

September 28, 2018

Goleta City Council
City of Goleta
130 Cremona Drive
Goleta, CA 93117

TRANSMITTED VIA ELECTRONIC MAIL

SUBJECT: Specific Comments Related to Bicycle and Pedestrian Master Plan

Dear Council Members-

I'm commenting on the pending City of Goleta DRAFT Bicycle Master Plan. While I am pleased that a comprehensive bicycle/pedestrian master plan is being drafted by the city, many critical improvements to this plan are needed in order to make this plan an effective and viable working document.

Firstly, in the section titled "Vision, Goals, And Objectives" in Chapter 1. The City states in very general terms the vision of the document. For example the document states "*(1) The BPMP will identify barriers, both actual and perceived, to bicycling and walking and provide opportunities through community outreach and improvement projects to remove the barriers and improve the network.*" The section then continues to state the benefits to the community by promoting alternative transportation etc. However, there are **no definable goals in this document.**

If there are no clear definable goals, how do we know if the bicycle master plan is meeting the needs of the community?

I strongly urge the city to add clear definable goals to the Goals section of this document. These goals and objectives should include the following:

Objective 1: Improve bicycle circulation by identifying and addressing barriers to bicycling.

Objective 2: By 2020, complete the network of Class II and IV bikeways and related improvements identified in this Plan.

Objective 3: By 2020, increase bicycle use for transportation to a 20% mode share.

Objective 4: By 2032, complete the network of Class I bikeways identified in this Plan that do not have established timelines or phasing approved by another City plan.

Objective 5: Cooperate with the County, State, Goleta

Council of Governments, and UCSB in the planning and design of bicycle and pedestrian facilities.

Additionally, the plan states in Chapter 2: "Existing conditions and analysis" section that "...Overall, 64 percent of pedestrian collisions were the fault of driver". However, the plan does not have any specific mention of enforcement changes in order to address this grave problem. Again there are **no specific enforcement changes** in the recommendation section of the document. I strongly encourage you to support including a separate section titled "enforcement" which outlines recommendations related to this topic. These recommendations should include the following:

Enforcement:

- 1) Traffic laws regarding cyclists and pedestrian rights and responsibilities shall be strictly enforced.*
- 2) Annually review bicycling and pedestrian collision reports for opportunities to address collision patterns. With specific action plans outlined in a separate section.*
- 3) The City shall promote and support the use of a bicycle "traffic school" option for persons involved in bicycle-related traffic violations.*
- 4) Staff shall seek Traffic Court approval for use of a City sponsored bicycle traffic school for persons involved in bicycle-related traffic violations within the City Limits.*

As you already are aware, there has been a tremendous amount of community input and interest in making this plan. Clearly there is a strong need to move forward quickly with bicycle and pedestrian improvements. To that end, I strongly encourage council to direct planning resources and priorities into creating **CLASS IV bike paths** throughout the city and **significant pedestrian improvements near schools**. Together, we can make this city safe for all modes of travel.

Thank you for your consideration and I look forward to discussing these issues with you.

Warmest Regards,

Michael Iza

Additional Signatures:

David Abel, Goleta resident
Tamra Abel, Goleta resident
Heather Shea, Goleta resident

David Shea, Goleta resident
Chris Drake, Goleta resident
Stephanie Drake, Goleta resident
Dean Wrench, Goleta resident
Becka Wrench, Goleta resident
Terra Hillyer, Goleta resident
Chris Hillyer, Goleta resident
Greg Husak, Goleta resident
Tim Burgess, Goleta resident



October 12, 2018

Mayor Perotte & Councilmembers
City of Goleta
City Hall
130 Cremona Dr. #B
Goleta, CA 93117

Support Goleta Bicycle & Pedestrian Master Plan Adoption with Increased Targets

Mayor Perotte & Councilmembers,

The Santa Barbara Bicycle Coalition (SBBIKE), Coalition for Sustainable Transportation (COAST), and the Community Environment Council (CEC) support adoption of the Goleta Bicycle & Pedestrian Master Plan (BPMP). The BPMP is an important first step to making Goleta a state and national leader in active transportation. During the impressive public outreach process to inform the BPMP's development, community member made it clear that visionary projects and programs to create a more walkable and bikeable Goleta are a community priority.

As members of the BPMP Technical Advisory Committee (TAC), we appreciate staffs' responsiveness to our questions and concerns throughout the planning process. City staff's work to incorporate both TAC and community input is evident in the BPMP's evolution from a list of infrastructure projects to a more substantive plan that includes policies and goals. Now it is time to adopt the plan – with one important change: the BPMP needs to include stronger mode share targets that will move projects forward from inception to physical realities so more Goleta residents can confidently bike and walk their communities.

The current BPMP targets would increase the combined mode share for walking and biking to 10 percent by 2025 and 15 percent by 2030. As noted in the BPMP, Goleta's current combined mode share for walking and bike is already 8 percent, so the 2025 target only aims to achieve a small 2% increase in bicycling and walking trips over the next 7 years. The 2030 target wouldn't even double the current mode share.

In a [comment letter submitted to City Council on October 17, 2017](#), our organizations advocated for stronger targets that are more consistent with the long-term vision articulated in the BPMP. We urge the City to adopt the following mode share targets:

- A 15 percent combined mode share for walking and biking by 2025, which would nearly double the share of bicycling and walking trips over the next 7 years
- A 20 percent combined mode share for walking and biking by 2030

These proposed Goleta targets are attainable and would position the City as a statewide and national leader in active transportation. A higher mode share target will also reinforce community values, support Goleta's implementation of the Climate Action Plan (CAP) implementation, and build progress towards the City's STAR objectives (see the attached).

To ensure swift and effective implementation of the Goleta BPMP, we encourage the City to devote the necessary funding and staff time to deliver key BPMP projects and programs. To provide this funding, we anticipate future actions that are consistent with the BPMP's designation as a "living document", including updates to the General Plan Transportation Element and Goleta Transportation Improvement Program plans (GTIP).

We also support the implementation of the BPMP Action Measure 7.1.7 to designate a coordinator who can work to swiftly and effectively implement priority projects - especially the Fairview Avenue and Storke Road corridor studies and projects. The BPMP coordination could support the Hollister Avenue Complete Streets project to ensure that it is consistent with BPMP implementation and lead development of the Vision Zero implementation study, which should become a priority project after BPMP adoption. The addition of strong targets to an already robust list of BPMP projects and policies will help the City secure plentiful grant funding to support the staff coordinator's work.

We recognize that Goleta is entering a period of institutional changes that has the promise to further improve the City's local government services, capacity, and infrastructure improvements. By their nature, BPMP projects and programs require collaboration across different departments and engagement with the community. With sufficient resources and staff time, the City can implement the BPMP in ways that will increase interdepartmental collaboration and support the institutional improvements that are underway. Since the transportation sector is in a period of fast-paced change, the City can also use BPMP implementation to establish processes and project delivery pipelines that will be crucial for deftly integrating the new transportation technologies and shared mobility options that are rapidly emerging.

Thank you for your work on the BPMP, which is pivotal to the future of the Goodland's transportation and high quality of life. We look forward to continuing our partnership with the City and supporting implementation of programs and projects in the BPMP. Consistent with that, we strongly advocate that you vote to adopt the BPMP with the needed change for a bike and pedestrian mode share goal of 15% by 2025 and for 20% by 2030. Let's recognize the hundreds of Goleta residents who took the time to inform the BPMP plan and support the vision for a multimodal transportation system that serves all road users.

Sincerely,

Edward France, for the Santa Barbara Bicycle Coalition

A handwritten signature in black ink, appearing to read "Michael Chiacos". The letters are cursive and somewhat stylized.

Michael Chiacos, for the Community Environmental Council

A handwritten signature in black ink, appearing to read "Michael Chiacos". The letters are cursive and somewhat stylized.

Joanna Kaufman, for the Coalition for Sustainable Transportation (COAST)

A handwritten signature in black ink, appearing to read "Joanna Kaufman". The letters are cursive and somewhat stylized.

Attachement: STAR Objectives

Based on our organizations' assessment, BPMP implementation will help the City increase its scores for the following STAR objectives:

- Built Environment 3: Compact & Complete Communities - Concentrate development in compact, human-scaled, walkable centers and neighborhoods that connect to public transit, offer diverse uses and services, and provide housing options for families of all income levels
- Built Environment 7: Transportation Choices - Promote diverse transportation modes, including walking, bicycling, and public transit, that are safe, low-cost, and reduce vehicle miles traveled
- Climate & Energy 2: Greenhouse Gas Mitigation - Achieve greenhouse gas emissions reductions throughout the community
- Climate & Energy 3: Greening the Energy Supply - Transition the local energy supply for both transportation and non-mobile sources toward the use of renewable, less carbon-intensive, and less toxic alternatives
- Education, Arts, & Community: Community Cohesion - Promote socially cohesive neighborhoods where residents are connected, have a sense of place, and feel committed to their community
- Business & Economy 3: Green Market Development (via Bicycle Tourism) -
- Equity & Empowerment 3: Environmental Justice (via increased access to affordable, clean, and safe mobility options)
- Equity & Empowerment 4: Equitable Services & Access - Establish equitable spatial access to foundational community assets within and between neighborhoods and populations
- Health & Safety 1: Active Living - Active Living: Enable adults and kids to maintain healthy, active lifestyles by integrating physical activity into their daily routines
- Health & Safety 7: Safe Communities (via reduced traffic collision injuries and fatalities through enforcement and Vision Zero) - Prevent and reduce crime and increase perceptions of safety through interagency collaboration and with residents as empowered partners

Deborah Lopez

From: Stuart Kasdin
Sent: Saturday, October 13, 2018 1:14 PM
To: Michelle Greene; Deborah Lopez; Charlie Ebeling
Cc: James Winslow
Subject: FW: NTGS support for the BPMP

Stuart Kasdin, PhD

Mayor Pro Tempore
City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117
805-961-7539 | skasdin@cityofgoleta.org

From: Steve George [mr.sgeorge@yahoo.com]
Sent: Saturday, October 13, 2018 1:10 PM
To: Paula Perotte; Stuart Kasdin; Michael Bennett; Roger Aceves; Kyle Richards
Cc: Judi Shor
Subject: NTGS support for the BPMP

October 13, 2018

City of Goleta

Mayor, Mayor Pro Tem, and City Council Members

130 Cremona Dr. Suite B

Goleta, CA 93117

RE: BPMP support and accountability

Dear Mayor Paula Perotte, Mayor Pro Tem Stuart Kasdin, and Council Members Michael Bennett, Roger Aceves, and Kyle Richards,

NTGS (New Town Goleta Safety) supports approval of the City of Goleta Bicycle Pedestrian Master Plan (BPMP). That being said, we would like to draw from a recent letter we sent to the Council and make some recommendations.

We at NTGS have actively supported the development of the BPMP. Our concern comes from identifying the **practical application** of the findings and proposals. It is our understanding that the project came about from the need to update an old (on the shelf) County originated bicycle plan. It is our observation that a current (updated) plan was necessary so that grants and other requirements could be secured or met for City projects. With the project coming to a close, what is the assurance that anything will be done with it? Will it go back in file (on the shelf where the other one was) until the next update is necessary or will it have a practical application in moving forward? If your intent was to keep it as an active, working, roadmap for the future, **then how was that to be accomplished? Who will be the advocate(s)? What are the ongoing measurements that will hold the City accountable for the plans success or failure?**

It is our observation that current staffing levels in the Public Works Department do not provide for the luxury of following any master plan. It appears to us that the skeleton crew in Public Works is jumping from one high priority project to another. With over 50 high priority projects in queue and more being identified on a going forward basis, Public Works has been forced to identify only the top few that will actually be done in real time. Our seniors, who make up a significant portion of the population in our community, continue to struggle to get across streets safely and are forced to drive due to the unsafe network of roads and intersections. **The highest profile problem area identified in the data gathering efforts of the BPMP is the Calle Real and Fairview area (our community)**. The BPMP states that a holistic solution will continue to be pursued. Who is responsible to follow-up and insure that a plan is developed and implemented? If we are to continue down the path of becoming "Goleta, The Good Land" then we need to put our money where our mouths are and build (and follow) sound plans. This means the BPMP and Vision Zero have to be real. They have to be infused into the City's thinking and actions.

We are asking you, along with approval of the BPMP, to take the responsible step of creating a new position in Public Works that would be the **transportation coordinator for the City**. This needs to be done as a new funded position, not by carving out or adding to the responsibilities of existing overloaded employees. Please consider taking the bold step of saying transportation is the backbone of our City and we care enough to make it a priority by dedicating a position in the City to accomplish this. **Please establish and fund a Transportation Coordinator position for the City of Goleta, add meaningful and accountable measures to the BPMP, and make the BPMP and Vision Zero real and actionable.**

Sincerely,

Steve George and Judi Shor

NTGS – New Town Goleta Safety

Co-chairs: Steve George and Dr. Judi Shor (with the Center for Successful Aging)

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Deborah Lopez

From: Michael Iza <mikeiza@cox.net>
Sent: Friday, October 12, 2018 11:52 AM
To: Paula Perotte; Michael Bennett; Kyle Richards; Deborah Lopez; Deborah Lopez; Stuart Kasdin; Michelle Greene; Roger Aceves; James Winslow; Charlie Ebeling
Subject: BPMP staff report comments

Dear Mayor and Councilmembers,

Below are my comments on the Draft Bicycle Master Plan (BPMP)staff report:

1.The CEQA Notice of Exemption states that the BPMP includes class 1, 2, 3 Type bike lanes (**not class IV**). Staff does include a quote about Class IV bike lanes on page 33/246 of the report and also includes possible class IV treatments on Pg 204 of the report. If the plan includes class IV (the Staff report and CEQA don't reflect this), the Draft CEQA Notice Of Exemption and associated Resolution should reflect this.

2. Page 109 the BPMPstates the following performance measures:

Complete the current list of Capital Improvement Program (CIP) bicycle and pedestrian projects by 2035.

- Is it the City's intention that the implementation phase will be 17 years? If so, this **timeline is out of step** with the responses from public input the City received in the development of the BPMT.

Percentage of School-aged Children Walking & Bicycling to Schools –
13% combined; 15% increase by 2030

- What is the current percentage School-aged Children Walking & Bicycling to Schools? Is the goal to increase the current value by 15% by 2030? if so, the **timeline and goal is out of step** with the public responses and input given for the BPMP
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-

Reach an "Overall Score" of "3" in the PlacesForBikes City Ranking by 2025
Reduce driving alone commute by 10% (to 60%) by 2030

- Currently there are many cities listed at 3 or higher, including Boulder, CO. Santa Monica, Ca. etc.. Given that other cities have already achieved this goal, should Goleta set the bar so low on this figure of merit? Again the **timeline and goal is out of step** with the public responses and input given for the BPMP

Ensure a variety of infrastructure improvements are implemented
by 2025

- How will this be measured? What is the definition of "variety"?

Increase walking and bicycling mode share to 10% by 2025
and 15% by 2030

- The current walking and biking mode share is 8%. Does this plan intend to only increase mode share by 2% in the next 7 years? and 7% in the next 12? If so, again this marginal increase in mode share is **out of step with the public responses** and input given for the BPMP. Many cities, including similar sized cities like San Luis Obispo have much more aggressive mode share targets (20% mode share just for bicycles by 2020).

How do these goals line up with the cities goals the city is reviewing such as “fossil free by 2030”. If the intention of the city is to adopt a fossil free by 2030 plan, do these low mode share targets the city has outlined in the BPMP support that goal?

In summary, given the overwhelming public response the city has received during the development of the BPMP, it is disappointing to see the city has established such a low bar for the timeline and mode share target presented in this plan.

We request that the city establish more aggressive mode share targets and timelines which are in line with what other cities have targeted and public comment, and also consistently incorporate Class IV projects in the BPMP, the CEQA NOE, and the associated resolution for adoption.