



Bike to Work Day Pit Stop

throughout the entire summer. Some cities reuse routes, while others, like Los Angeles, host the events in different locations around the city. Open streets events often have a theme of health, exercise and active transportation, and include groups promoting free, healthy activities stationed along the route. The routes can incorporate new bikeways and preferred routes, encouraging their use. The County of Santa Barbara has participated in several open streets events through the Santa Barbara Open Streets ¡Calles Vivas! Committee. The City can coordinate with the committee to schedule an open streets event to highlight Goleta's improvements.

Pilot Project Program

Many cities have found success in conducting pilot project studies to temporarily test proposed improvements. Pilot projects provide the opportunity for the City to analyze the impact and reaction the community may have with a proposed project, especially if the project type is new to the City. Pilot projects can be combined with open streets events previously described, and can stay in place for a couple of weeks to several months.

EDUCATION/ENFORCEMENT

Potential Police Department Education Programs Regarding Bicycle and Pedestrian Concerns

The Police Department can take agency specific training from bicyclists and pedestrians through The Commission on Peace Officer Standards and Training (POST) or League of American Bicyclists League Certified Instructor (LCI) training. Appropriate training regarding pedestrian issues and solutions could be provided as well.

Potential Law Enforcement Liaison Program Responsible for Bicycle & Pedestrian Concerns

The City can consider creating a liaison position who would be the main contact for Goleta residents concerning bicycle and pedestrian related incidents. This potential liaison could perform the important role of communicating between the law enforcement agency and bicyclists and pedestrians. The potential liaison could oversee the supplemental education of law enforcement officers regarding bicycle and pedestrian rules, etiquette and behavior. The City could consider allocating funding for the training and support of this duty, as well as for necessary bicycle equipment.

Focus Group Strategies

Many law enforcement departments employ focus group strategies to educate drivers, bicyclists, and pedestrians about applicable traffic laws and the need to share the road. These focus group strategies are an effective way to expand mobility education. These strategies could be in the form of a brochure or tip card explaining each user's rights and responsibilities. Focus group strategies may help mitigate the following traffic safety problems:



Temporary Cycle Track installation

- » Speeding in school zones
- » Illegal passing of school buses
- » Parking violations – bus zone, crosswalks, residential driveways, time zones
- » Risks to bicyclists during drop-off / pick-up times
- » Lack of safety patrol/crossing guard operations
- » Unsafe cycling and pedestrian practices
- » Other school zone traffic law violations
- » Three-foot passing law

Bicycle Diversion Program

A Bicycle Diversion Program allows for adult bicyclists who commit traffic violations to receive reduced fines in exchange for taking a bicycle education class. In 2015, California Governor Jerry Brown signed Assembly Bill 902 to create such a program. This legislation has been touted as a boost for both equity and encouragement in cycling. The Bill is intended to promote equity because, in reducing fines, it effectively makes cycling more affordable. The Bill is expected to encourage cycling by treating violations as opportunities to educate people and impart confidence and skills. AB 902 went into effect in 2016, but it will be up to each city and its law enforcement department to adopt diversion programs.

Distribute Bicycle Helmets and Lights

If law enforcement officers observe a bicyclist riding at night without the proper reflectors or lights, they may give the bicyclist a light along with a note or friendly reminder about the light requirement and its importance. This provides a positive and educational interaction rather than a punitive one. This program could be funded through a safety-oriented grant. Many cities have targeted the end of daylight savings as an ideal time to perform this function.

Helmet giveaway programs are another opportunity for positive education and interaction. Law enforcement departments have conducted public events to hand out helmets, as well as distributing them in the community during patrol when an officer sees a child riding helmetless.

Law Enforcement Referral Process

Design a communication process that encourages students and parents to notify the school and police of the occurrence of a crash or near-miss during school commute trips involving auto, bus, pedestrian, or bicycle transportation. Including not only the Police Department, but also the Planning Department and SRTS stakeholders in this reporting system helps to improve the data collected and generated. The City may be able to enlist the help of law enforcement with many traffic safety duties.

Los Angeles has a successful program called the LA Bike Map that allows bicyclists to submit incidents, see them displayed instantly, and study the overall pattern, dynamically, in one place. A similar program could be created for the SBCAG region to analyze patterns and determine solutions.



Bicycle Safety Class



Helmet Giveaway



Police Bicycle Patrol in Torrence, CA

Enforcement of Traffic and Parking Laws Through Citations and Warnings

The City could coordinate targeted enforcement of problem areas throughout the year, such as during the first two weeks of school. Targeted enforcement is an intensive, focused effort that communicates the need of following traffic and parking laws that may otherwise pose danger to walking and bicycling.

Participation in Traffic Safety Programs: Traffic Garden, SRTS Task Force, etc.

The City of Goleta is one of the sponsors of Safety Town of Santa Barbara. This program is for students entering kindergarten in the fall, or just completing kindergarten. The program teaches basic safety skills.

The City could support the creation of a traffic garden, also referred to as a traffic park or safety village. A traffic garden is a specially-designed park or schoolyard where children can learn traffic laws and how to safely navigate streets as either pedestrians, bicyclists, or drivers. Children that participate in traffic gardens can use bicycles or pedal-powered cars to navigate the mock streets. Teachers, parents, and instructors alike provide guidance on how to safely cross the street, how to interact with bicyclists and pedestrians, and how to navigate a traffic circle. The City of Goleta could partner with the Goleta Union School District to create a traffic garden in a parks, or in an elementary or middle school yard.

Creating a Safe Routes to School (SRTS) Task force would aid in developing programs and projects that foster the want and need for safely and comfortably walking to and from

school. The task force can be comprised of parent champions, school members, City staff, or local advocates such as SBBIKE or COAST. Their primary mission would be to work alongside the community, appropriate city officials, and the school district to implement SRTS programs and projects.

Finally, bicycling and walking safety education and promotion programs may reduce the need for heavy investments in enforcement. Enforcement should be viewed as another component of an education program and as a effective way to reduce the number of bicyclist and walker accidents and injuries. For example, posted speed limits should be enforced because high motor vehicle speeds make bicyclists and pedestrians feel unsafe, discourage people from bicycling or walking, and increase collision severity.

TRACKING AND MONITORING PEDESTRIAN AND BICYCLE TRAVEL

Bicycle Friendly Designation Update

The City could apply for the Bicycle Friendly Community/Neighborhood Designation, which is part of an official program offered by the League of American Bicyclists (LAB) intended to provide communities with guidance on becoming more bicycle friendly and to offer recognition for their achievements. Like the report card described above, applying for Bicycle Friendly Community/Neighborhood Designation provides a standard by which Goleta can measure its progress. From the LAB's own website:

"The Bicycle Friendly Community (BFC) program provides a roadmap to improve conditions for bicycling and the guidance to make

your distinct vision for a better, bikeable community a reality. A community recognized by the League as Bicycle Friendly welcomes bicyclists by providing safe accommodation for cycling and encouraging people to bicycle for transportation and recreation.”

Create City Staff Mobility Coordinator/ Grant Coordinator Position

The City could create an Active Transportation Coordinator position, continuing to demonstrate the City’s commitment to cycling, walking, and creating complete streets. An active transportation coordinator can help coordinate between City departments to ensure projects planning consistency and cooperation. A coordinator would manage programs and implement projects listed in the bicycle and pedestrian master plan, and would be responsible for updating the plan in a timely manner. This includes maintaining a prioritized list of improvements, updating cost estimates, and identifying appropriate funding sources. This investment in staff is often returned since this position usually is responsible for finding, evaluating, securing and tracking reporting requirements for State and federal funding for active transportation projects.

Create a Transportation Safety Advisory Committee

The City could create a Transportation Safety Advisory Committee (TSAC). Some cities have created bicycle and pedestrian or active transportation advisory committees. A TSAC may support the City with implementation of projects, policies, and programs. The TSAC may help City staff, volunteers, and advocates to continue efforts to improve walking and cycling throughout Goleta. This group may act as a

community liaison and address issues concerning local bicycling and walking.

Conduct Bicycle and Pedestrian Counts and Review Collision Data

The City could conduct regular bicyclist and pedestrian counts to determine baseline mode share and subsequent changes. Conducting counts would allow the City to collect information on where the most bicycling and walking occurs, which helps in prioritizing and justifying projects when funding is solicited and received. Counts can also be used to study bicycling and walking trends throughout the City and would support performance measures and metrics tracking. Having count data would provide opportunities for the following analyses to be conducted:

- » Changes in volumes before and after projects have been implemented
- » Prioritization of local and regional projects
- » Research on clean air change with increased bicycle use
- » Direction of travel

Counts should be conducted employing National Bicycle and Pedestrian Documentation Project (NBPDP) protocols. Employing NBPDP methodology allows cities to be able to estimate existing and future bicycle and pedestrian demand and activity in a consistent manner to those employed for motor vehicle counts.

For consistency, counts should be conducted at the same locations and at the same times every year. Specific locations should be determined by Public Works, Police Department, and advisory committee input such as members from SBCAG, Santa Barbara County, and UCSB. California Active Transportation Program (ATP) program administrators have expressed interest in having grant recipients verify that physical improvements have resulted in increased bicycling and walking, and funding for counts could be included as part of grant funding applications.

Conducting counts during different seasons within the year may be beneficial to understanding the differences in bicycle and pedestrian traffic volumes based on seasonal weather. In addition, bicycle and pedestrian counts should be collected as part of any existing traffic counts. Results should be regularly recorded for inclusion in the bicycle and pedestrian report card.



POLICIES

Policies supporting Goleta's mobility vision are an integral part of the BPMP development. The policies were developed to be consistent with the City's General Plan, to reflect the General Plan's focus on mobility for all users and abilities, and to support mobility planning processes. The BPMP policies were developed and refined to reflect Goleta's unique characteristics and the BPMP's comprehensive scope. This refinement process was a collaboration between the City team, the BPMP Technical Advisory Committee, the consultant, as well as input from Council, Planning Commission, and the community over several months, and was the primary focus of several TAC meetings.

Action Items are included with many Policy Statements listed in this chapter. The City may implement the Action Items as future resources allowed.

VISION STATEMENT

As an integral part of policy development, the team crafted a vision statement specific to the 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 walking routes that provide equitable benefits to all road users.

This BPMP vision statement was intended to complement the General Plan/Coastal Land Use Plan (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, train, and automobile, operate efficiently and safely.

The resulting policies are subdivided into eight major goal categories, with associated actions listed immediately following their applicable policies.



GOAL 2: DESIGN

Design a walking and bicycling infrastructure that meets the needs of all users of all ages and abilities and incorporates the latest design best practices, where applicable.

Policy 2.1 The City shall strive to implement best practices for community-supported design of walking and bicycling improvements.

Action 2.1.1 Based on available City staff resources, establish and administer an advisory, 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 bicycling and walking projects before plans are brought before decision-makers.

Action 2.1.2 A future Active Transportation Advisory Committee (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, as well as generating publicity for the group's service.

Policy 2.2 The City shall strive to design streets using a "centerline outward" approach that considers all users (i.e. provide only as many travel lanes as needed, and only as wide as needed).

Policy 2.3 The City shall strive to consider designs to benefit bicycling and walking travel.

Action 2.3.1 Ensure all new streets and street maintenance projects include "Complete Streets" improvements for vehicle, transit, bicycling, and walking modes, where feasible.

Action 2.3.2 Incorporate "Complete Streets" design standards into the City's Street Design Standards and Specifications for new and rehabilitated street improvements.

Action 2.3.3 Identify locations where walking signals need to be re-programmed to allow for longer walking phases to accommodate slower walkers.

Action 2.3.4 Ensure sidewalks meet ADA standards and are maintained regularly.

Action 2.3.5 Wherever applicable, implement planted parkways zones to provide additional separation between the sidewalk and travel lanes, particularly along higher speed arterials.

Action 2.3.6 Install innovative bikeway safety features, as appropriate, such as separated bikeways, and bicycle loop detection devices, and eliminate on-street parking conflicts.

Action 2.3.7 When re-striping or implementing planned bicycle lanes, provide buffering where space permits. In general, buffering from vehicle parking should take precedence over buffering from the adjacent travel lane.

Action 2.3.8 Install Shared Lane Markings, or "sharrows" when installing Class III signed bicycle routes.

Action 2.3.9 New or modified traffic signals along City streets with designated Class II or Class III bikeways shall include bicycle detection systems.

Action 2.3.10 Determine crosswalk spacing criteria according to the walking network, built environment, and observed desire lines. A 600-foot maximum separation is generally recommended.

Action 2.3.11 On streets where vehicle volume, speed, or collisions are impacting bicycling and walking travel, consider remedies such as signage, striping, or other traffic calming measures.

Action 2.3.12 Ensure traffic calming street facilities such as curb extensions, traffic circles, and roundabouts, are designed to safely accommodate bicyclists and walkers.



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.

Policy 3.1 The City shall strive to maintain the a smooth pavement surface of bikeways free of potholes consistent with Section 1003.6 (2) and Table 1003.6 of the Caltrans Highway Design Manual.

Action 3.1.1 inspect bikeways and bikeway connections on a routine basis, such as 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.

Action 3.1.2 Prepare a report identifying the problems, recommended action, priority, and time frame for correction. The report should include recommendations for bikeway signage.

Action 3.1.3 Maintain a reporting button on the City’s website to aid the public in reporting problems.

Policy 3.2 The City shall strive to ensure the City’s pavement management system maintains safe, clean bikeways, sidewalks, crosswalks, and other bicycling and walking infrastructure facilities.

Action 3.2.1 Explore development of a comprehensive asset management system to log the City’s critical infrastructure and maintenance tracking, including pavement, sidewalks, bridges, ADA ramps, lighting, bicycling, walking, signage, bikeway surfaces, and other facilities.

Action 3.2.2 Maintain clean, smooth bicycle riding surfaces throughout the City.

Action 3.2.3 Sweep Class II bikeways along arterial streets and highways on a routine basis to remove road debris and litter.



GOAL 6: 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.

Policy 6.1 As a designated Bicycle Friendly Community, the City shall strive to continue to make measurable progress to enhance Goleta's image as a "bicycle-friendly" City.

Action 6.1.1 Support a volunteer "Bike Valet" program with community partners for local events to provide a safe place to park bicycles while attending events such as the Farmer's Market, California Lemon Festival, and Christmas Parade.

Action 6.1.2 Collaborate with the business community 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.

Action 6.1.3 Coordinate with hotels and local businesses to survey customers on their walking and bicycling experiences within the City.

Policy 6.2 The City will strive to coordinate with SBCAG and the Active Transportation Advisory Committee (ATAC) to develop programs that encourage alternative transportation for commuters by collaborating with regional partners.

Policy 6.3 The City shall strive to promote programs that reduce bicycle theft and support efforts to recover stolen bicycles.

Policy 6.4 The City shall strive to develop a wayfinding and signage program for existing and new bikeways.

Action 6.4.1 Coordinate with the SBCAG on the Regional Bicycle Wayfinding and Signage Strategy for infrastructure planning, branding, and implementation.

Policy 6.5 The City shall strive to ensure consistent enforcement of the rules of the road to decrease bicyclist and motorist traffic law violations.

Policy 6.6 The City shall strive to ensure equitable access to the bikeway network for all Goleta residents, and support bicycling as an attractive, convenient transportation choice for all demographic groups.

Action 6.6.1 Develop a "Bike Library" program, in coordination with not-profits such as SBBIke, for residents to use free, donated bicycles for residents that do not own a bicycle.

Action 6.6.2 Implement the regional Employer Bike Share program to make bicycles available to employers for free use by employees.

Policy 6.7 The City shall strive to plan, operate, and maintain bicycling facilities to support equal access to transportation facilities and services for all demographic groups.

Policy 6.8 The City shall strive to ensure that public engagement and outreach programs are multi-lingual, paying particular attention to communities with more speakers of English as a second language.

Action 6.8.1 Conduct inclusive outreach that engages Goleta residents of all income levels, backgrounds, and ethnicities.

Action 6.8.2 Support a community-based program with non-profits to educate and inform residents of the environmental and health benefits of bi-cycle riding and to reinforce bicycle riding as a fun and exciting activity and sport.