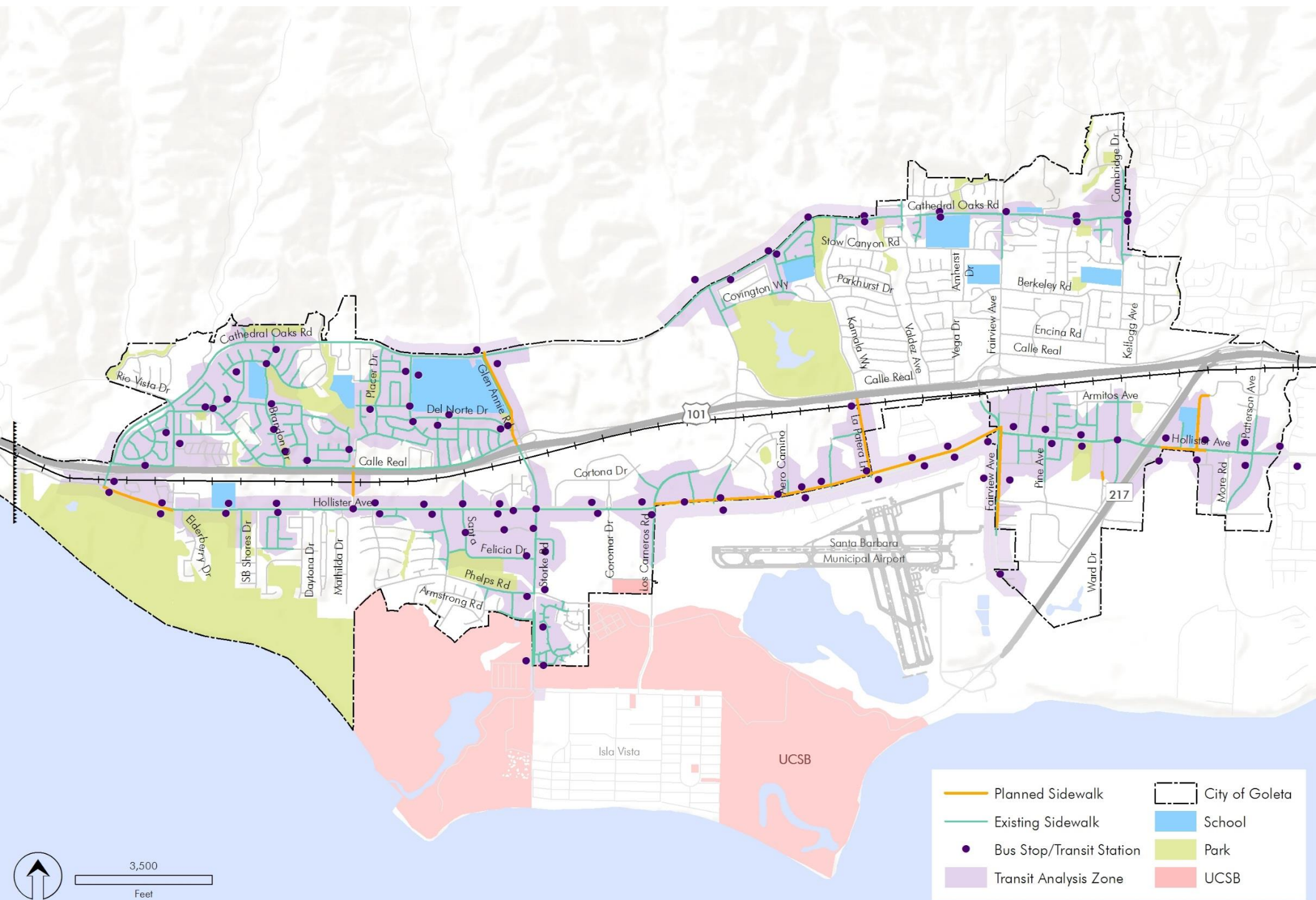


RECOMMENDATIONS: SOUTHEAST

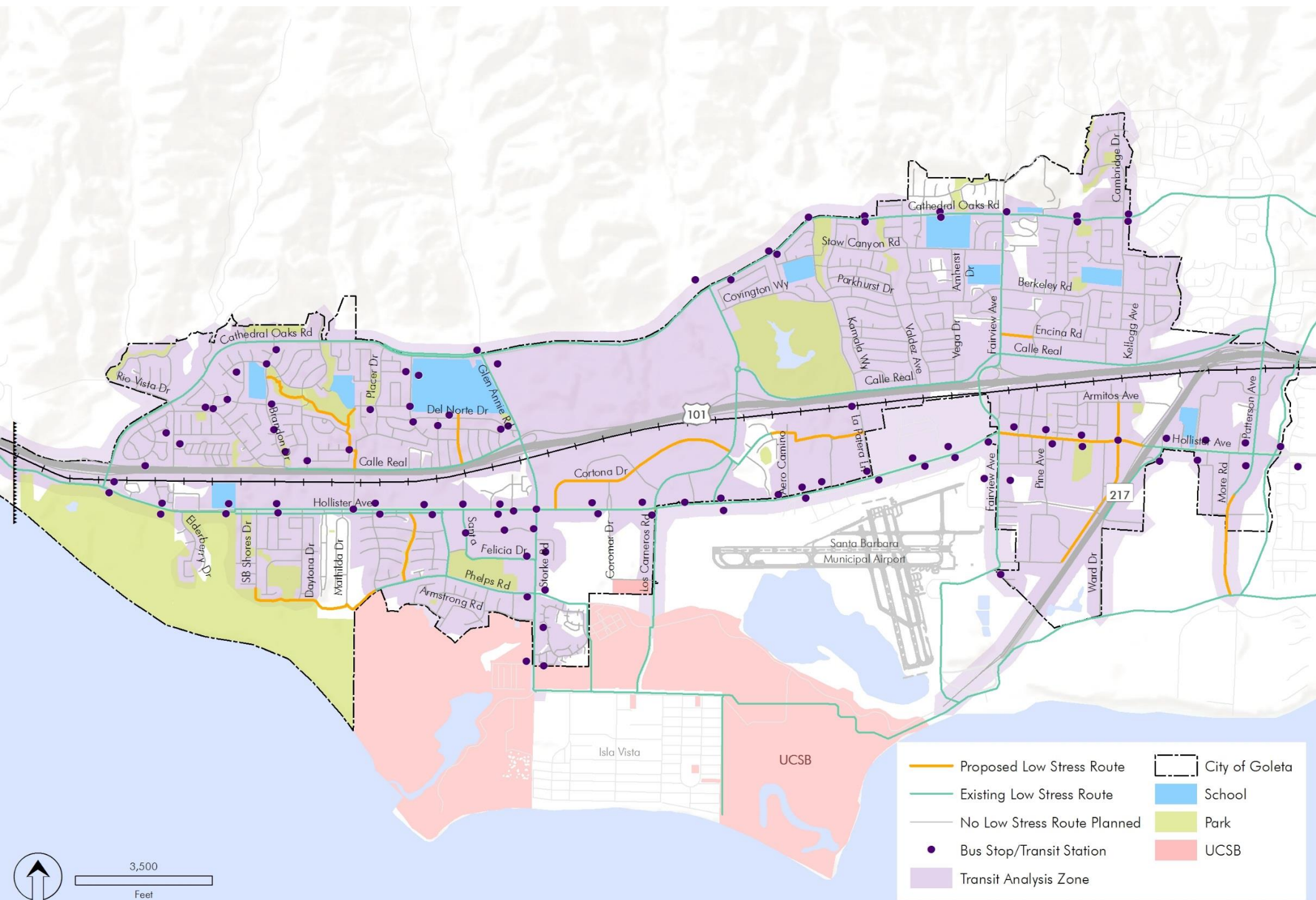


Transit Access

RECOMMENDATIONS: PEDESTRIAN ACCESSIBILITY TO TRANSIT



RECOMMENDATIONS: BICYCLE ACCESSIBILITY TO TRANSIT



POTENTIAL IMPROVEMENTS LIST

TABLE 4-1: POTENTIAL PROJECT LIST

Ranking	Type	Segment	Between		Infrastructure Type	Notes
1	Bike/ Ped	Fairview Ave	Calle Real	Hollister Ave	Class I	Unsafe for pedestrians and bicyclists. Needs lots of attention. Add Class I path to separate people from vehicle traffic. Conduct feasibility study to closely analyze corridor. Corridor requires complete street improvements
2	Bike/ Ped	Hollister Ave	Cathedral Oaks Rd	Elderberry Dr	Class I or IV	Difficult to cross at Cathedral Oaks and Hollister. Install continuous path. Upgrade bicycle lane to multi-use path. Install curb ramps, high-visibility crosswalks. Long-term vision plan for Hollister Ave
3	Bike/ Ped	Encina Rd	Fairview Ave	Moreton Bay Ln	Class II	Buffer bicycle lanes, narrow lanes, high-visibility crosswalks, decrease curb radii on north side. Corresponds with road resurfacing
4	Bike	Hollister Ave	Pacific Oaks Rs	Eastern City Limit	Class I or IV	Coordinate with Complete Streets Project
5	Bike/ Ped	Glenn Annie Rd	Cathedral Oaks Rd	US 101 Overpass	Buffered Class II	Lots of students ride/walk through here, unsafe conditions. Buffer bicycle lanes where possible, intersection crossing markings, bike boxes, modify signal timing, high-visibility crosswalks
6	Bike	Kellogg Ave	Armitos Ave	Kellogg Way	Class II	General Plan TE
7	Bike/ Ped	Storke Rd at Hollister Ave			Crossing Improvements	Unsafe for pedestrians and bicyclists. Insufficient crossing time. High-visibility crosswalks, modify signal timing
8	Bike	Fairview Ave	Hollister Ave	Sandspit Rd	Class I	Potential joint grant application/project between all three agencies and possibly UCSB
9	Ped	Dos Pueblos High School	Cathedral Oaks Rd		RRFB or PHB	Install RRFB or PHB at road/driveway between Alameda Ave and Glen Annie Rd
10	Bike	Cathedral Oaks Rd	San Pedro Creek	Eastern City Limit	Class I or IV	Class II lanes exist
11	Ped	Berkeley Rd at Kellogg Ave			Crossing Improvements	High-visibility crosswalks

POTENTIAL IMPROVEMENTS LIST

Ranking	Type	Segment	Between		Infrastructure Type	Notes
12	Ped	Calle Real	Fairview Ave	Kellogg Ave	Crossing Improvements	Reduce curb radii, install curb extensions, high-visibility crosswalks, modify signal timing. Corresponds with road resurfacing projects
13	Bike	Fairview Ave	Cathedral Oaks Rd	Calle Real	Class I or IV	CIP 9060 to add sidewalk and Class II bicycle lanes through parts of this section
14	Bike/ Ped	Hollister Ave at Palo Alto Dr	—	—	Mid-block Crossing	Install mid-block crossing with PHB and high-visibility crosswalk. May have reduced need with new Class I path; Re-evaluate following Class I path installation
15	Bike/ Ped	Los Carneros Rd	Hollister Ave	City limit at south	Class II	Install bicycle lanes on southbound Los Carneros at intersection, high-visibility crosswalks, bicycle crossing markings southbound to intersection, reduce curb radii, and modify signal timing. GTIP Improvements include bicycle lanes
16	Bike	Patterson Ave	More Rd	City limit	Class II	Potential asphalt curb and re-striping - Coordinate with County
17	Ped	Fairview Ave at Cathedral Oaks			Crossing Improvements	Pedestrian crossing improvements for students especially are wanted. Enhanced crosswalks, modify signal timing for pedestrians, re-locate utility poles in sidewalk, trim hedges
18	Bike	Cathedral Oaks Rd	Paseo Del Piñon	King Daniel Ln	Class II	Buffer bicycle lanes, or convert to Class I or IV
19	Bike/ Ped	Mendocino Dr at US 101			Overcrossing	Bike/ped bridge overcrossing. Not a selected alternative in 101 Crossing Project analysis
20	Bike	Carlo Dr	Cathedral Oaks Rd	Calle Real	Class III	Sharrows, add wayfinding signage. Potential for SBBike to add wayfinding signage as part of overall South Coast Wayfinding Program
21	Bike/ Ped	Cathedral Oaks at Alameda Ave			Crossing Improvements	Safer crossing desired. Enhanced crosswalks, curb extensions
22	Bike	Univ Village Park / Flood Control	Hollister Ave	Ellwood Mesa Open Space	Class I	Install Class I path to connect to other Class I paths and trails. Public Works identified and public comments to connect Hollister Class I to Open Space and UCSB multipurpose trail system

POTENTIAL IMPROVEMENTS LIST

Ranking	Type	Segment	Between		Infrastructure Type	Notes
23	Bike/ Ped	Convington Way at San Pedro Creek			Bridge and Signage	Add 4-way stop signs on streets at both ends of bridge. Replace with wider bridge.
24	Bike/ Ped	Evergreen Acres Park	Brandon Elementary School	Waldorf School	Class I	Install Class I path to connect schools and park. General Plan TE
25	Bike	Ellwood Station Rd	San Blanco Dr	Calle Real	Class II	General Plan TE
26	Bike	San Milano Dr	Evergreen Park Trailhead	San Blanco	Class II	General Plan TE
27	Bike/ Ped	Sperling Preserve - Northeast Edge	Ellwood Beach Dr	Cannon Green Dr	Class I	Install Class I
28	Bike	Calle Real	Los Carneros Rd	Eastern City Limit	Class I or IV	Existing Class II. City is restriping east of Fairview. Coordinate eastern end with County
29	Bike	Santa Barbara Shores Dr	Hollister Ave	Trailhead to Ellwood Beach	Class III	Better connection to Ellwood Beach. Install wayfinding signage and sharrows. Potential for SBBike to add wayfinding signage as part of overall South Coast Wayfinding Program
30	Bike	Cortona Rd	Hollister Ave	Los Carneros Rd	Class II	Bike connection through business park to Marketplace and across to Goleta Amtrak Depot
31	Ped	Marketplace Dr at Storke Rd			Crossing Improvements	Enhance crosswalks, modify signal timing. Partial component of CIP 9062
32	Bike	Barling Terrace	Stow Canyon Rd	Covington Way/ Berkeley Rd Bridge	Class III	Install bicycle route signage and wayfinding to make clear this is a bicycle route for students. Private street within HOA
33	Bike	Mendocino Dr	Dos Pueblos HS	Calle Real	Class II or III	Install Class II or III, install bicycle signal at Calle Real. Already residential area. Evaluate most used routes to schools for students
34	Bike	Lindmar Rd	Robin Hill Rd	La Patera	Class II	Bike connection to Amtrak station. Connection goes through private property (Raytheon)











































WALKBIKEGOLETA

POTENTIAL IMPROVEMENTS LIST

Ranking	Type	Segment	Between		Infrastructure Type	Notes
35	Bike/ Ped	Los Carneros Rd at Calle Real	—	—	Markings and Signage	Add signage to let bicyclists know they can ride on sidewalk. Install yield sharks teeth, signage that lets bicyclists know they can ride on sidewalk around the traffic calming circle, green-backed sharrows through roundabout
36	Bike	Convington Way/ Berkeley Rd	Los Carneros Rd	Eastern City Limit	Class IIIB - Bike Boulevard	Add signage to brand as a bicycle boulevard. Potential for SBBike to add wayfinding signage as part of overall South Coast Wayfinding Program
37	Bike	Hollister Avenue	Storke Road	Los Carneros	Buffered Class II	Install buffered Class II bicycle lanes

Funding

FUNDING

FINDING, FRAMING AND FUNDING A PROJECT		FUNDING USES							
FUNDING SOURCE	FUNDING ORIGIN	Typical Approaches		Implementation	 Rest and Restore	Atypical Approaches			
		 QIP Development	 Maintenance and Operations			 Urban Forestry	 Back to Nature	 Low Impact Development	 Culture and History
Federal Funding Sources									
Land and Water Conservation Fund (LCWF)	U.S. National Park Service/ California Department of Parks and Recreation								
Urban Community Forestry Program	U.S. National Park Service								
Surface Transportation Program (STP)	Federal Highway Administration (FHWA)/ Caltrans								
Highway Safety Improvement Program (HSIP)									
Transportation Alternative Program (TAP)	Federal Highway Administration (FHWA)								
Recreational Trails Program	Federal Highway Administration (FHWA)/ Regional agency may also contribute								
EPA Brownfields Clean Up and Assessments	U.S. Environmental Protection Agency								
Sustainable Communities Planning Grant and Incentive Program	U.S. Dept. of Housing and Urban Development (HUD)								
Urban Revitalization and Livable Communities Act									
Community Development Block Grants									
ACHIEVE, Communities Putting Prevention to Work, Pioneering Communities	Center for Disease Control and Prevention				