City of Goleta • Bicycle and Pedestrian Master Plan

Draft Document Outline – Revised 10 August 2017

1. INTRODUCTION

Scope
Study Area
Vision, Goals and Objectives
  Potential Performance Measures
Planning Context
  Bicycle/Pedestrian Network History
  Regional Planning and Previous Master Plans
  Relationship to GP and Other City Planning
      Integrating Hollister Avenue Complete Streets

Bicycle and Pedestrian State of Practice
  Overview
  Primary Guidance *(Caltrans HDM Chapter 1000, AASHTO Bikeway Guide, NACTO Bikeway, Street and Stormwater Guides)*
  Applicable Legislation *(SB 1, 375, 672, 743 and AB-902, 1096, 1358, 1581, 1371, 1193, 1218)*
  Complete Streets and Routine Accommodation

Bicycling and Walking Benefits
  Environmental Benefits *(Community/regional emissions reductions, air quality improvements)*
  Health Benefits *(Individual and community health improvements, active lifestyle, social interaction)*
  Economic Benefits *(Individual and community cost savings, property values, tourism)*
  Social Justice *(Disadvantaged communities, expanded mobility choice)*

2. EXISTING CONDITIONS AND ANALYSIS

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

Analysis
  Bicycle and Pedestrian Propensity *(GIS modeling/analysis)*
  Bicycle and Pedestrian Collisions *(Collision mapping/analysis (SWITRS, TIMS, Sheriff)*
  Demographic Trends and Characteristics *(Population, ethnicity, age trends: US Census)*
  Level of Traffic Stress *(Analysis employing existing street type, width, traffic volume, speed, etc.)*
  Gap Analysis *(Barriers to bicycle and pedestrian travel analysis)*

3. PUBLIC OUTREACH
  Outreach Plan
  Technical Advisory Committee *(Role, member list: Various City of Goleta departments, City of Santa Barbara, County of Santa Barbara, UCSB, SBCAG, MTD, Goleta Chamber of Commerce, County Health, SBBike, COAST, Community Environmental Council, Community Associations)*
  Public Workshops and Pop-up Events *(Locations and outcomes)*
  Online Survey and Comment Map *(Methodology and outcomes)*
  Outreach Summary *(Outreach results compilation and analysis)*

4. RECOMMENDATIONS
Bicycle and Pedestrian Treatments
  Bicycle Treatments *(Class I, II, III, IV, Buffered Class II lanes, sharrows, bike boxes, bicycle boulevards, protected intersections, signage and wayfinding)*
  Pedestrian Treatments *(PHBs, RRFBs, pedestrian refuges, mid-block crossings, curb extensions, senior zones)*
Traffic Calming *(Roundabouts, speed tables/raised crosswalks, diverters, signals/warning devices)*

Recommended Physical Improvements
  Bicycle and Pedestrian Improvement Prioritization *(Based on analysis, City and public input, best practices, demographic trends, etc.)*
  Updated Street Design Standards *(Current best practices supporting Complete Streets)*
  Wayfinding Signage Improvements
  Integration with Other Transportation Modes

Recommended Programs and Policies
  Pedestrian and Bicycle Policies *(Recommended new policies and revisions)*
  Walking/Biking Education/Promotion Programs *(Example programs)*
  Inter-Agency Communication *(City, County, SBCAG, UCSB, MTD, Sheriff, Fire)*
  Tracking and Monitoring Pedestrian and Bicycle Travel *(Recommended protocols)*
  Policy Integration *(Vision Zero, GHG, Complete Streets, Routine Accommodation, Safe Routes to School, Social Justice, Disadvantaged Communities)*

Future Opportunities *(Long-term vision, comprehensive low-stress network)*

5. FUNDING
Typical Costs
Preliminary Cost Estimates
Funding Source Recommendations and Strategies