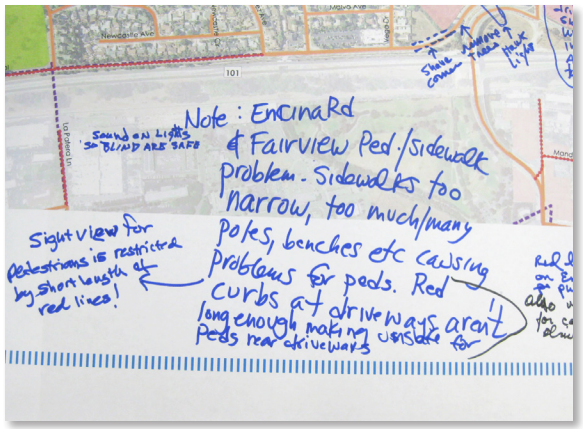
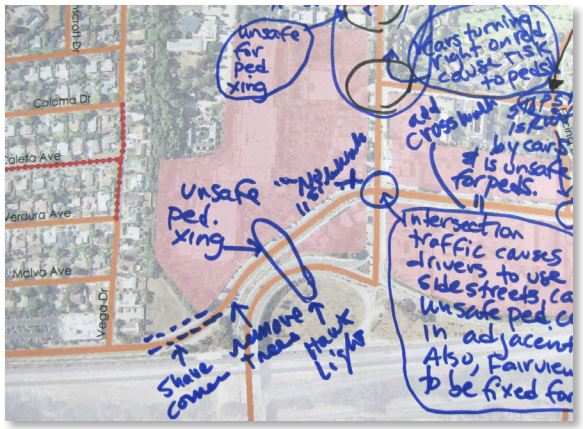
Workshop 3

The City scheduled a third workshop at the Encina Royale clubhouse lounge on December 8, 2016. Taking this workshop to the Encino Royale senior neighborhood allowed the City to gather comments from community members that may not have had the ability to attend previous and future workshops. They provided many valuable comments, particularly regarding the walking environment, and suggestions on how to improve existing infrastructure.

The following comments summarize the major points of discussion:

1. Fairview Avenue over the 101 overpass is dangerous and needs attention.
2. Replace broken sidewalks, widen narrow sidewalks, remove obstacles such as poles, and improve street infrastructure maintenance.
3. Many curbs near driveways are not painted red long enough. Hinders pedestrian visibility and makes crossing difficult.
4. Improve signal timing for pedestrians and install higher visibility crosswalks at major intersections.
5. Vehicular speeding is dangerous.





Encina Royale Workshop table map comments

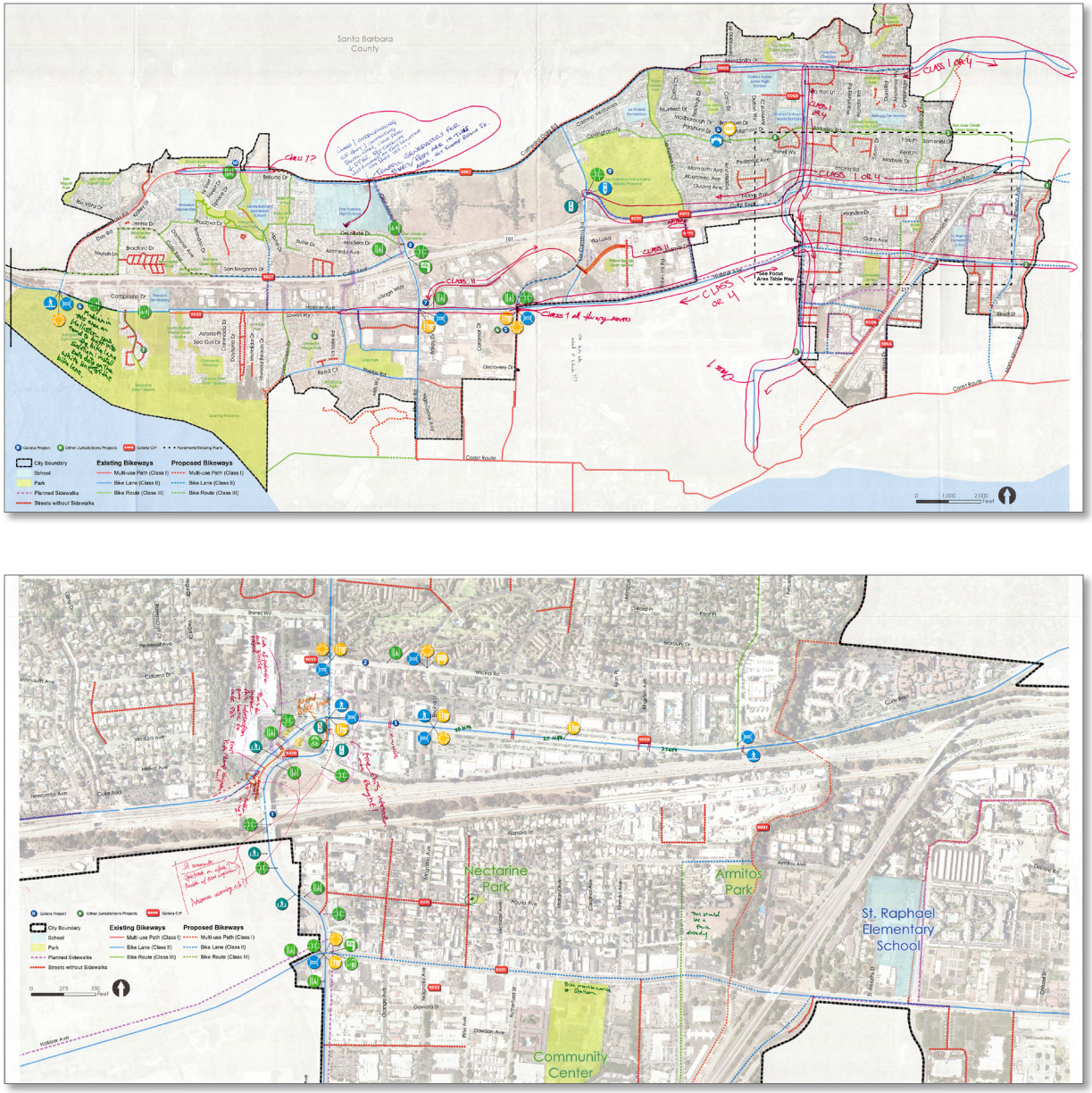
Workshop 4

The fourth conventional workshop took place on June 21, 2017 at the Goleta Valley Community Center. Attendees were presented a list of potential projects that had been identified through the previous workshops and online input. Existing conditions photos, key maps, and planning-level recommendations were provided for each of the projects. In addition, a list of all active transportatino-related City projects was presented and made available on all table maps and as a separate exhibit. This list included projects in the City's CIP list, as well as projects identified through this planning process that would involve participation from neighboring jurisdictions, such as the City of Santa Barbara.

The top projects were organized as individual exhibits on easels around the room, as well as identified on the table maps.

The following comments summarize the major points of discussion:

1. The area encompassing Fairview Avenue, the 101 overpass, and Calle Real is dangerous and needs attention.
2. Provide separated bicycle facilities and multi-use paths throughout the major corridors.
3. Create safe and enjoyable bicycle loops within the City.
4. Improve signal timing for pedestrians and install higher visibility crosswalks at major intersections.
5. Include visionary policies to guide future bicycle and pedestrian projects.



June 21, 2017 Workshop table map comments

ONLINE SURVEY AND MAP RESULTS

An online survey and crowdsourcing map were created at the beginning of the project's planning process to give people a variety of options to provide feedback. Printed versions of both the survey and map were also available at all community workshops. The online survey asked a variety of walking and bicycling infrastructure questions and allowed people to provide both general and specific comments. The survey also directed people to the online map that allowed them to place comments about specific locations, such as street corridors and intersections.

The survey was first announced at the pop-up workshops and was publicly available until it closed on February 20, 2017. The City was delighted to hear the survey closed with more than 1,600 participants. This record-setting number for the City was an indication of how important the walking and bicycling environment is for the Goleta community. The online map generated over 550 comments as of February 20, 2017.

The survey and map data were used for gaining a general understanding of the existing pedestrian and bicycle issues, as factors for several GIS analyses, and guiding project prioritization. The complete list of survey results and online comments can be found in the Appendix of the final document.

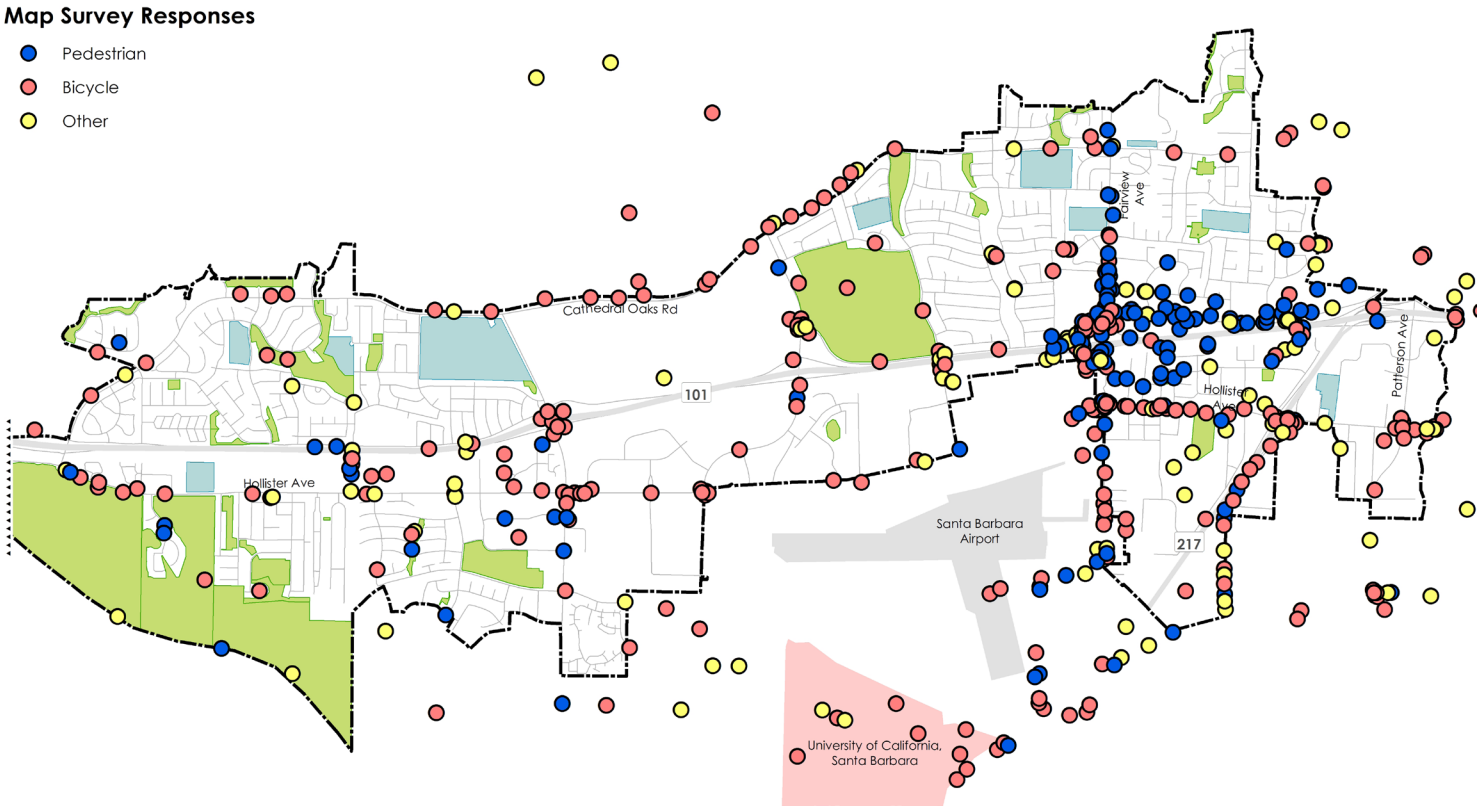


Figure 3-2: Online Map Comment Points

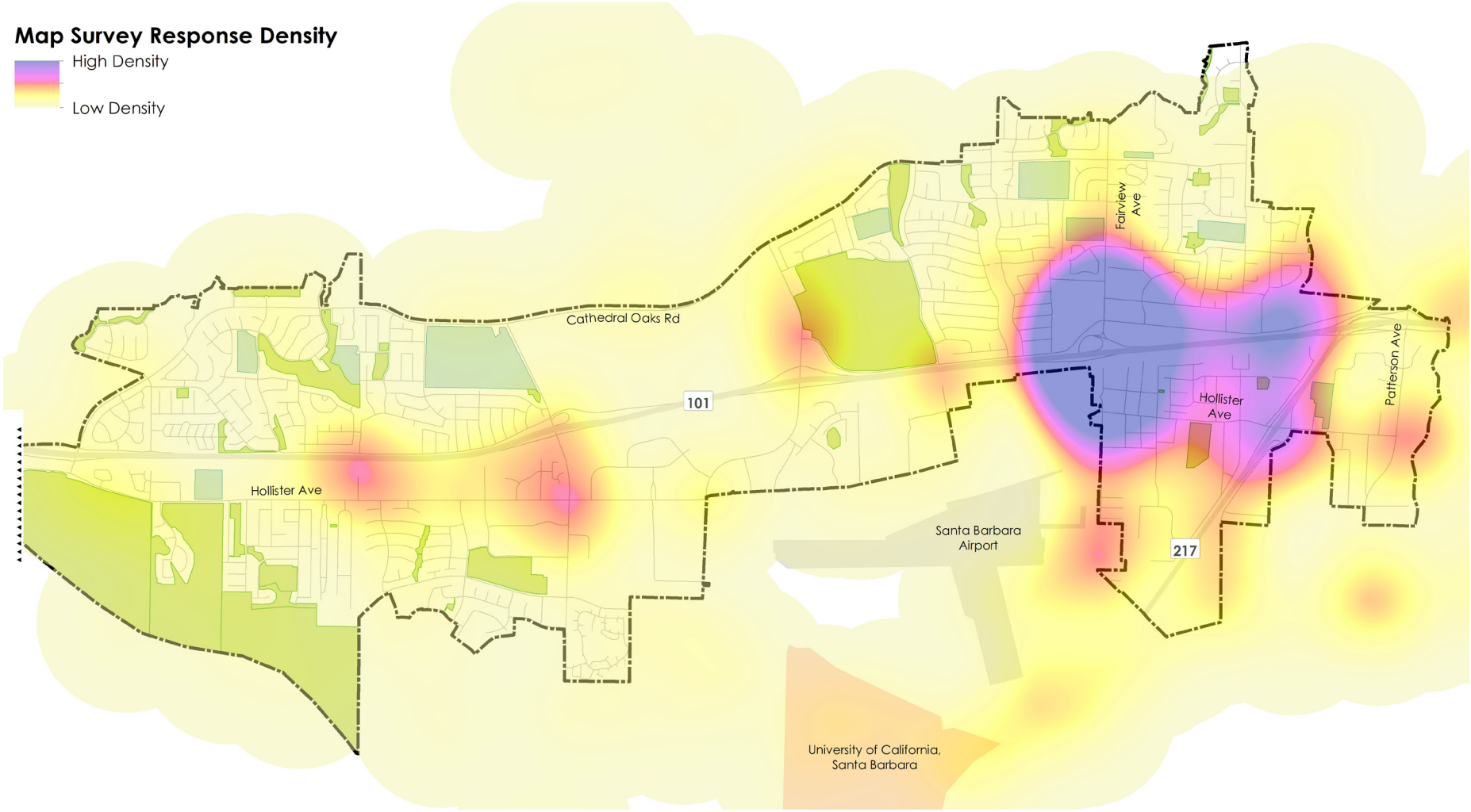


Figure 3-3: Survey Heat Map

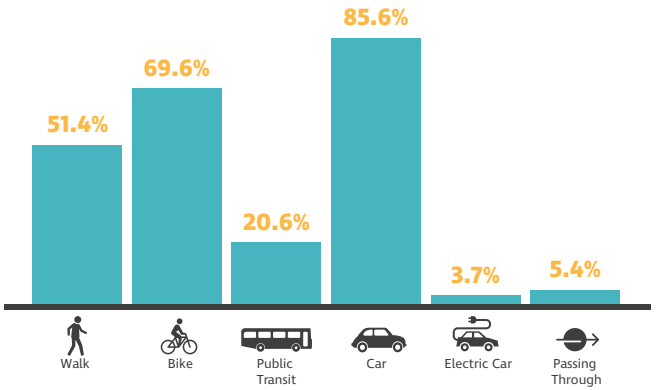
SURVEY RESULTS

The survey questions were designed to develop a general understanding of the community's current and future state of mind regarding active transportation. A total of twelve questions were asked, many of which included the option to provide additional comments related to the question.

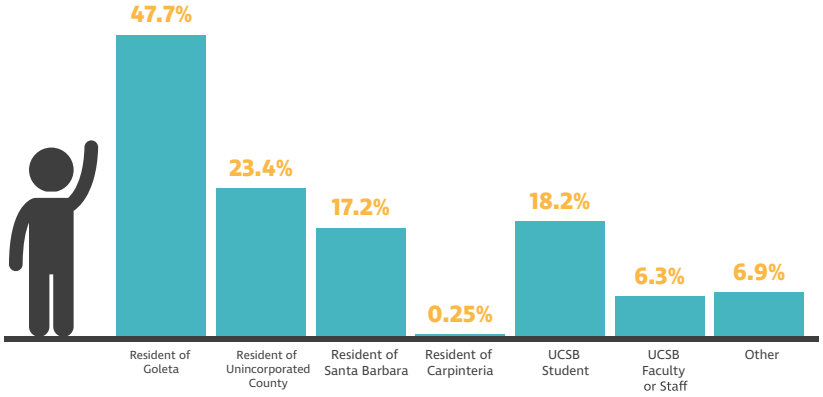
Printed and online surveys were available at local civic spaces and through online platforms. The City and the TAC worked together to distribute surveys using the City's website, stakeholder email listservs, the Monarch Press, and public workshops.

With over 1,600 survey responses, the following robust results helped to highlight the most important issues used later in the prioritization process. The entire survey results summary can be found in the Appendix A.

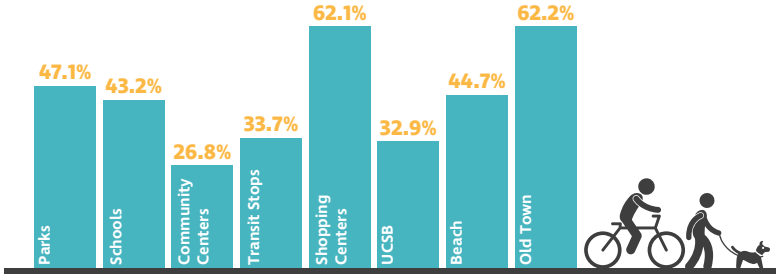
How do you currently travel throughout Goleta?



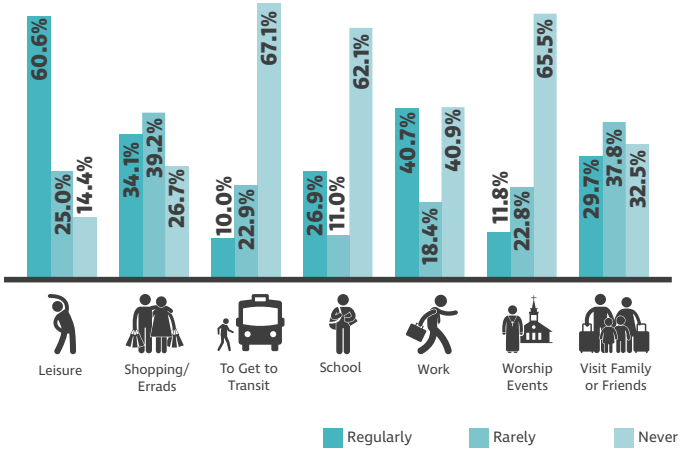
How Would You Best Describe Yourself?



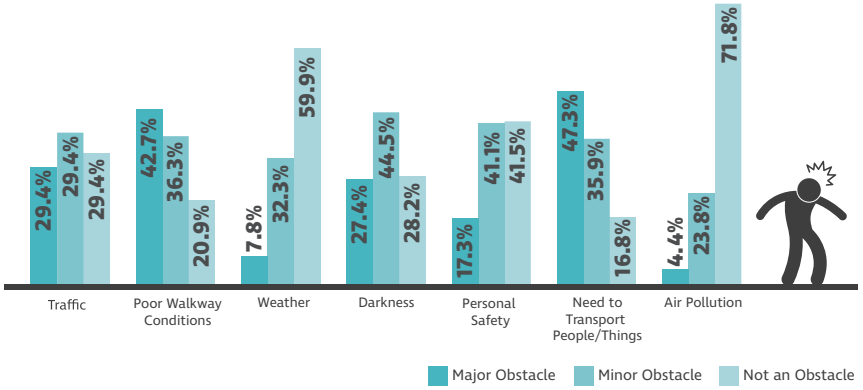
Where would you like to see better bicycle and pedestrian facilities near?



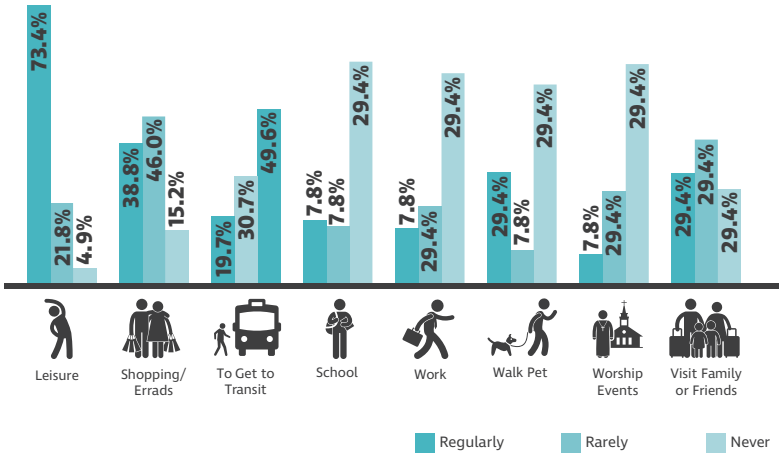
Typical Trip Purposes (Walking)



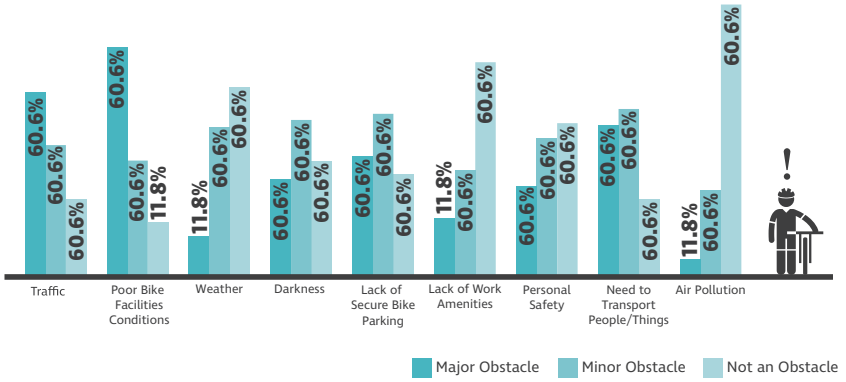
What keeps you from walking more often for short trips?



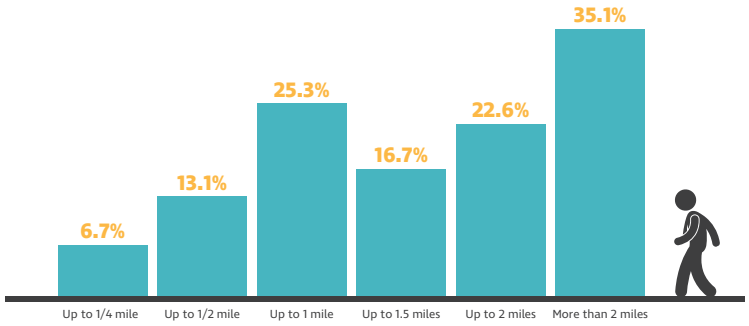
Typical Trip Purposes (Bicycling)



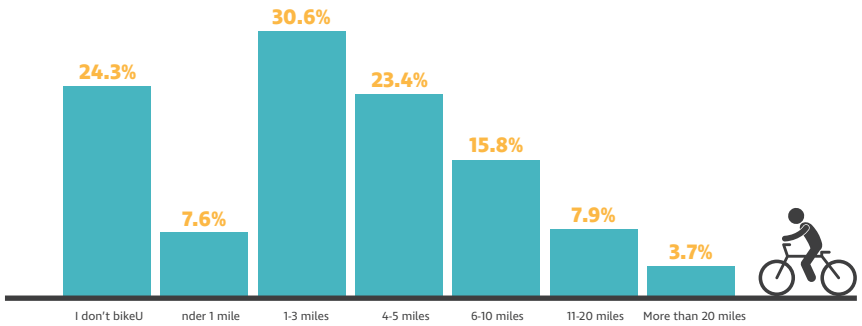
What keeps you from bicycling more often for short trips?



Comfortable Walking Distances



Comfortable Bicycling Distances



SUMMARY OF OUTREACH RESULTS

From the initial pop-up workshop at the Lemon Festival to the last TAC meeting, public participation has been extremely insightful and active. Community members took advantage of all ten opportunities to voice their thoughts and make suggestions on how to improve the walking and bicycling environment in the City.

The following is a summary of the major topics and issues discussed at the previous workshops and meetings:

1. The City has a good "foundation" of bicycle infrastructure. The City needs to focus on closing gaps and improving specific sections along corridors.
2. All of the freeway overpasses and underpasses need to be improved. There are several dangerous conditions for both pedestrians and bicyclists.
3. The Fairview Avenue/ 101 overpass received the largest number of comments from people at all workshops, online survey, and online map.
4. Install missing sidewalks.
5. Major intersections would benefit from:
    a. Enhanced crosswalk markings
    b. Improved signal timing
    c. Pedestrian lighting
    d. Address flooding issues
6. Upgrade existing bicycle infrastructure.
7. Upgrade bicycle lanes to buffered bicycle lanes or separated bicycle lanes where possible.
8. Continue adding green bicycle markings through intersections and conflict zones.
9. People prefer to use protected bicycle facilities, such as multi-use paths or protected bicycle lanes.
10. The City would benefit from better wayfinding and traffic signage.

LESSONS LEARNED

The BPMP experienced great success in reaching out to a large number of community members and stakeholders. However, there were challenges engaging the City's Spanish-speaking community. For future planning efforts, it is advised that additional outreach specific to the Spanish-speaking community is conducted. Identifying a community champion at the very beginning of the planning process that is well-connected with the residents may help ensure equitable community feedback.

TECHNICAL ADVISORY COMMITTEE (TAC)

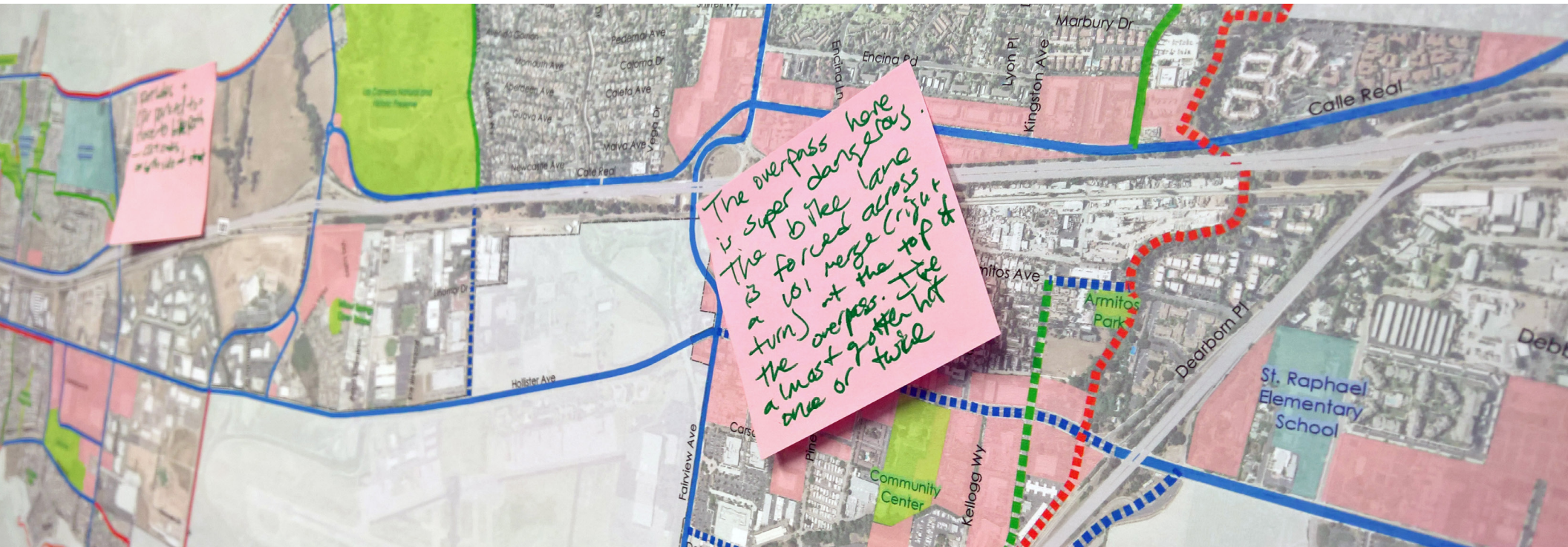
TAC meetings were scheduled throughout the planning process at important milestones. TAC members discussed topics such as coordination with the City's existing and future land use and transportation plans, making sure pedestrian facilities were given a balanced attention in the study, and robust community outreach.

Following TAC meetings were held to discuss the project's status, public outreach results to date, and the next steps in the planning process. For example, one TAC meeting was focused on reviewing workshop results and the draft document outline. At another meeting, TAC members discussed the importance of including visionary goals and projects, and policy changes that would improve the future of Goleta's active transportation network.

Subsequent TAC meetings were focused on specific topics, such as reviewing the proposed project list and gathering feedback on how to best prioritize the projects, as well as compiling and reviewing draft policies.

TAC MEMBER LIST

1. Various City of Goleta Departments
2. City of Santa Barbara
3. County of Santa Barbara
4. UCSB
5. SBCAG
6. MTD
7. Goleta Chamber of Commerce
8. County Health Department
9. SBBike
10. COAST
11. Community Environmental Council
12. Isla Vista Community Services District
13. Goleta Unified School District Board
14. Community Associations



WALKBIKEGOLETA