



# City of Goleta Bicycle and Pedestrian Master Plan

Draft Recommendations

**James Winslow,  
Sr. Project Manager**



WALKBIKEGOLETA

# 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**

# Public Outreach

- **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**

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



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## Bicycle and Pedestrian Master Plan Survey



Please scan this QR tag to  
take our online survey! Or visit  
[www.surveymonkey.com/r/GoletaBPMP](http://www.surveymonkey.com/r/GoletaBPMP)



For more information, please contact James Winslow,  
Senior Project Manager, [jwinslow@cityofgoleta.org](mailto: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](mailto: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:  
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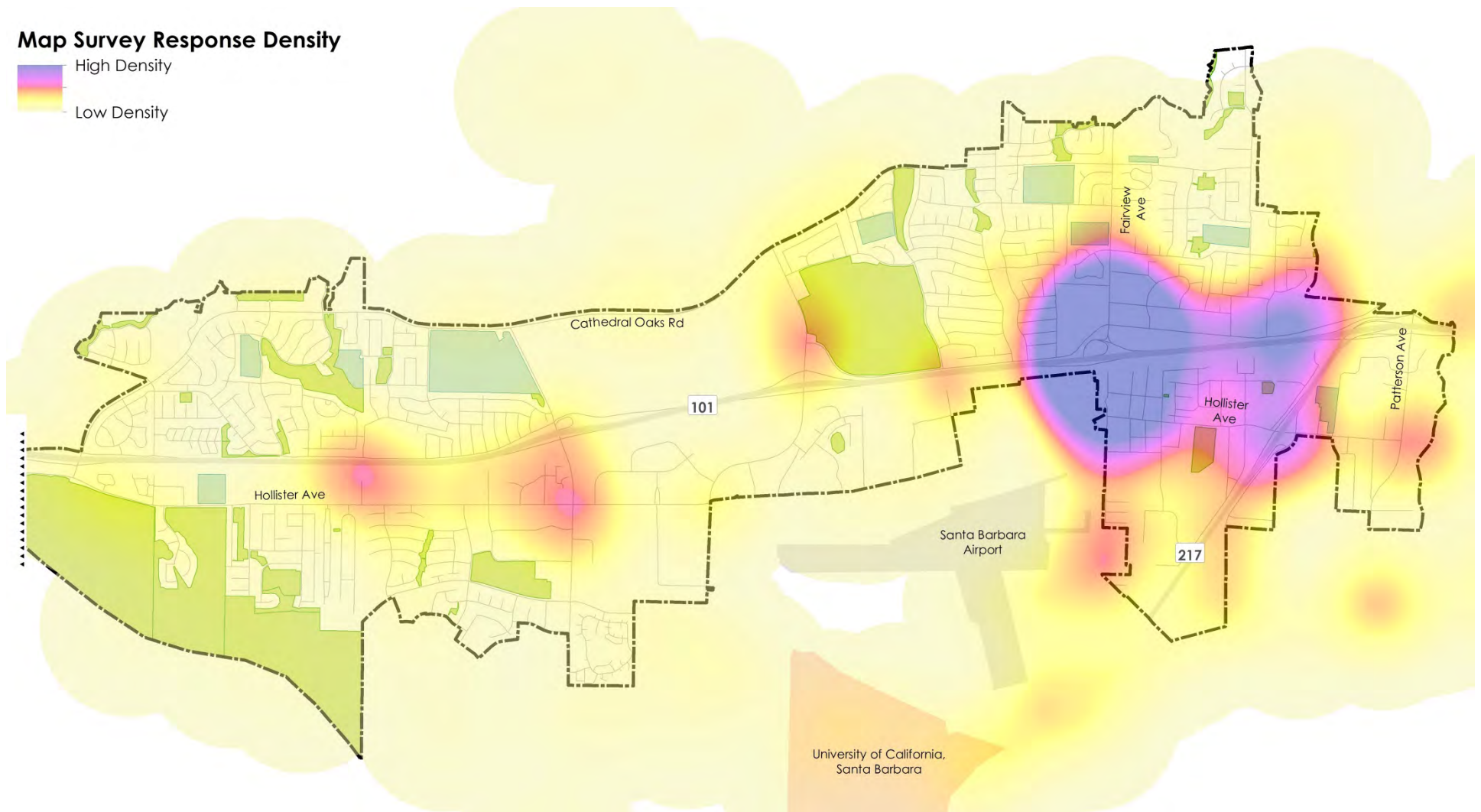
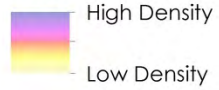
# PUBLIC OUTREACH





# PUBLIC OUTREACH

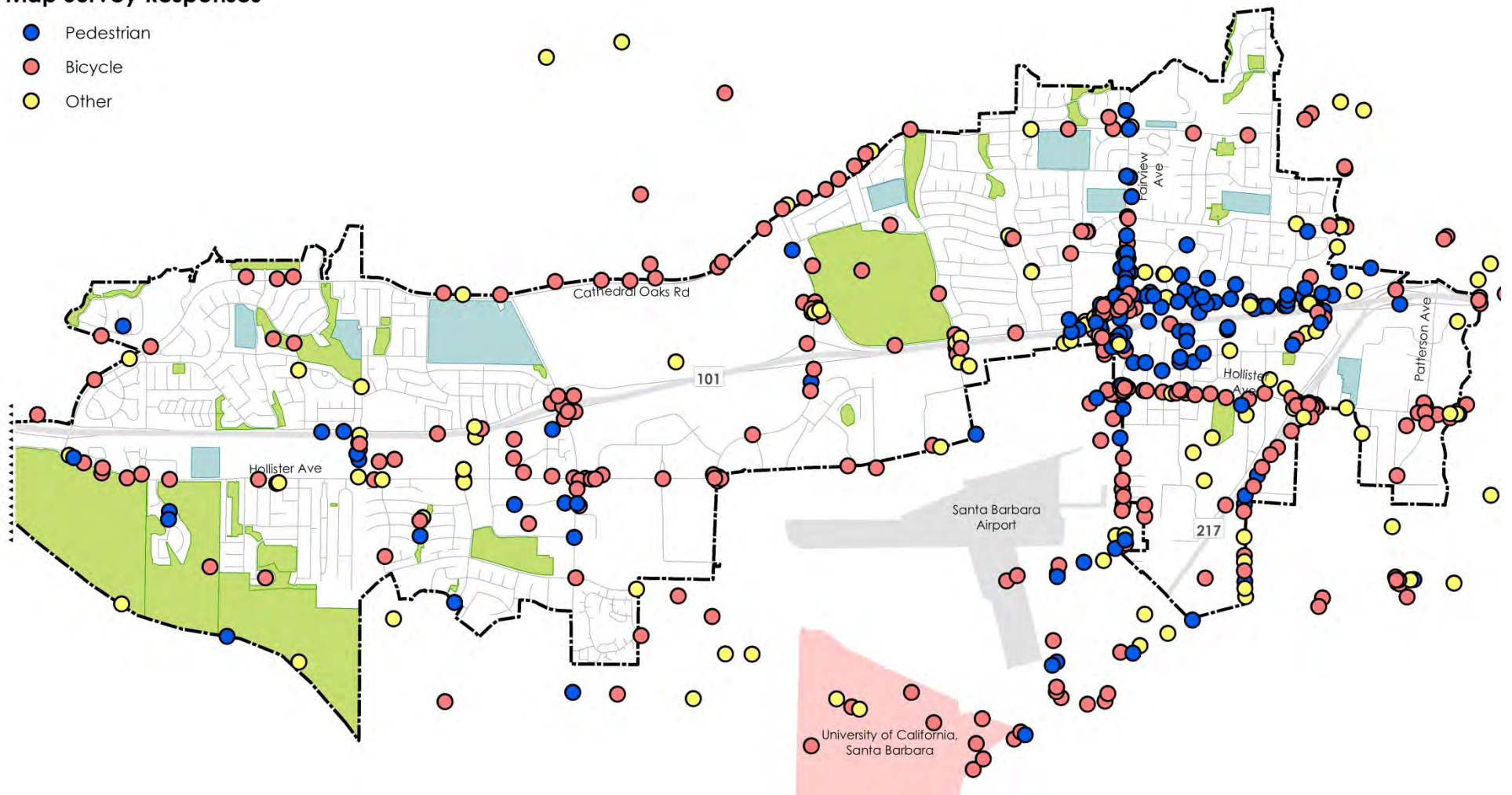
## Map Survey Response Density



# PUBLIC OUTREACH

## Map Survey Responses

- Pedestrian
- Bicycle
- Other



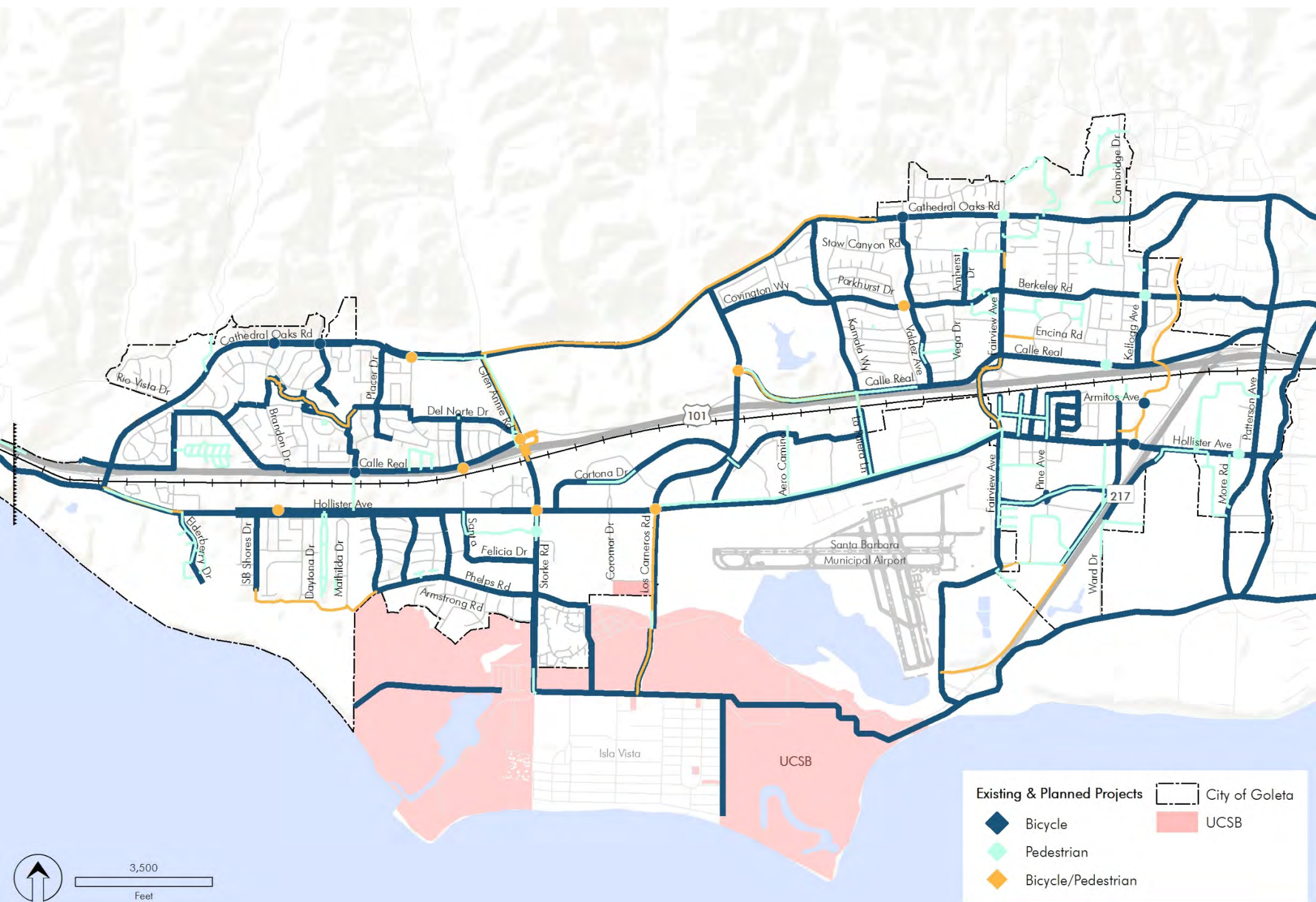
Goleta's Vision: The Good Land. This General Plan/Coastal Land Use Plan builds on Goleta's current distinguishing qualities and character by envisioning the future city as a community: Where all forms of transportation, including walking, bicycling, bus transit, and automobile, operate efficiently and safely.

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 paths of travel that provide equitable benefits to all road users.

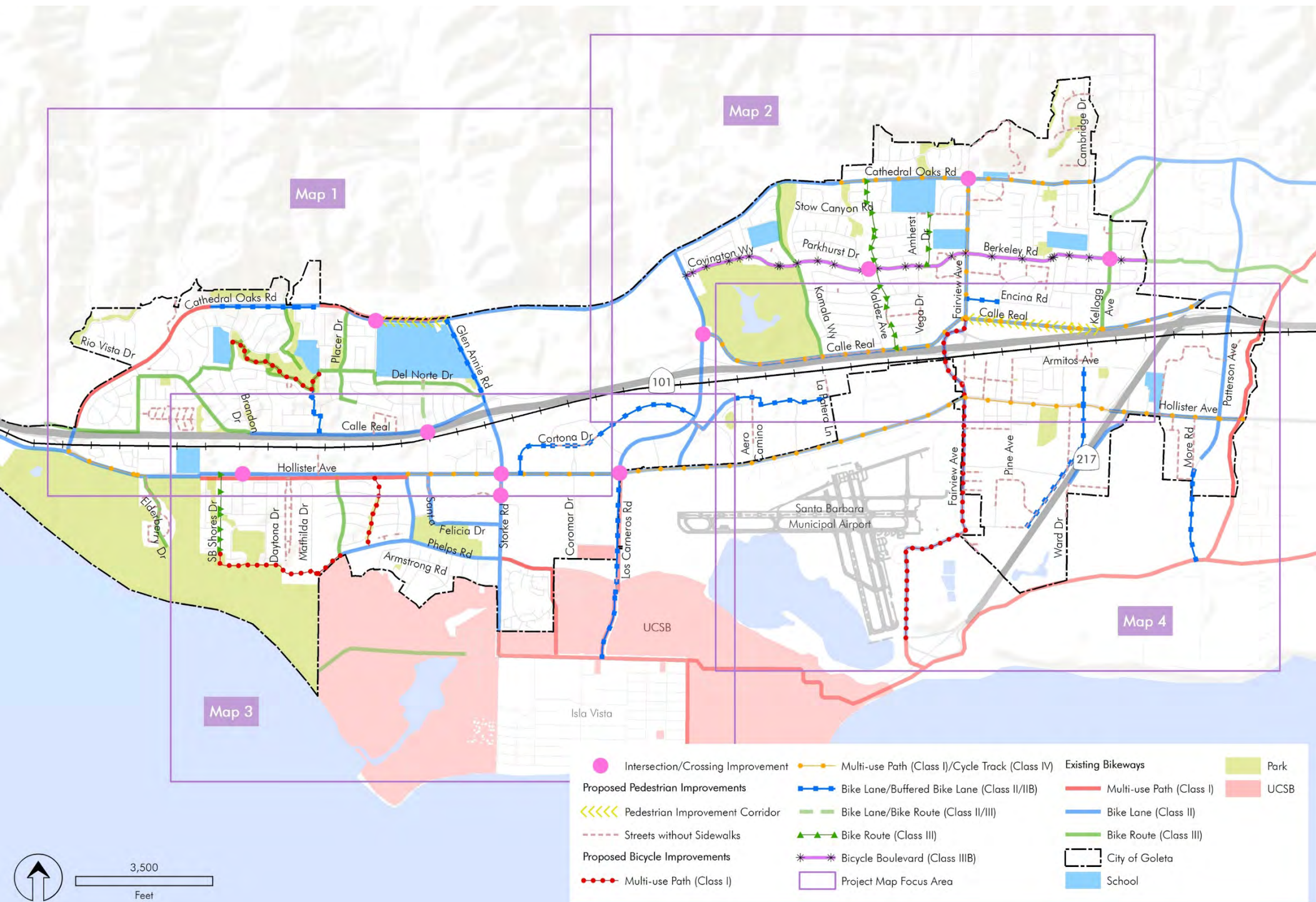
# Visionary Improvements

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

# RECOMMENDATIONS: FUTURE NETWORK



# RECOMMENDATIONS: CITY-WIDE PROJECT KEY MAP



# 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)

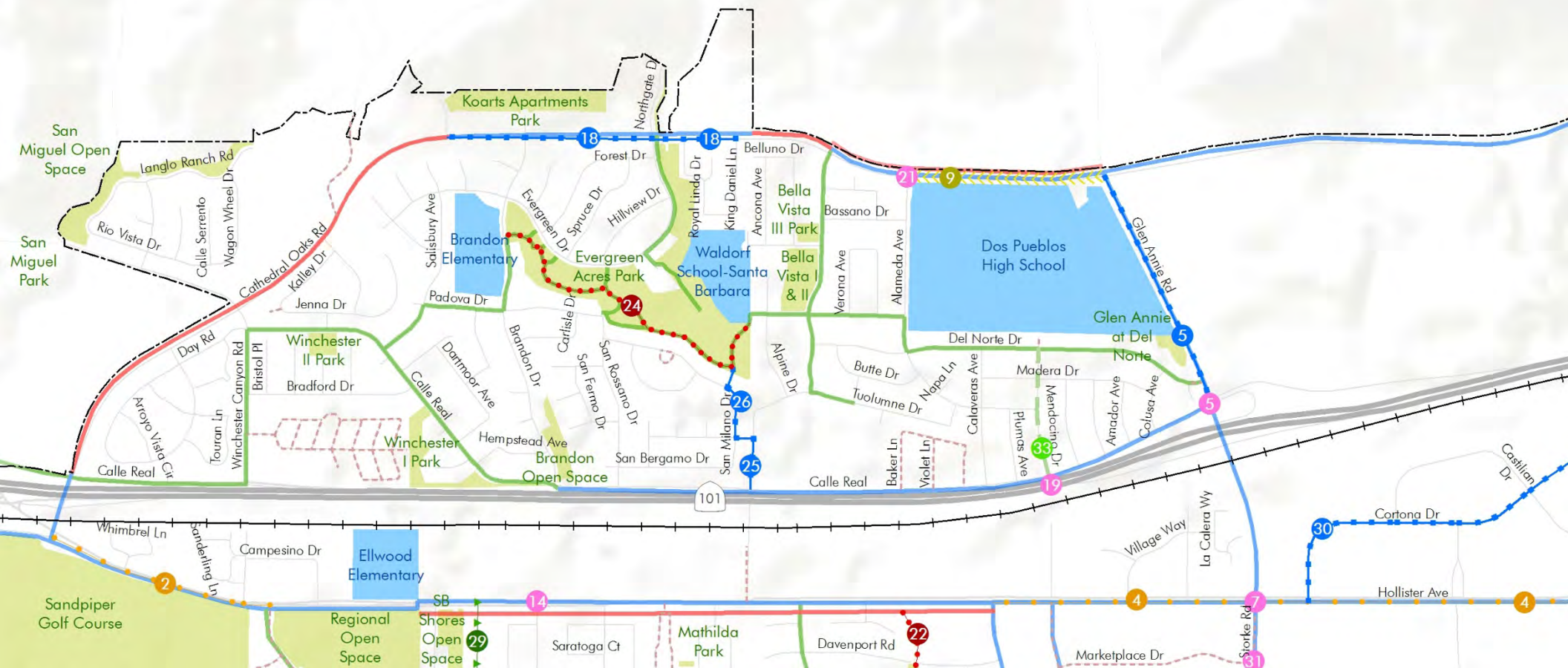
▲#▲ Bike Route (Class III)

City of Goleta

School

Park

1,500  
Feet



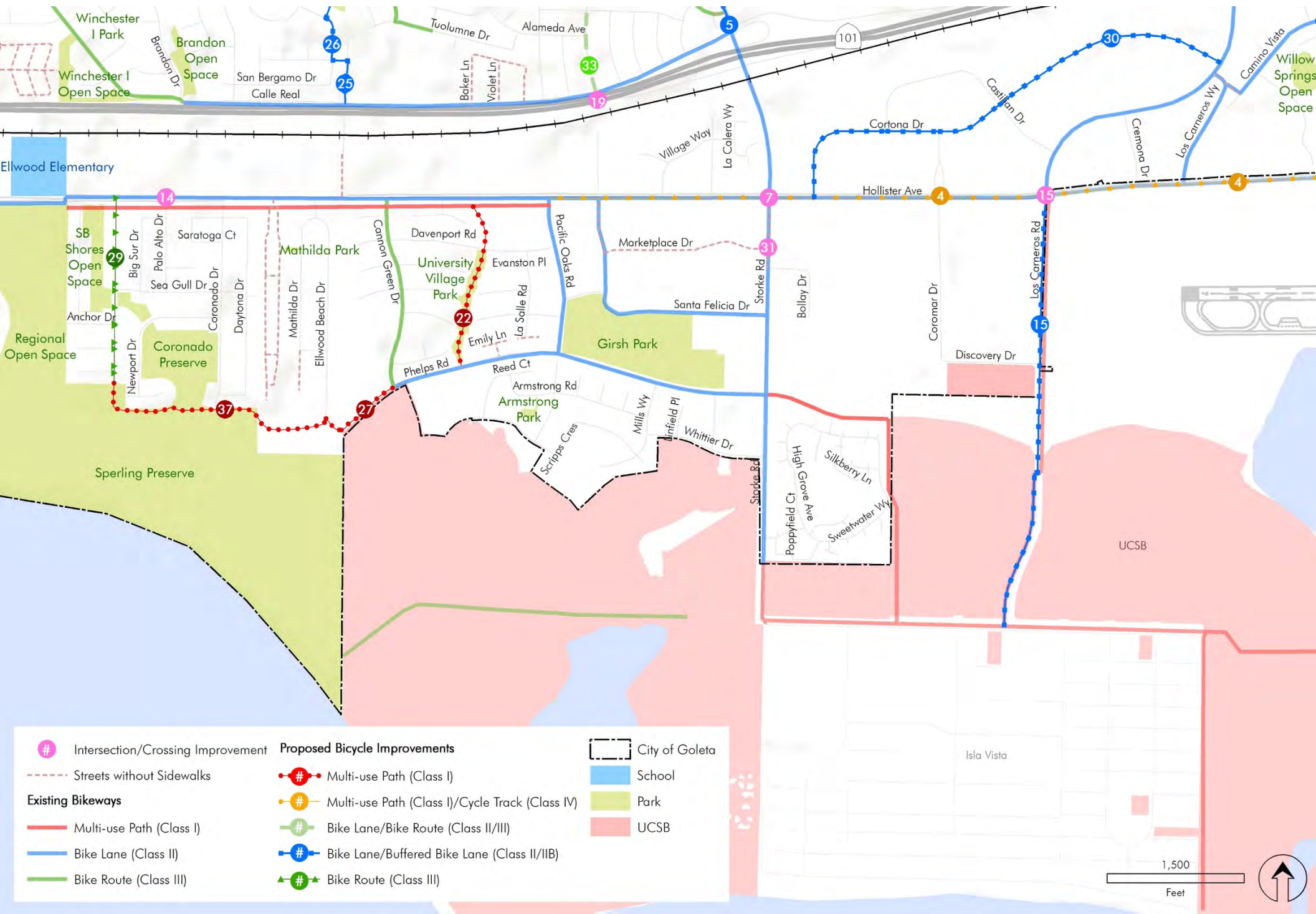
# RECOMMENDATIONS: NORTHEAST

- # Intersection/Crossing Improvement
- Proposed Pedestrian Improvements**
  - <<#>> Pedestrian Improvement Corridor
  - - - Streets without Sidewalks
- Existing Bikeways**
  - Blue line: Bike Lane (Class II)
  - Green line: Bike Route (Class III)
- Proposed Bicycle Improvements**
  - Red # Multi-use Path (Class I)
  - Orange # Multi-use Path (Class I)/Cycle Track (Class IV)
  - Blue # Bike Lane/Buffered Bike Lane (Class II/IIB)
  - Green # Bike Route (Class III)
  - Purple # Bicycle Boulevard (Class IIIB)
- City of Goleta (dashed line)
- School (blue box)
- Park (green box)

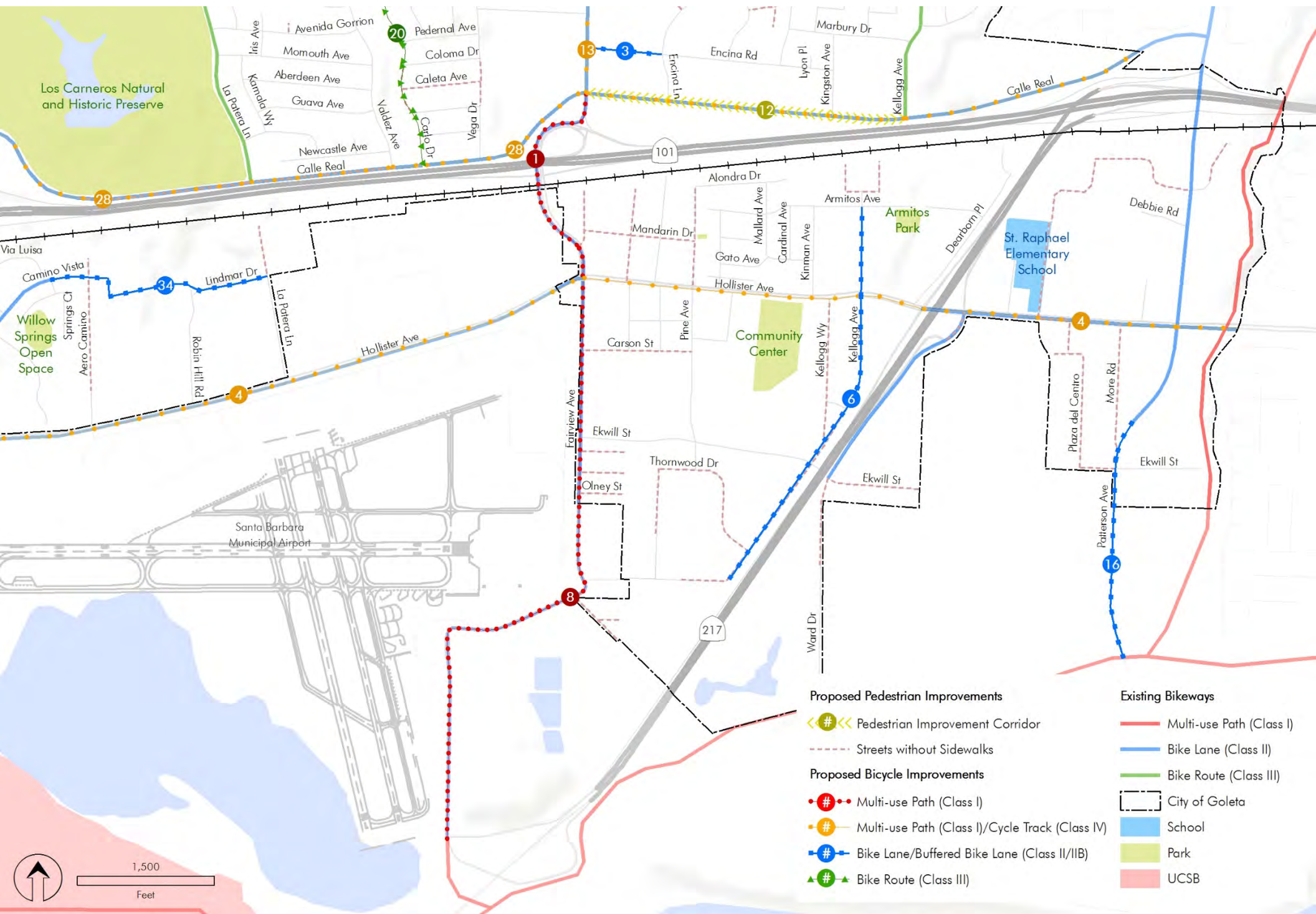
1,500  
Feet



# RECOMMENDATIONS: SOUTHWEST



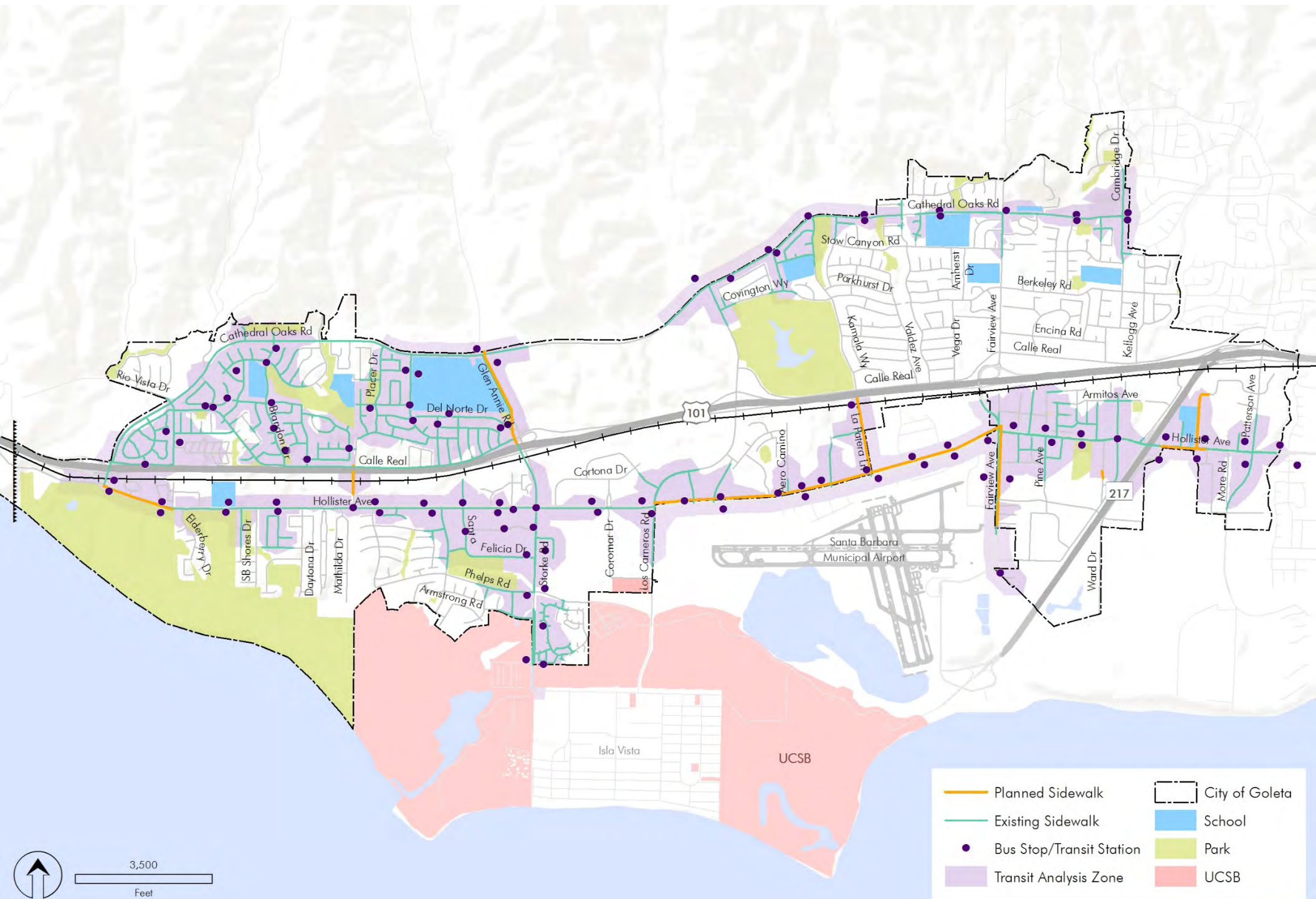
# RECOMMENDATIONS: SOUTHEAST



# Transit Access

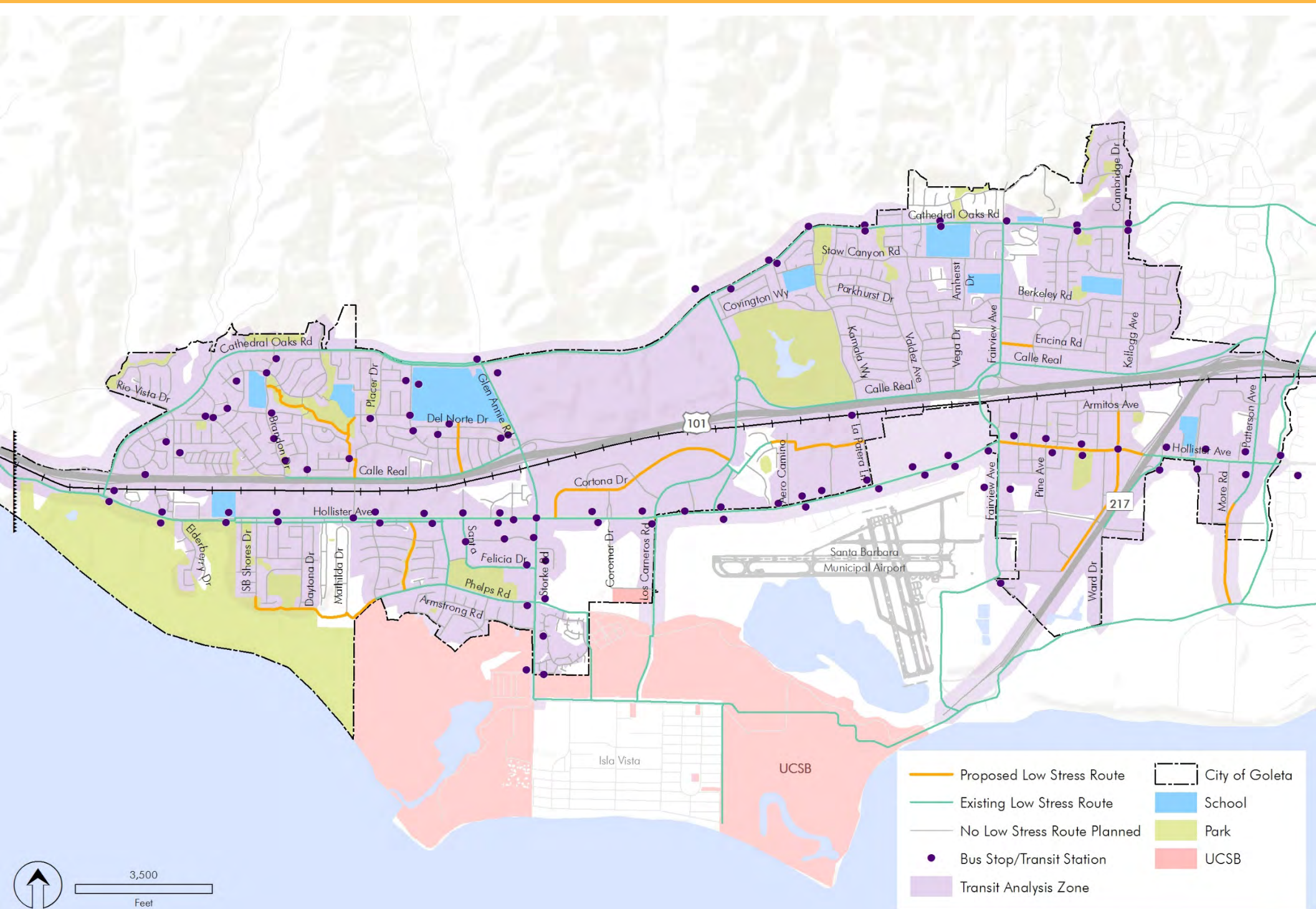


# RECOMMENDATIONS: PEDESTRIAN ACCESSIBILITY TO TRANSIT





# RECOMMENDATIONS: BICYCLE ACCESSIBILITY TO TRANSIT





# Draft Policies



WALKBIKEGOLETA

## **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: Bikeway and Walkway 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.

## **Goal 3: Bicyclist and Pedestrian Safety**

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

## **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.

## **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.

## **Goal 6: Bicycle and Pedestrian Project Partnering and Funding**

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

## **Goal 7: Economic Growth**

Promote inclusive and sustainable economic growth and tourism by developing bicycle and pedestrian facilities and improving existing infrastructure. Goleta shall encourage safe bicycling and walking in commercial and tourist areas to stimulate economic vitality.

# Next Steps

# NEXT STEPS

- Community Workshop – April 4<sup>th</sup>
- Planning Commission – April 9<sup>th</sup>
- Environmental – ongoing
- Future TAC meetings
- Community Workshop – late summer
- Planning Commission
- Council Adoption – Early Fall

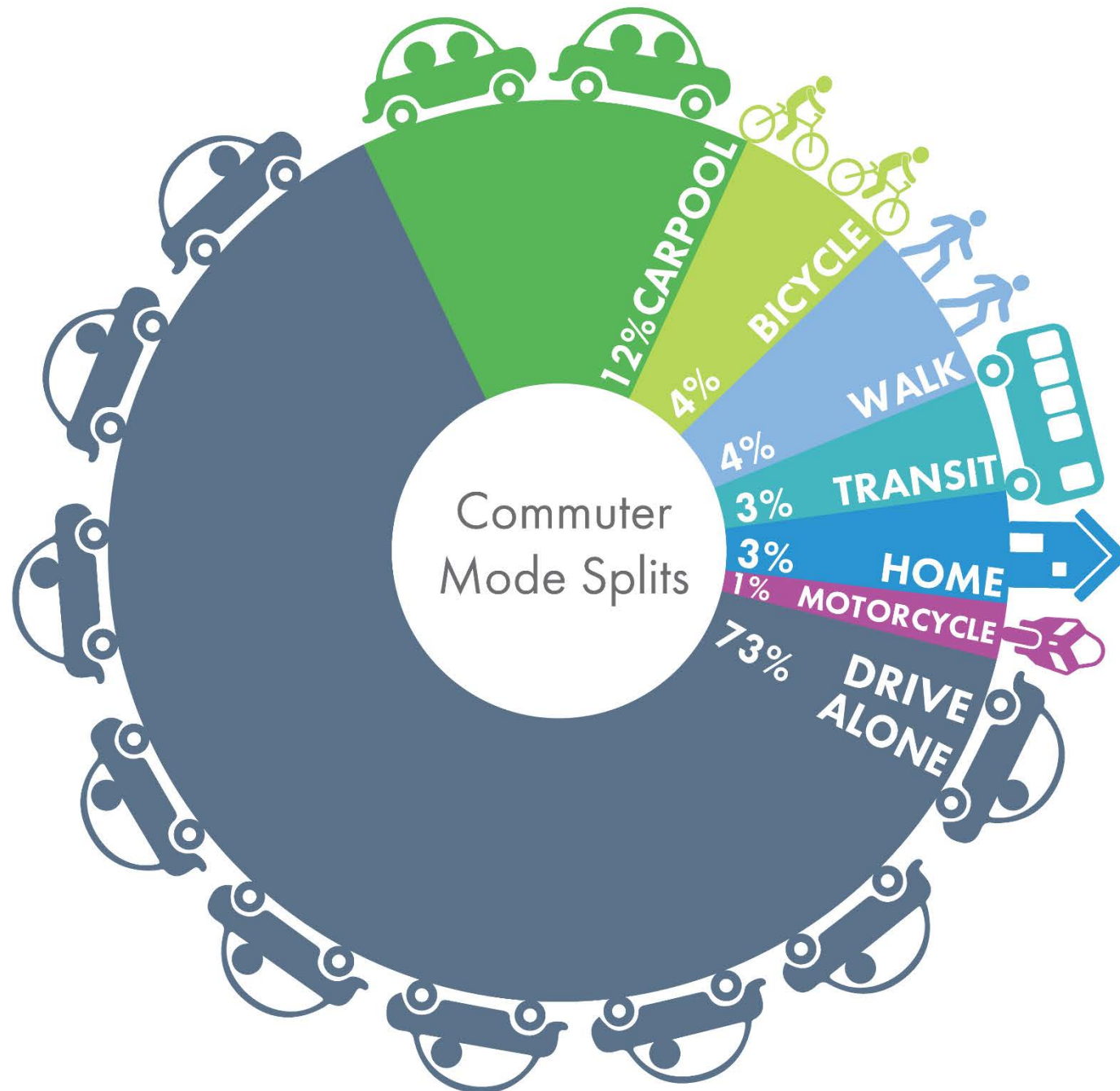


# City of Goleta Bicycle and Pedestrian Master Plan

Draft Recommendations

**QUESTIONS?**

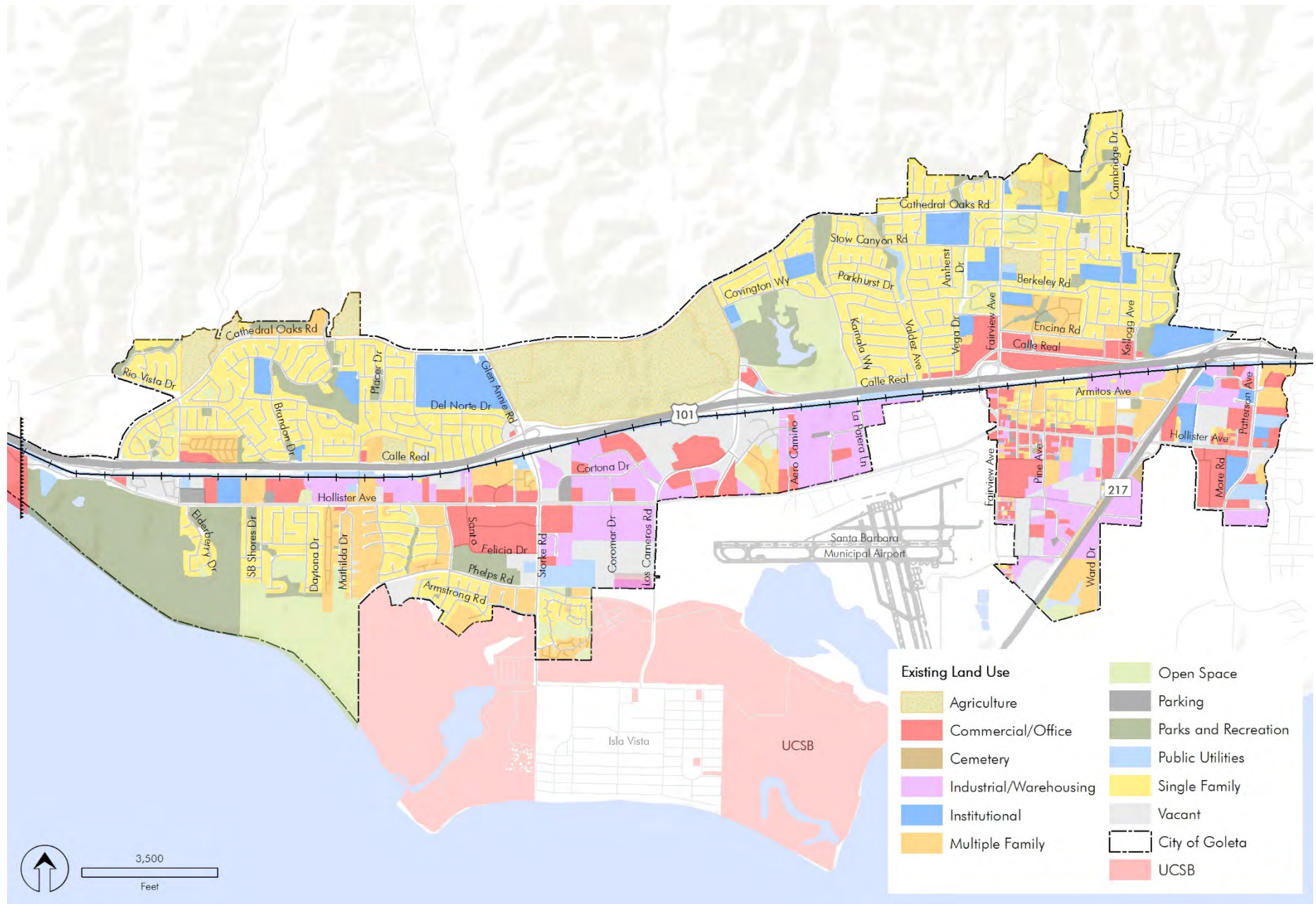
# COMMUTER MODE SPLIT



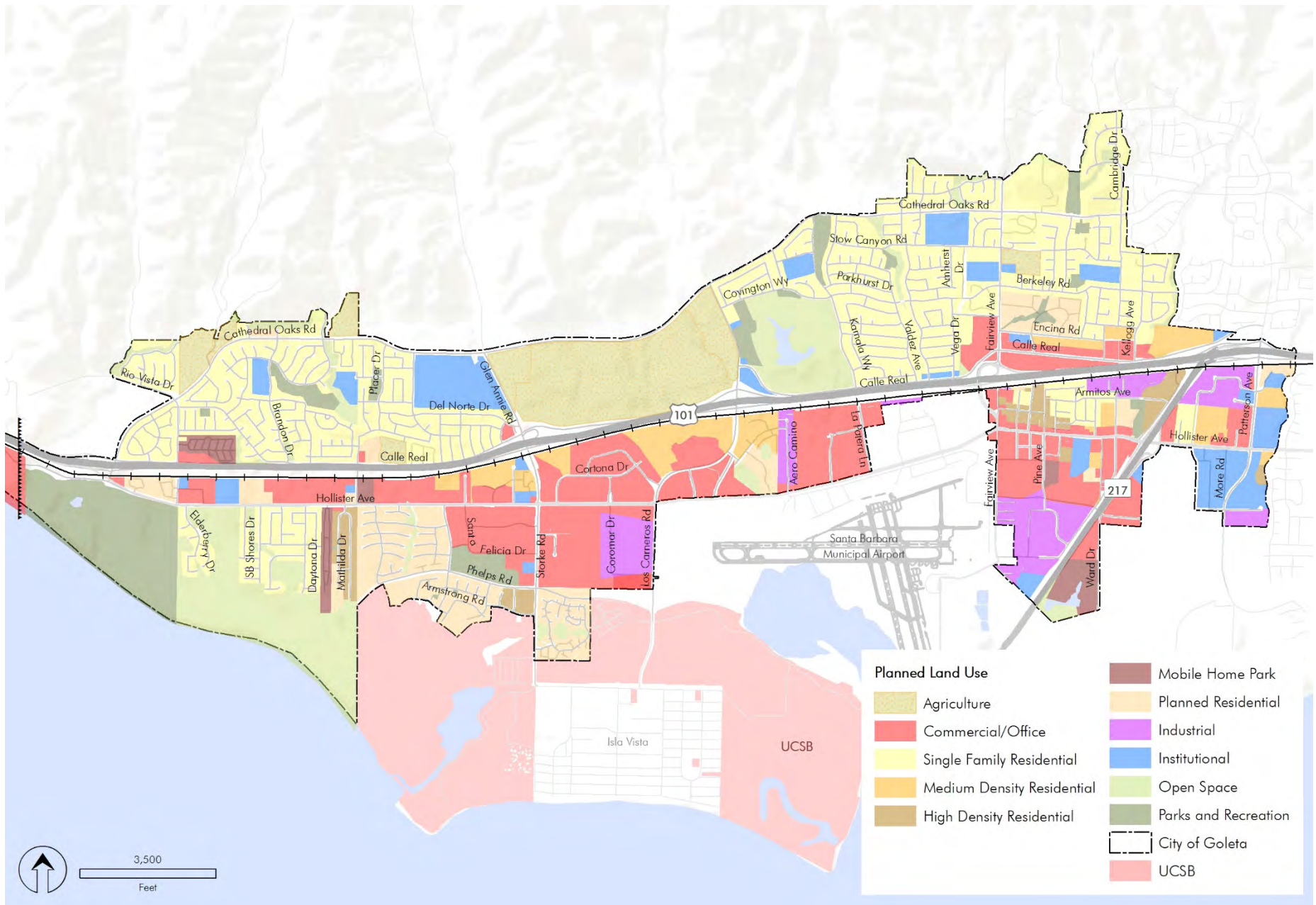
## Existing Conditions

- **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*)

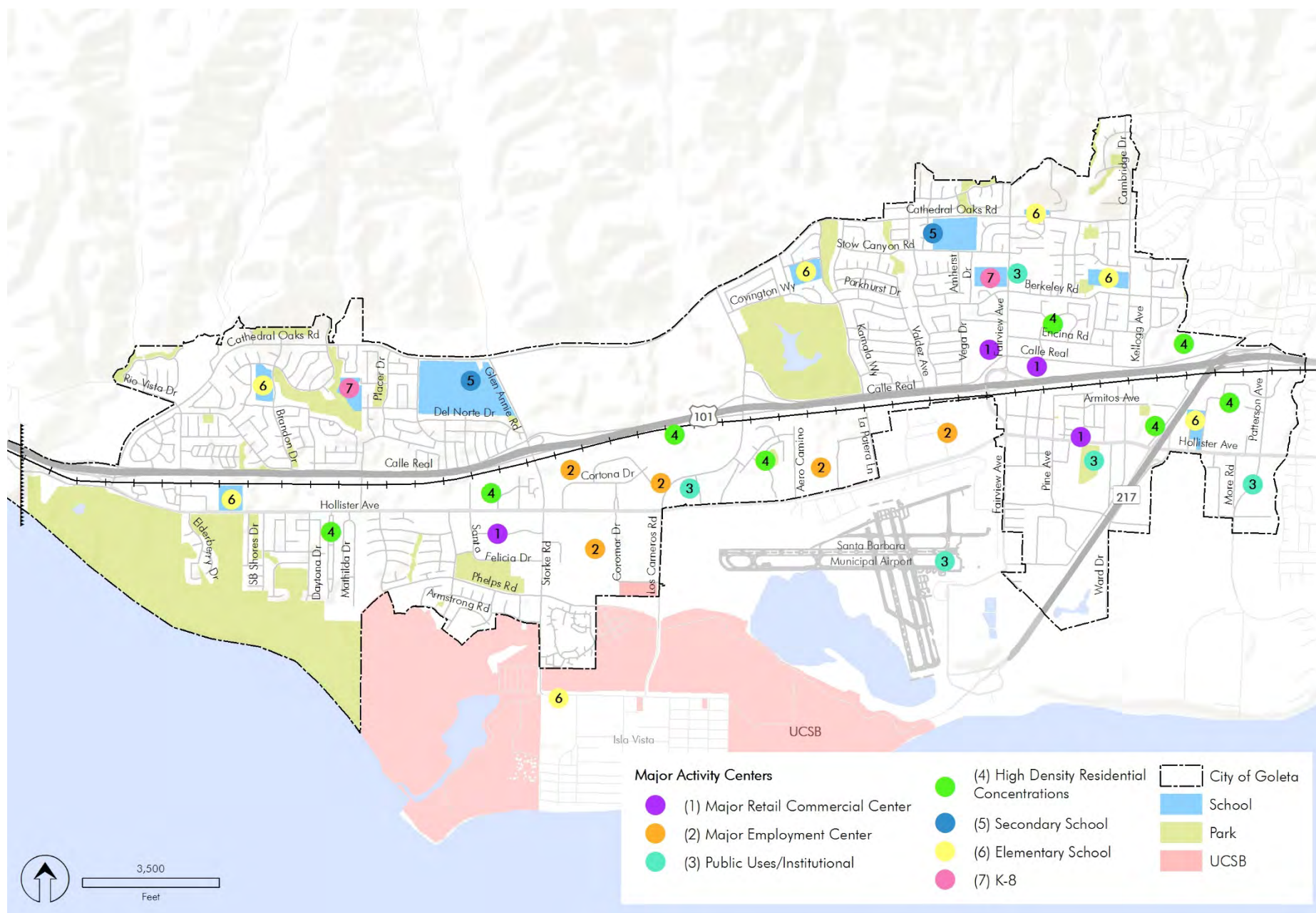
# EXISTING LAND USE



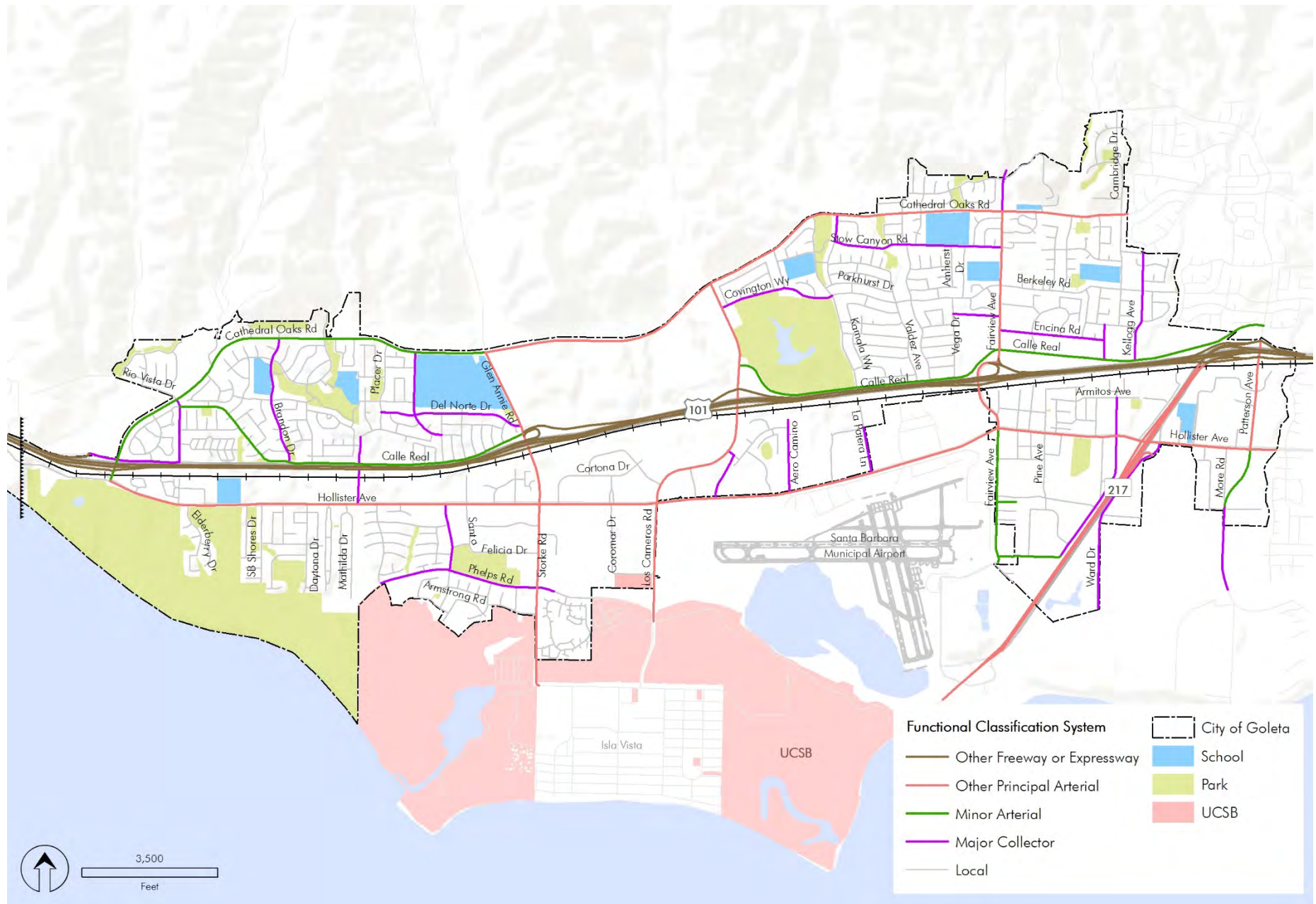
# PLANNED LAND USE



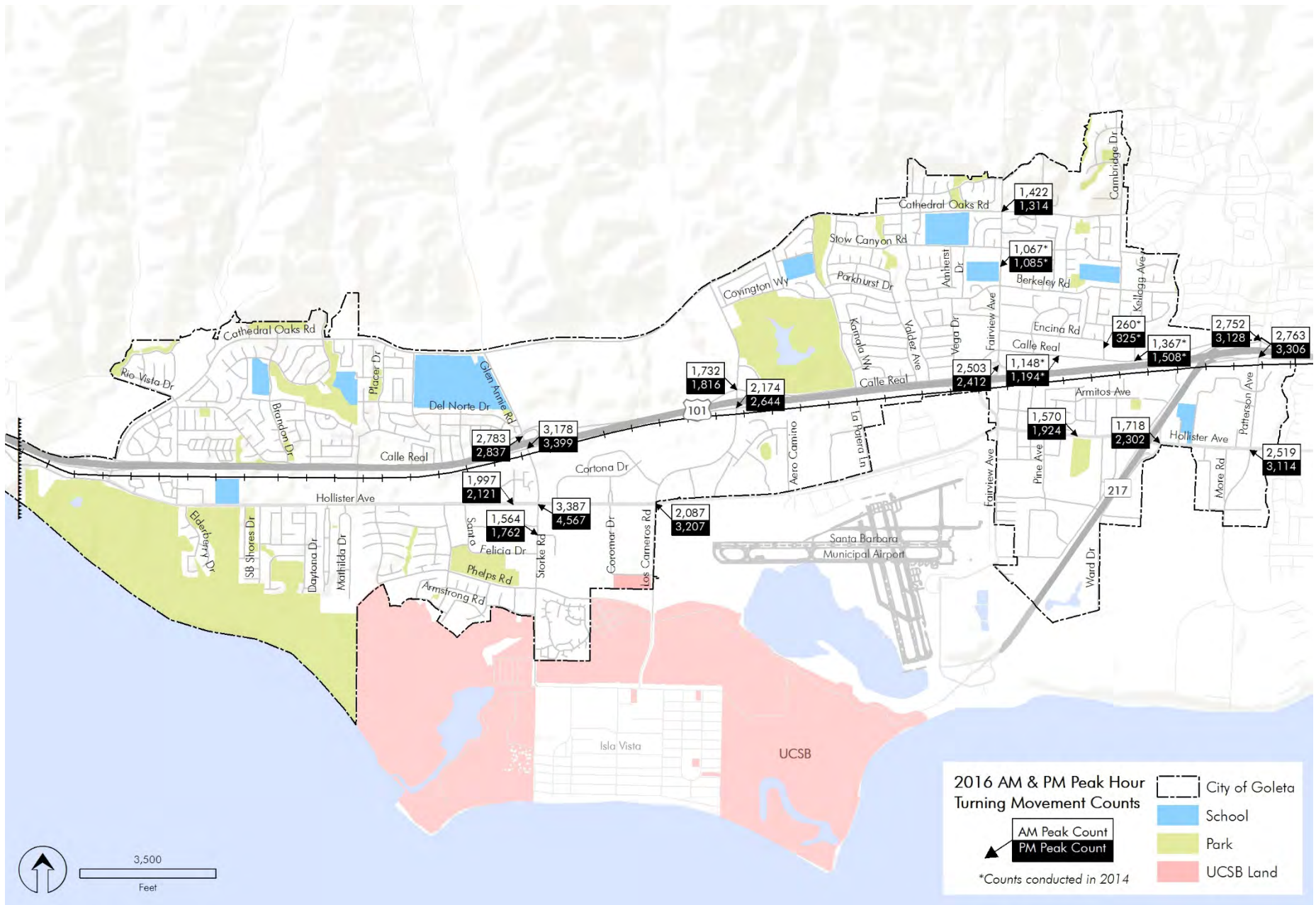
# ACTIVITY CENTERS



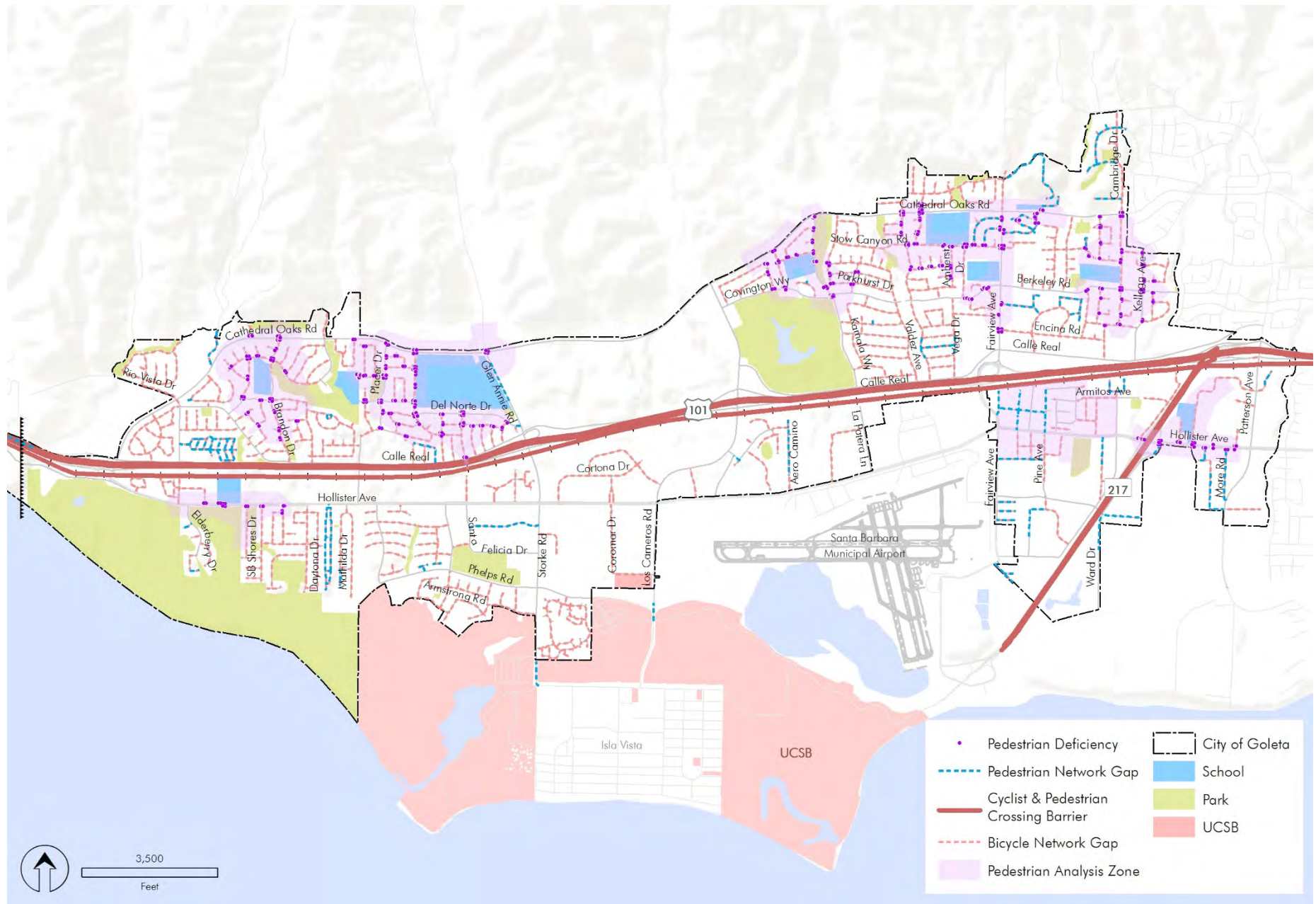
# STREET CLASSIFICATIONS



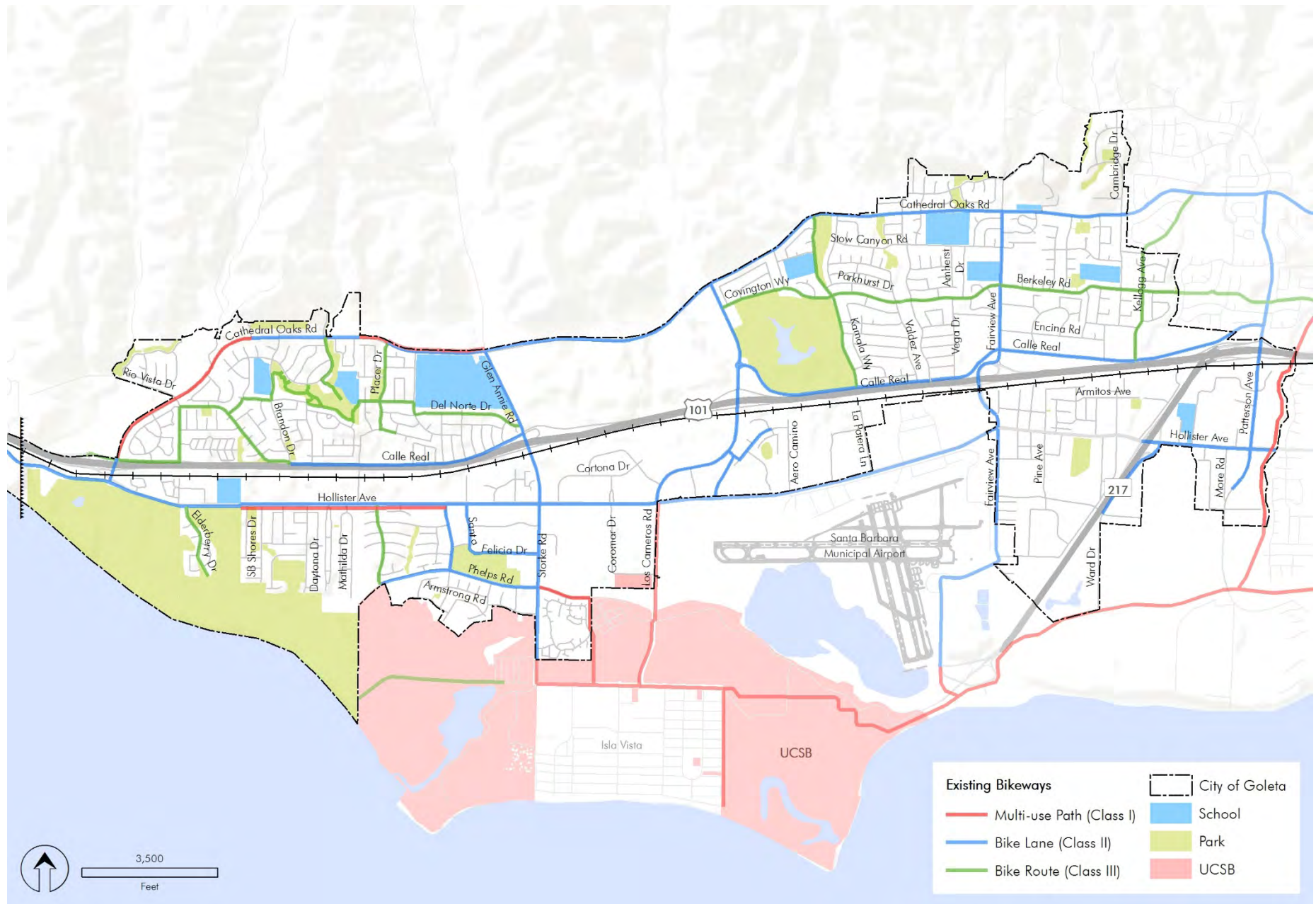
# TRAFFIC VOLUMES



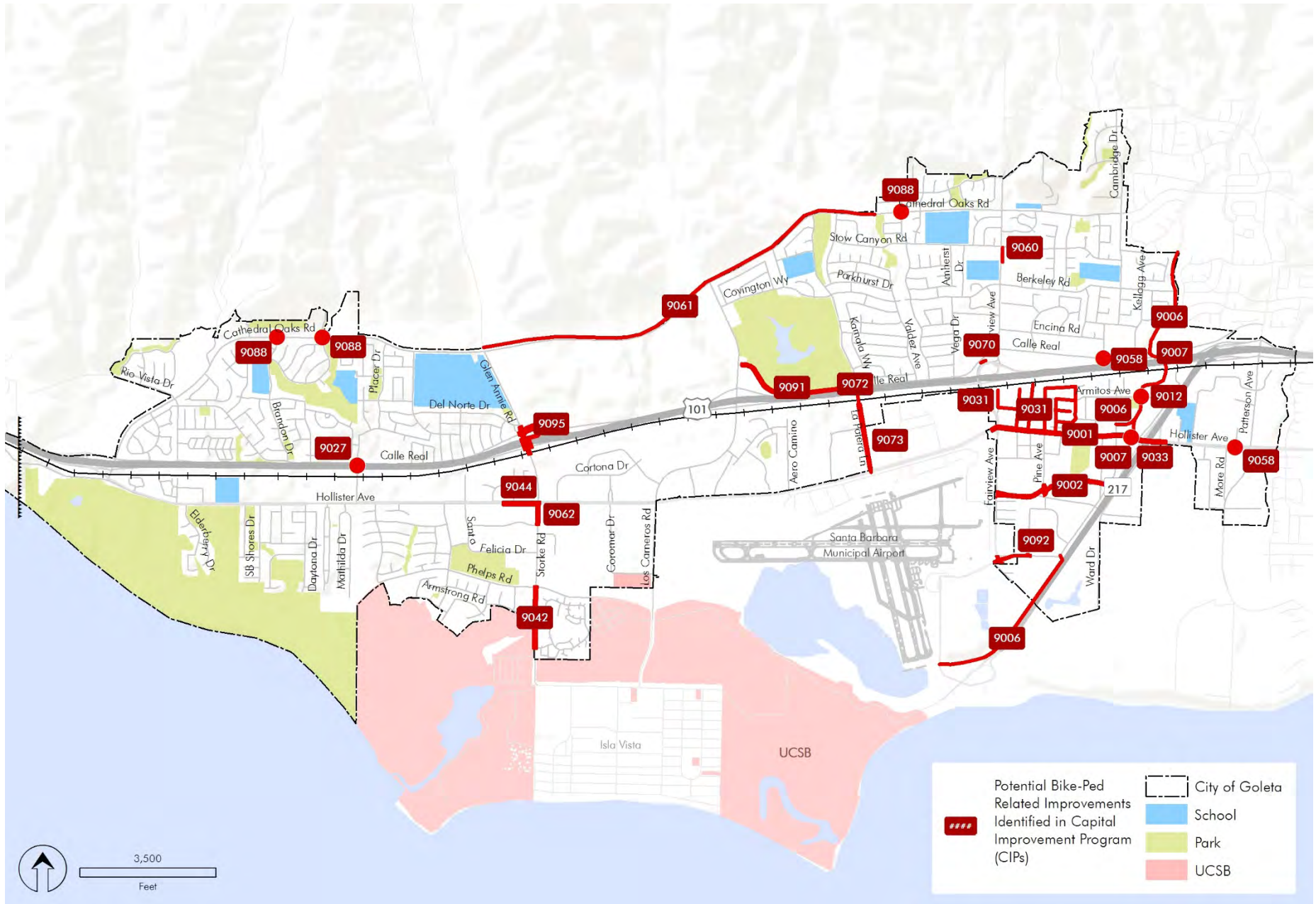
# SCHOOL ZONE INFRASTRUCTURE



# EXISTING BICYCLE INFRASTRUCTURE



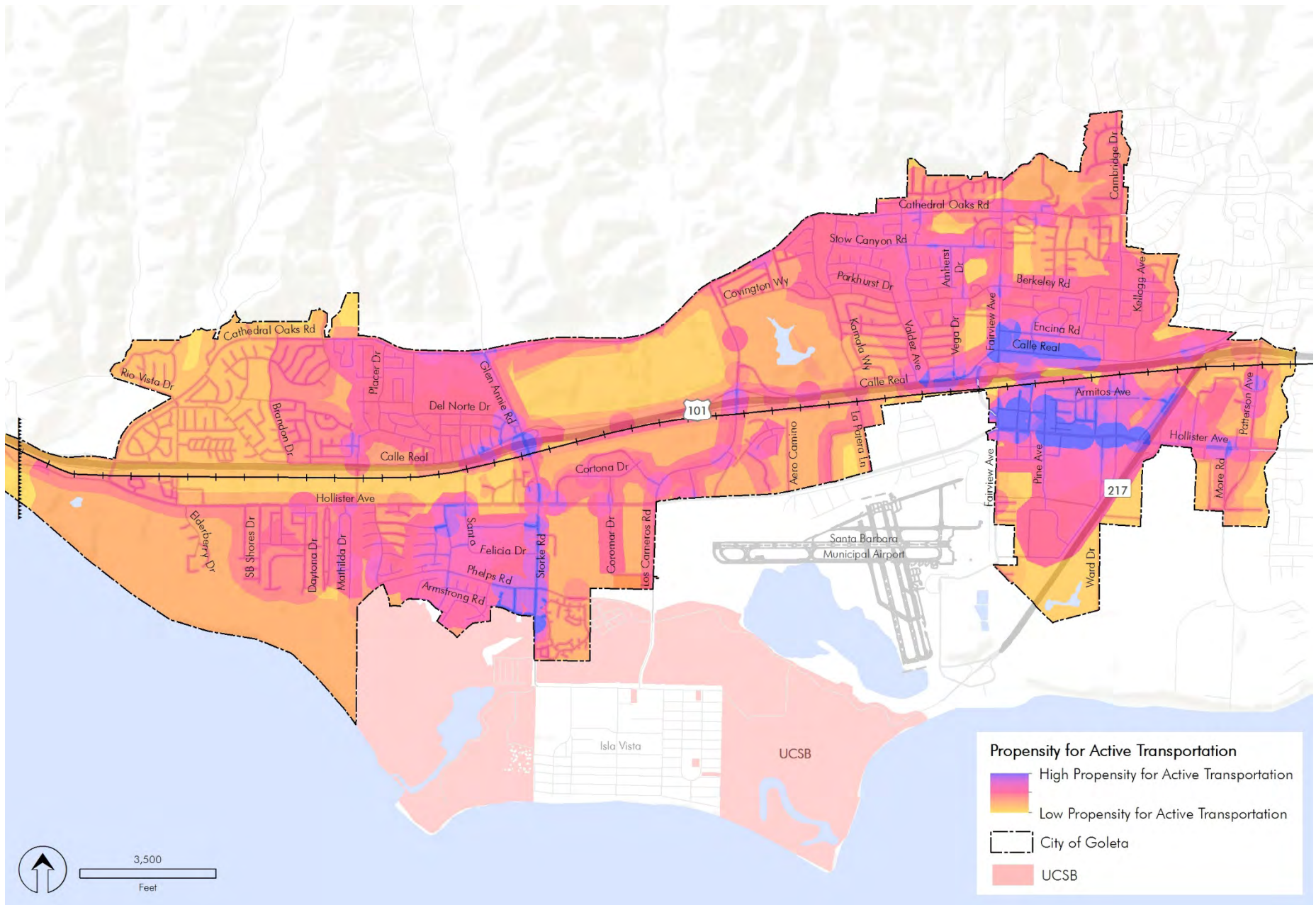
# PREVIOUSLY PROPOSED BICYCLE/PEDESTRIAN FACILITIES (CIPS)



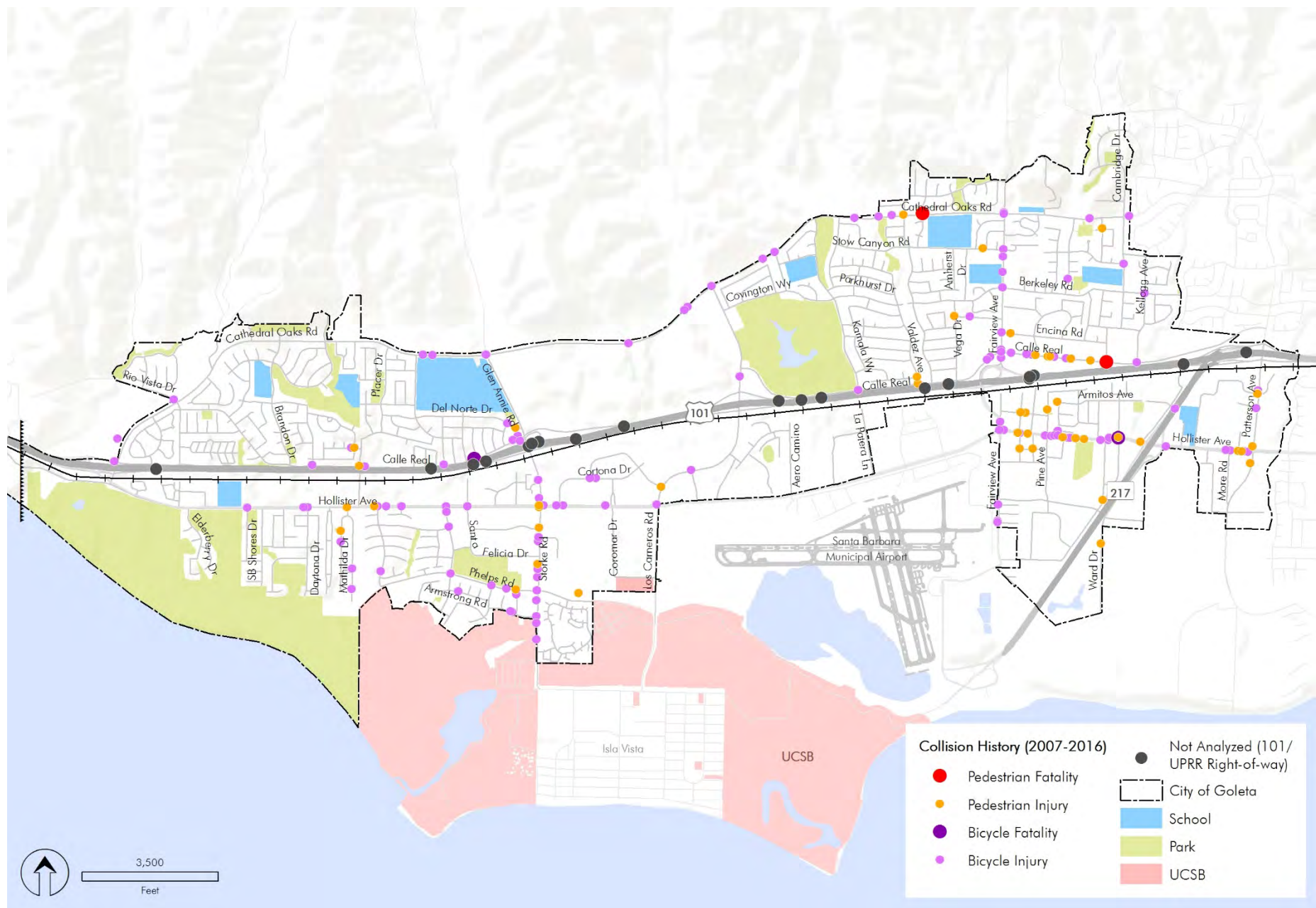
## Analysis

- **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*)

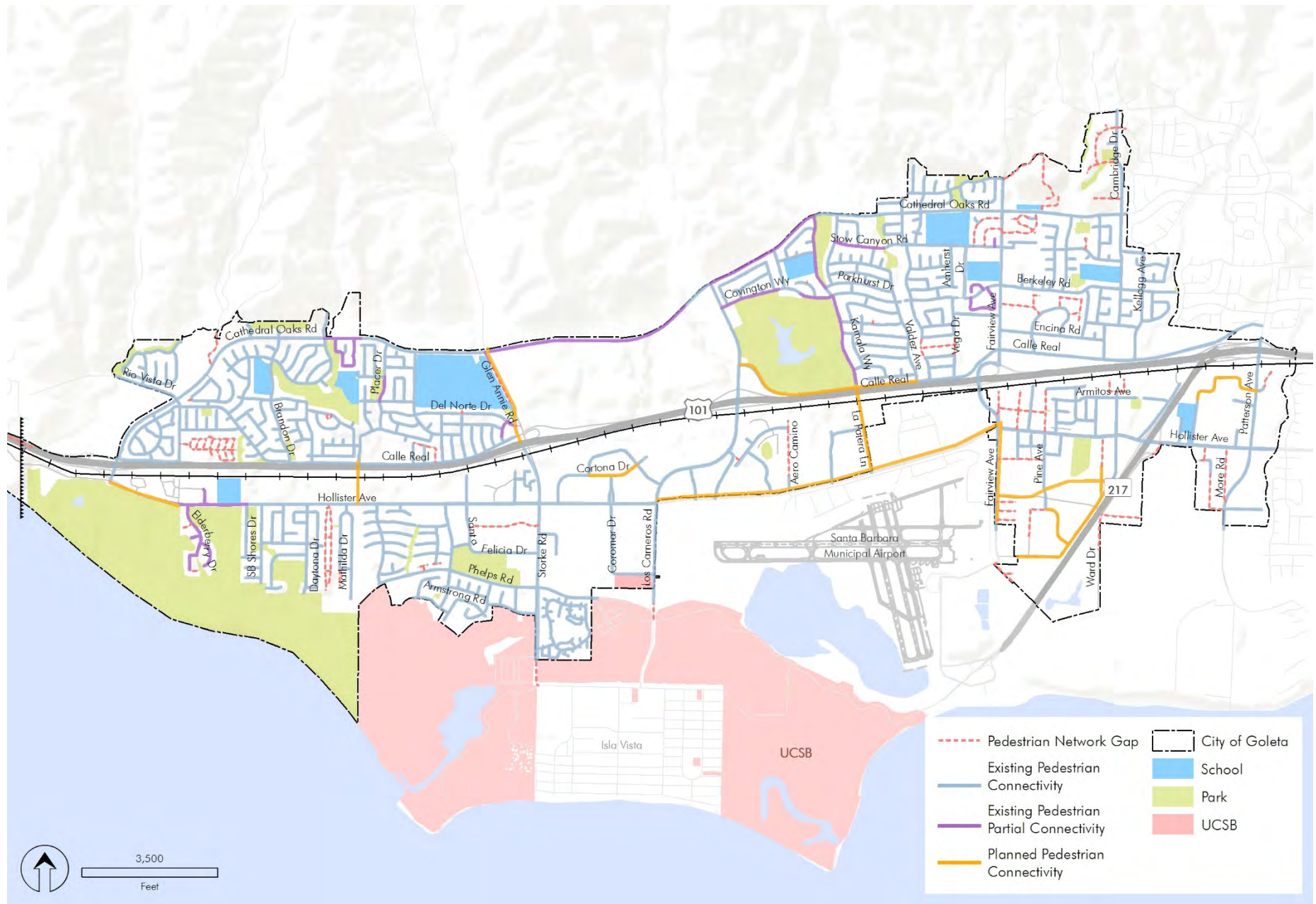
# BICYCLIST AND PEDESTRIAN PROPENSITY



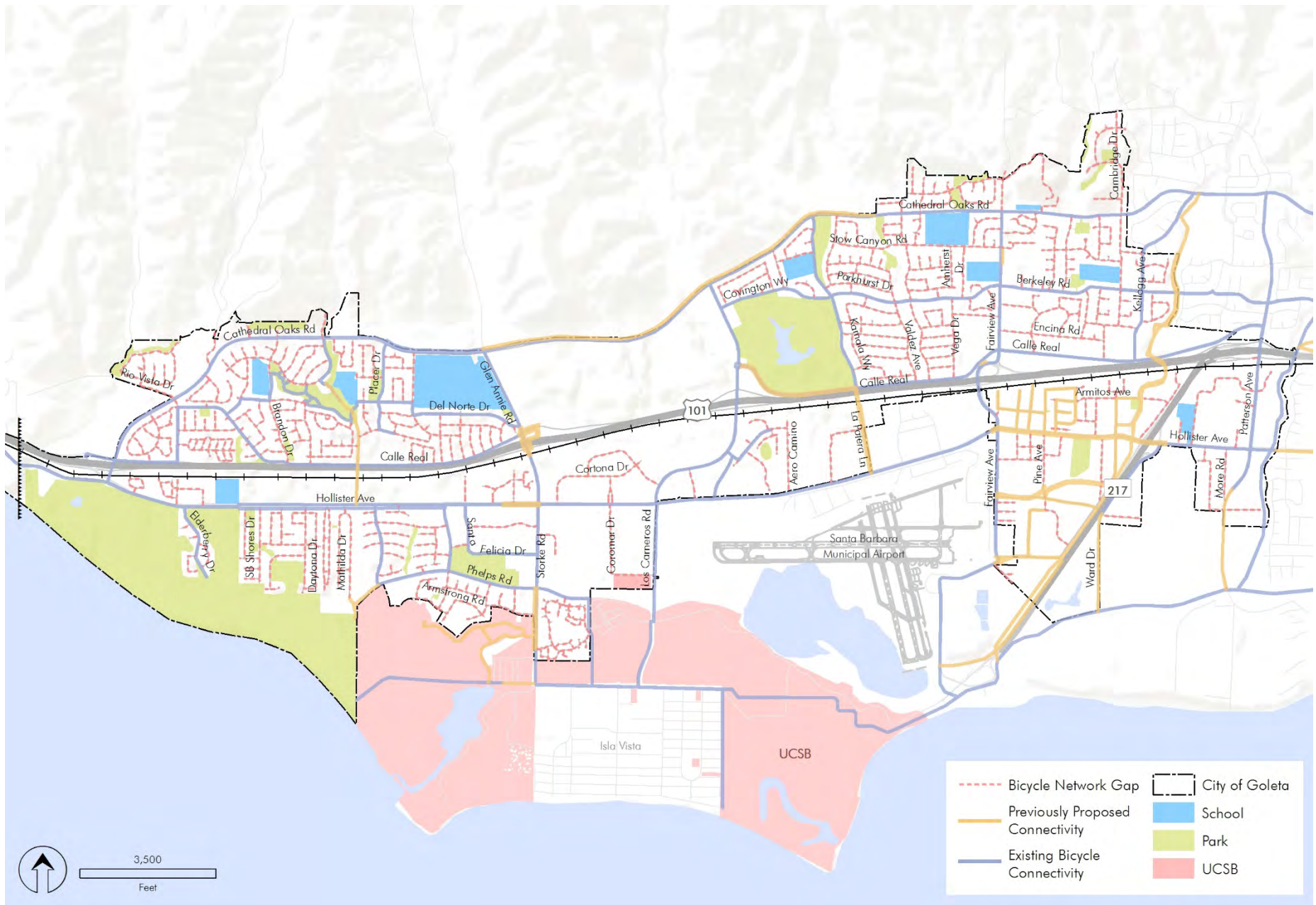
# BICYCLE AND PEDESTRIAN COLLISIONS



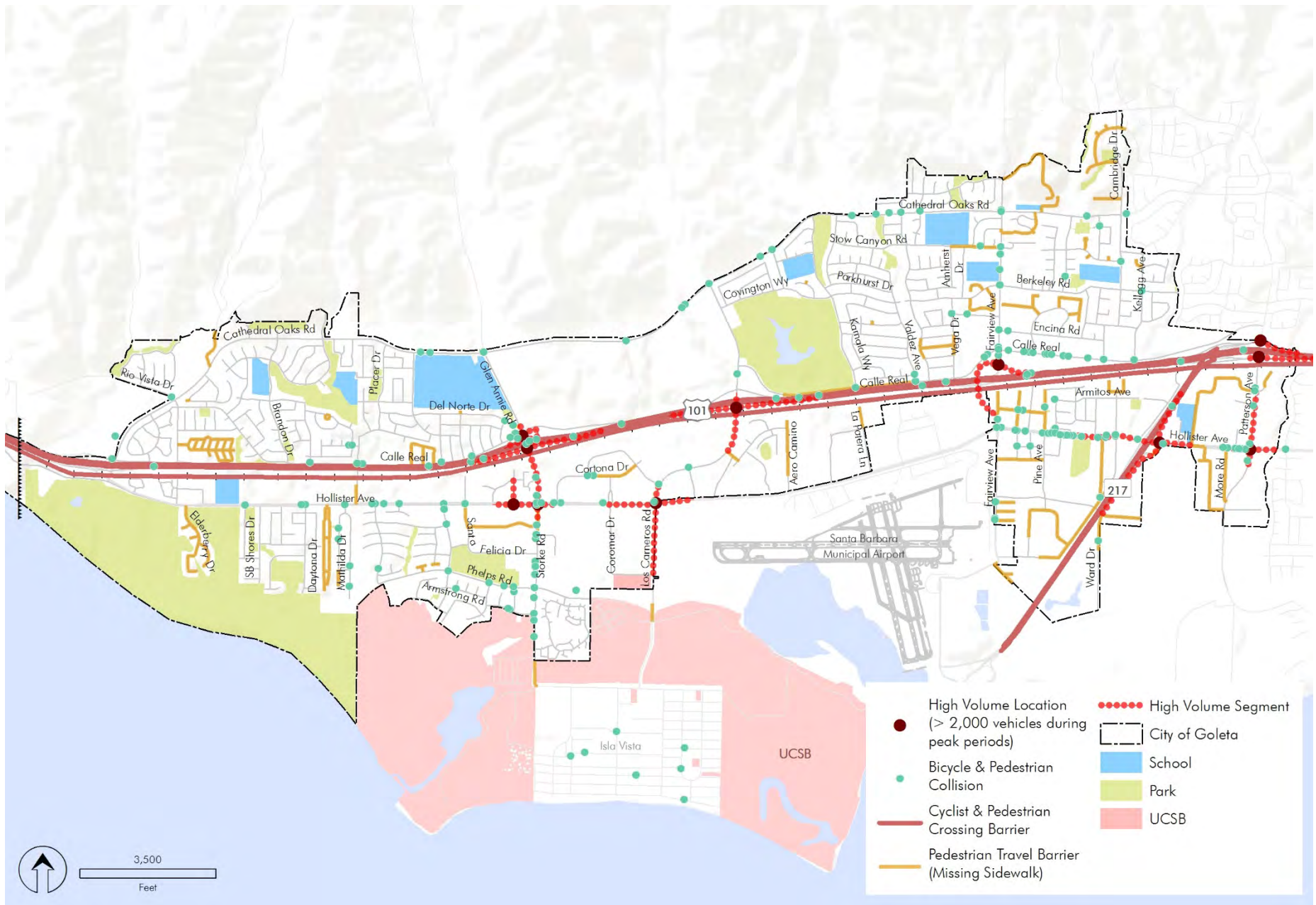
# PEPDESTRIAN GAP ANALYSIS



# BICYCLE GAP ANALYSIS

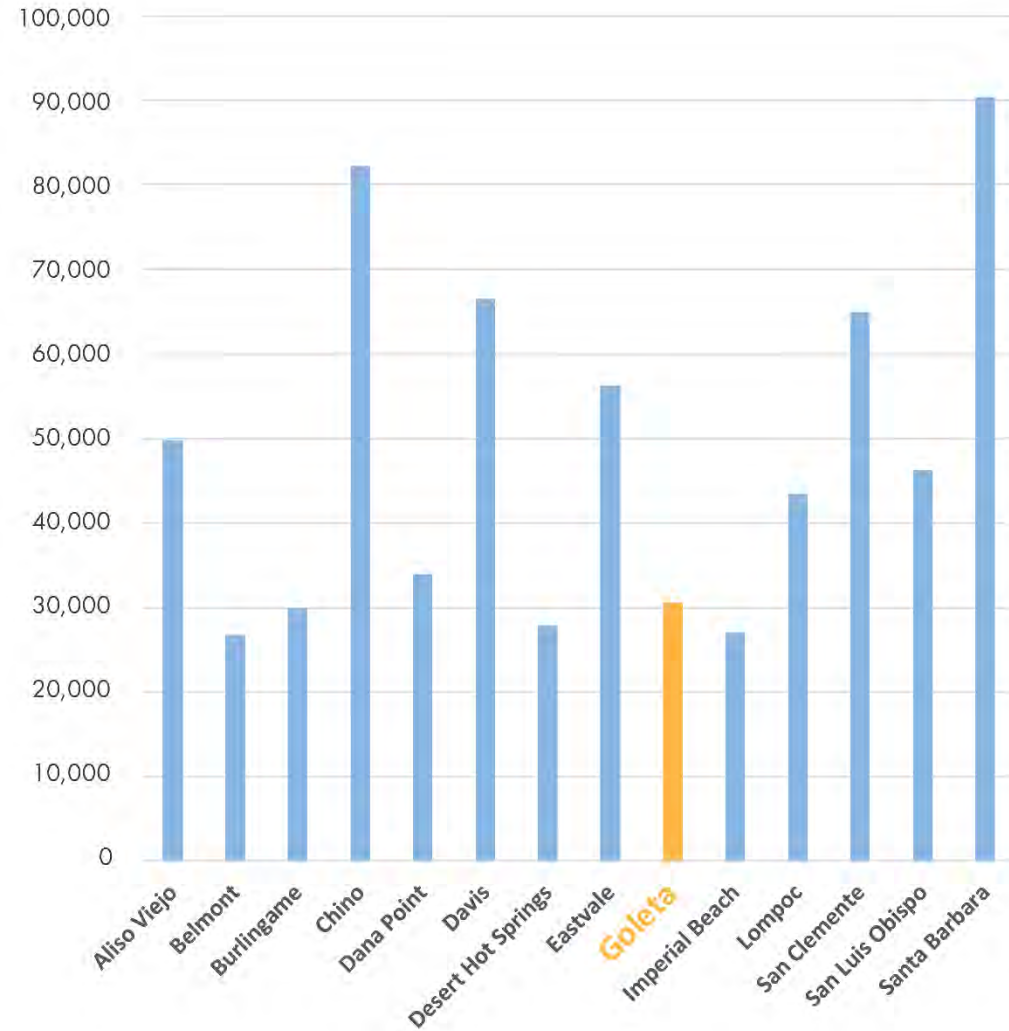


# MOBILITY BARRIERS

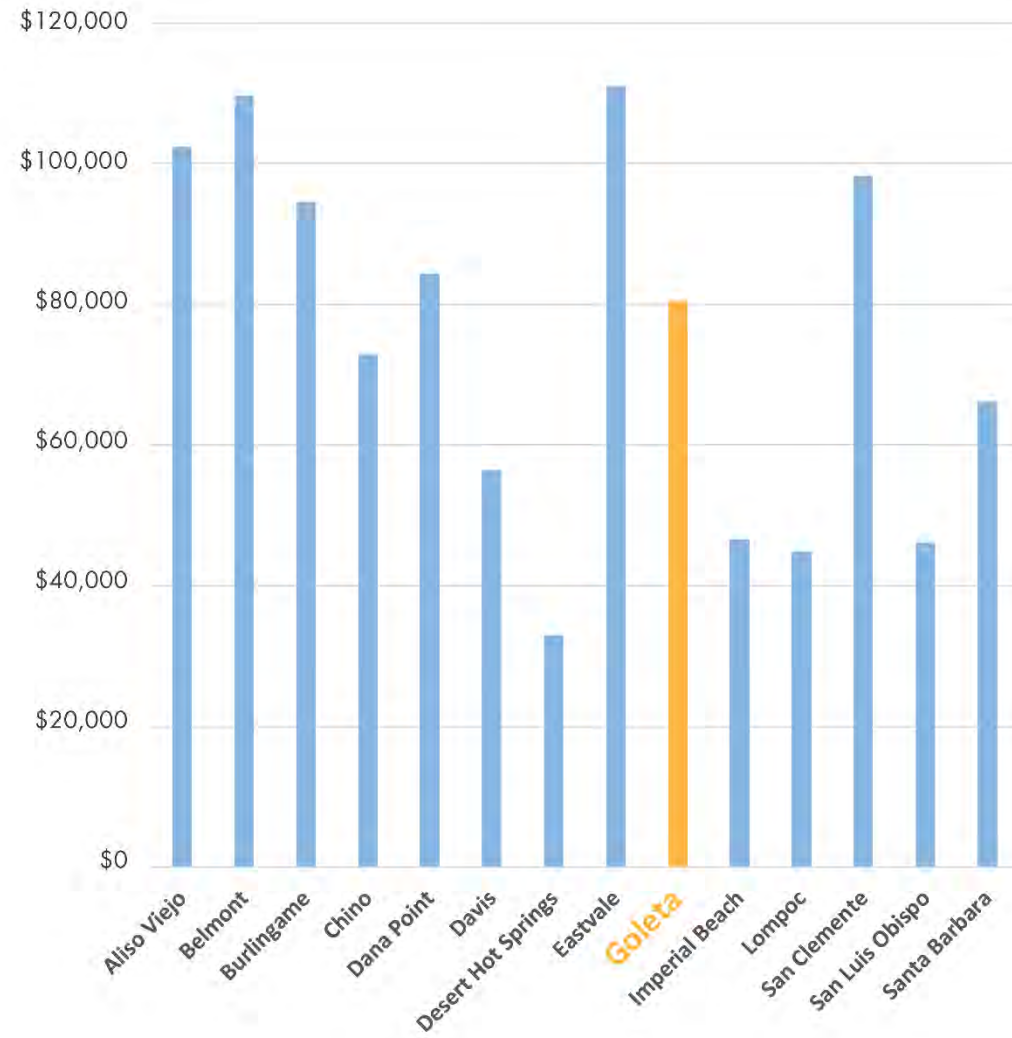


# DEMOGRAPHIC TRENDS

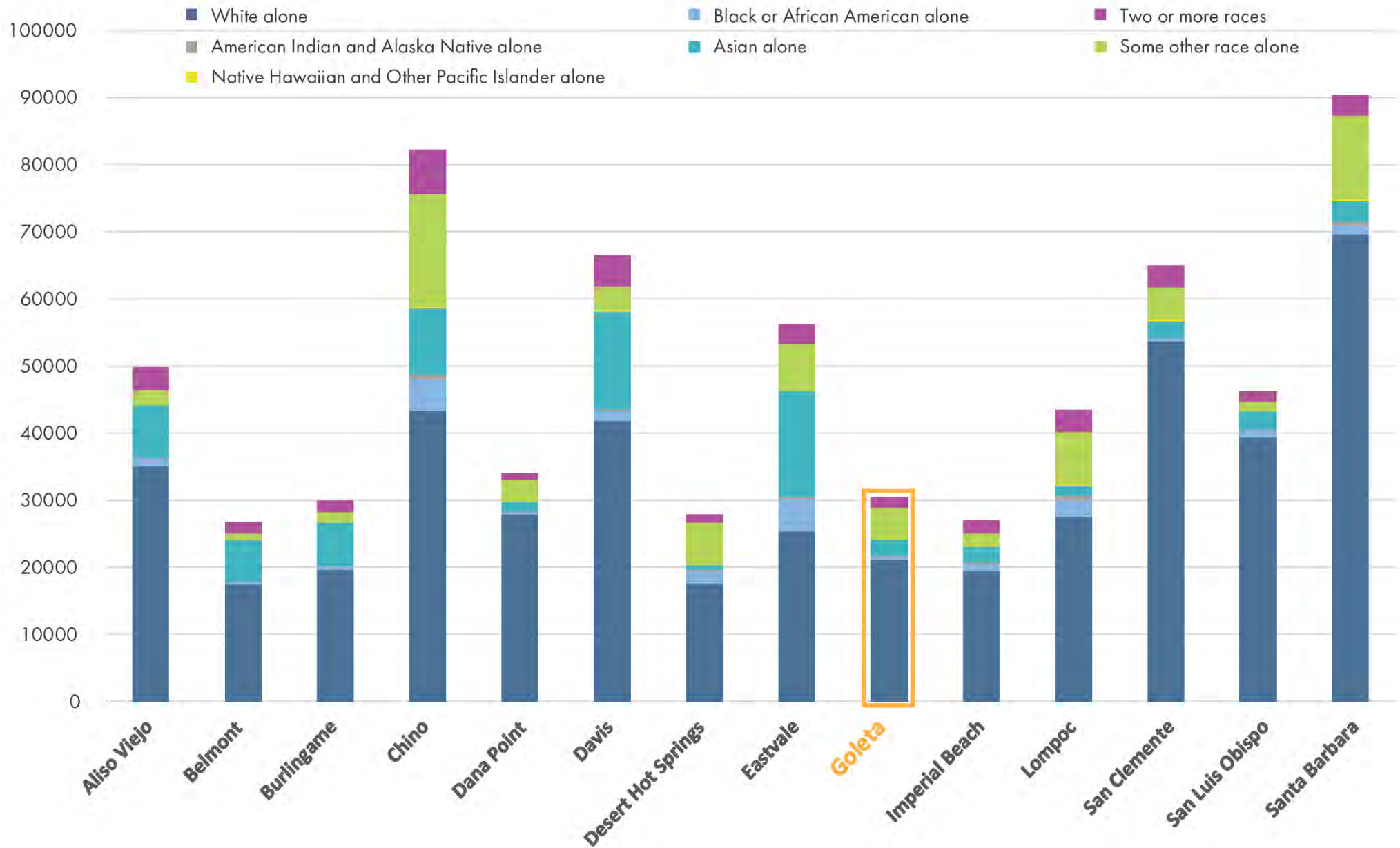
## Population



## Household Income



# ETHNICITY



# BICYCLE NETWORK COVERAGE

