

PEDESTRIAN INTEGRATION WITH PUBLIC TRANSPORTATION

To ensure that the proposed improvements are well integrated with the City's transit system, an analysis of the pedestrian environment within a five minute walk of transit stops was performed. Existing and proposed sidewalk data acquired from the City were overlaid to assess how well the transit catchment areas serve pedestrians. The analysis employed GIS software that modeled the roadway network and generated catchment areas for an average walker traveling five minutes to or from a transit stop. Results help highlight areas that may or may not be well served by the existing or proposed sidewalk infrastructure. This map provides guidance to areas that may need to be prioritized for pedestrian improvements to transit. Planned sidewalks were derived from the Goleta General Plan, Figure 7-5, Pedestrian System Plan.

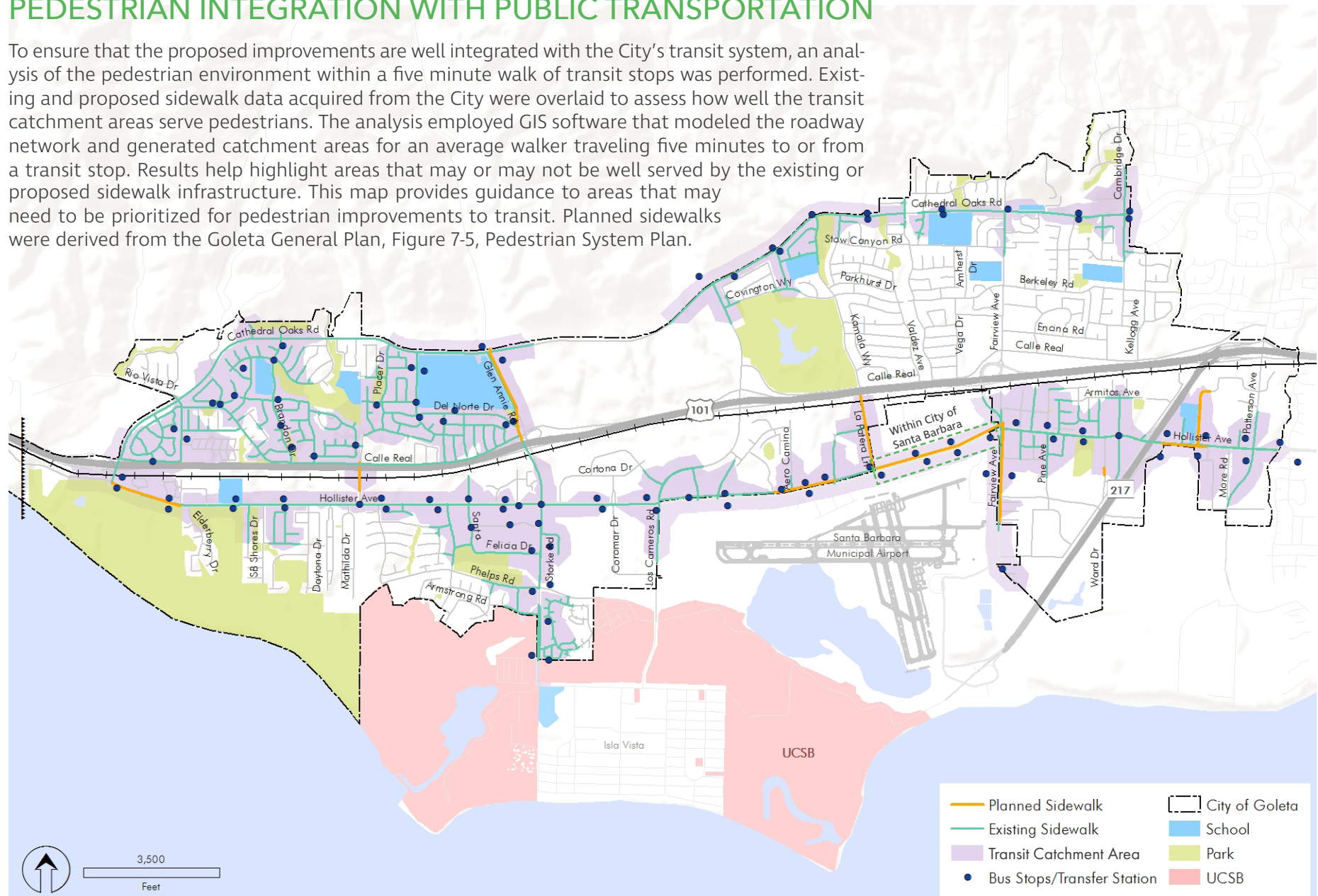


Figure 4-15: Pedestrian Integration with Public Transportation Map

BICYCLE INTEGRATION WITH PUBLIC TRANSPORTATION

Similar to the pedestrian-transit analysis, an analysis of bikeways within a 15 minute ride of transit stops was performed. Existing and proposed bikeways from previously proposed plans and this BPMP were overlaid to assess how well the transit catchment areas serve bicyclists. Multi-use paths and bicycle lanes, all of which are visibly separated from the roadway, were used for this assessment. The analysis employed GIS software that modeled the road network and generated catchment areas for the average bicyclist traveling 15 minutes to or from a transit stop. Results indicate that most transit stops are accessible by these bikeways. Note that although the transit stops can be accessed by the bikeways, this does not define the level of comfort. Additional recommendations in this BPMP will ensure that existing and proposed bikeways provide safe and comfortable means of transportation to transit stops.

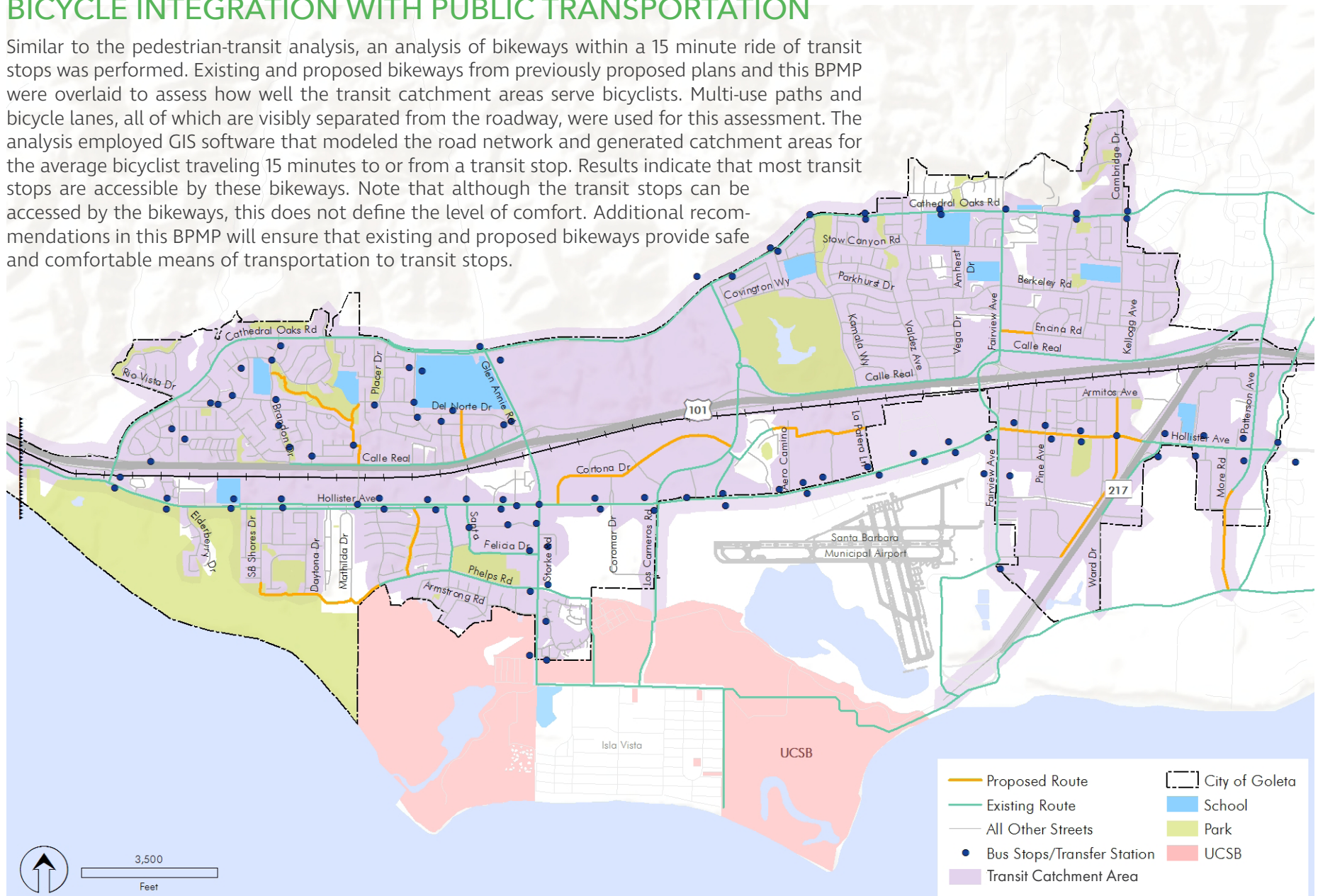


Figure 4-16: Bicycle Integration with Public Transportation Map

PREVIOUSLY PROPOSED PROJECTS - CIP BUDGET LIST

Table 4-2 and Figure 4-17 describe the City's previously planned efforts to address multi-modal needs. The City identified these as CIPs and under a general City improvement list. The development of the proposed improvements in this plan was supported by the CIP list by ensuring that new connections and corridors were consistent and logical. City Council establishes and prioritizes the CIP list as in the Public Works Department Capital Improvement Program Two-Year Budget, Fiscal Year 2017-19.

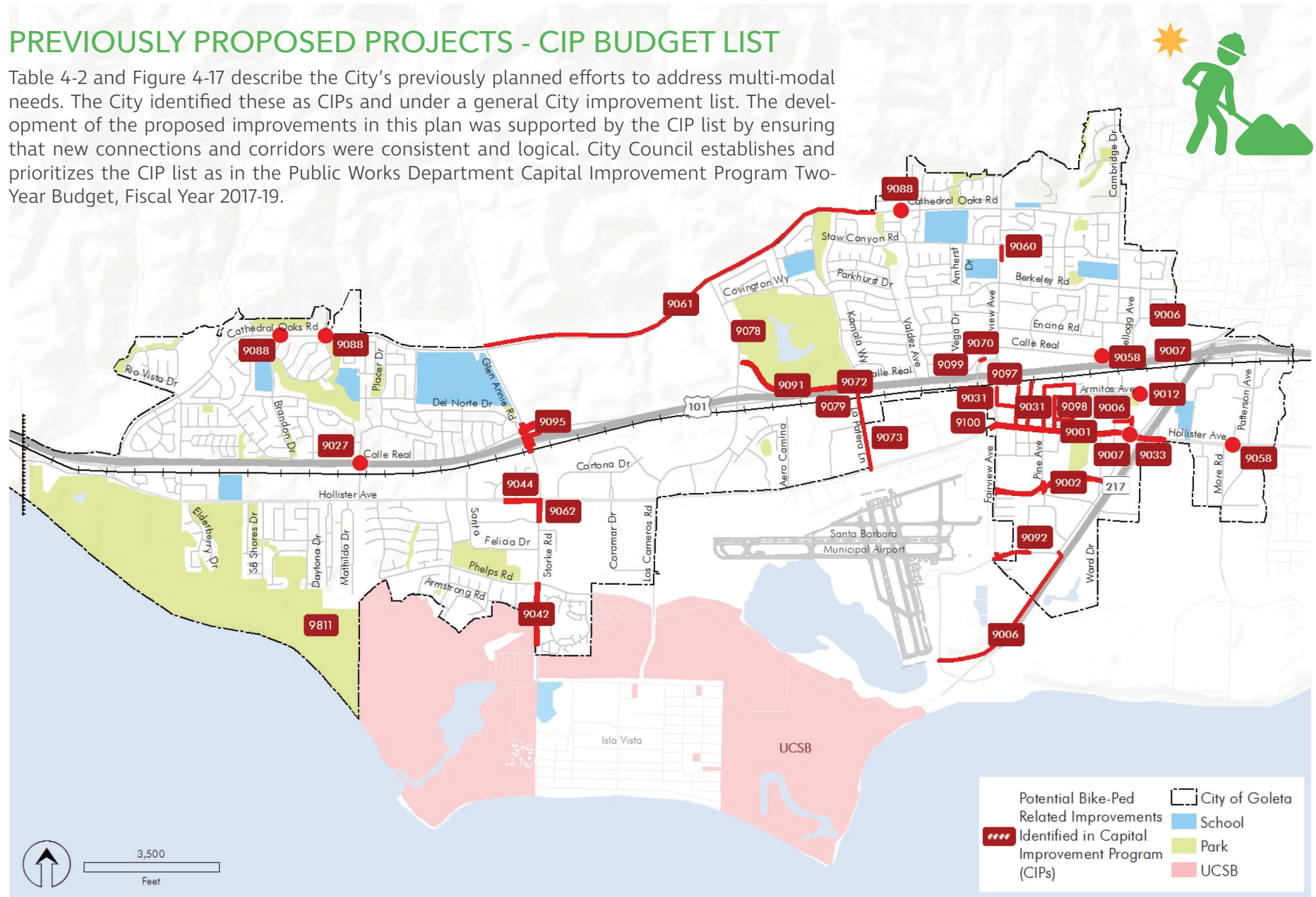


Figure 4-17: Previously Proposed Projects–CIP Map

TABLE 4-2: CIP LIST

CIP #	Type	Segment	Between		Infrastructure Type	Notes
9001	Bike	Hollister Ave	Fairview Ave	SR 217	Class II	Hollister Complete Streets Corridor Plan and Future Hollister Construction Project
9002	Bike	Ekwill St and Fowler Rd Extension	Fairview Ave	Kellogg Rd	Class II	Ekwill Street Extension, Fowler Rd improvements, 2 roundabouts at SR 217 on/off ramps
9006	Bike/Ped	San Jose Creek Path	Hollister Ave	Coast Route	Class I	San Jose Creek Bike Path - South Segment
9007	Bike/Ped	San Jose Creek Path	Calle Real	Hollister Ave	Class I	San Jose Creek Bike Path - Middle Segment
9012	Bike	Armitos Avenue	Kellogg Ave	Dearborn Ave	Class II	Armitos Avenue Bridge; One traffic lane each direction, and pedestrian and bicycle route types
9027	Bike	Ellwood Station Rd	US 101	Hollister Ave	Class II	101 Overpass Project; vehicular, pedestrian and bicycle overpass
9031	Ped	Old Town	Varies	Varies	Sidewalks	Old Town Sidewalk Improvements Project
9033	Bike	Hollister Ave	Fairview Ave	SR 217	Sidewalks	Hollister Avenue Bridge Replacement Project
9042	Bike	Storke Rd	Phelps Rd	Southern City Limit	Class I, II, or 4	Class I/II/IV part of Storke Rd Widening, Phelps Road to City Limits
9044	Bike	Hollister Ave	Storke Rd	280' west of Glen Annie	Class II and sidewalk	Hollister Ave widening
9058	Ped	Calle Real	Kingston Ave	Kingston Ave	PHB	PHB on mast arms over travel lanes
9058	Ped	Hollister Ave	Chapel St	Chapel St	RRFB	RRFB on mast arms over travel lanes
9060	Bike/Ped	Fairview Ave	Goleta Library	Stow Canyon Rd	Class II and sidewalk	Add northbound travel lane, bicycle lane, and new sidewalk
9061	Bike/Ped	Cathedral Oaks Rd	Glen Annie Rd	San Pedro Creek	Class I	Class I on north side of Cathedral Oaks Road
9062	Ped	Marketplace Dr at Storke Rd	---	---	Intersection improvements	Enhance crosswalks, modify signal timing, restriping
9070	Bike/Ped	Fairview Ave	US 101	Calle Real	Class II and sidewalk	Reconstruct 160 feet of sidewalk on north side of S. Fairview, close existing bicycle and pedestrian ramp leading to Calle Real
9072	Bike/Ped	La Patera at US 101	Goleta Amtrak Depot	Calle Real	Bridge over/under UPRR/US 101	Install bike/ped bridge. La Patera Road Overcrossing/Undercrossing

TABLE 4-2: CIP LIST (CONT.)

CIP #	Type	Segment	Between		Infrastructure Type	Notes
9073	Bike	La Patera Ln	US 101 (Amtrak Station)	Hollister Ave	Class II and sidewalk	Class II bicycle lanes and sidewalk infill
9078	Ped	Rancho La Patera	N. Los Carneros Rd	Covington Way	Sidewalk	Pedestrian path repairs and new paths
9079	Bike/Ped	La Patera Ln	Goleta Train Depot	Hollister Ave	Class II and Sidewalk	Class II lanes, sidewalk infill and bicycle/pedestrian infrastructure at Goleta Train Depot
9088	Bike	Cathedral Oaks Rd	Multiple Intersections	---	RRFBs	Rectangular Rapid Flashing Beacon (RRFB) Improvements at school crossings (3)
9091	Bike/Ped	Calle Real	La Patera Ln	Los Carneros Rd	Sidewalks	Construct approx. 3,190 feet of sidewalk
9092	Bike/Ped	Fowler Road	Fairview Ave	Technology Dr	Class II and sidewalk	Fowler Road extension to James Fowler/Fairview Ave
9095	Bike/Ped	Storke/Glen Annie	US 101	---		Study: Storke/Glen Annie Interchange analysis
9097	Bike/Ped	Fairview Ave	Calle Real	Hollister	Class II	Study: Class I multi-use path along Fairview Ave
9098	Ped	S. Kellogg Ave	Hollister/Kellogg Park	---	Crosswalk	Crosswalk with curb extensions, RRFB on S. Kellogg at Hollister/Kellogg Park
9099	Ped	Calle Real	Fairview Center	---	Crosswalk	Crosswalk and PHB on Calle Real west of Fairview Ave at Fairview Center
9100	Bike/Ped	Hollister Ave	Fairview Ave	---	Roundabout/ Intersection Improvements	Roundabout and intersection improvements including bicycle and pedestrian elements
9811	Bike/Ped	Ellwood-Devereux Open Space	---	---	Trails	Study: Ellwood Trails and Restoration Design. Includes De Anza Trail and Coastal Trail connections
Potential City-wide Improvements						
Traffic Signals and Bike Detection	Hollister Ave at Pacific Oaks Rd					Install bicycle signal on westbound Hollister Ave
	Berkeley Rd at Fairview Ave					Traffic signal does not respond to bicyclists. Install/replace bicycle detectors
Lighting	Cathedral Oaks Rd	Hollister Ave	Eastern City Limit			Install lighting
Pavement Maintenance	City-wide					Replace and maintain road surface, including Class I path surfaces and sweeping bicycle lanes
Bike Parking	City-wide					Install more bicycle parking. Future City-wide analysis to determine optimum locations

CIP 9811: ELLWOOD-DEVEREAUX OPEN SPACE TRAILS STUDY

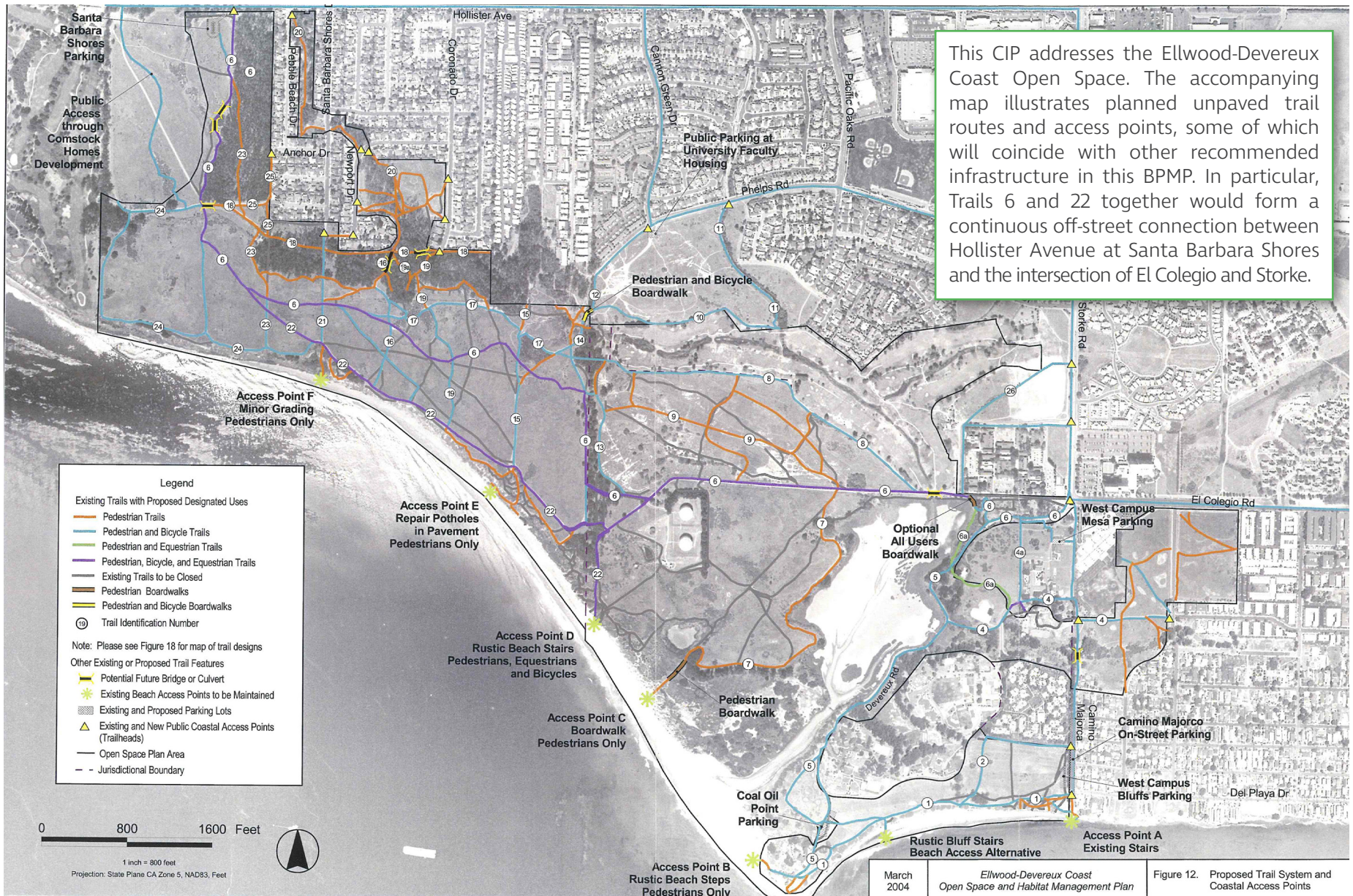


Figure 4-18: Ellwood-Devereux Open Space Trails

FUTURE NETWORK

One of the main goals of this Plan was to create a vision for the future of Goleta's active transportation needs. As part of the planning process, everyone involved provided valuable feedback and contributed to trying to accomplish the goal. This map depicts the future of Goleta's active transportation network if all previously proposed and newly proposed projects were to be implemented. The map depicts how every major corridor contains a bicycle route, that missing pedestrian infrastructure such as sidewalks have been addressed, and that separated and protected bikeways would be installed in some of the most important corridors that connect students, employees and families alike to their destinations. This map depicts achieving the goal of the community, City, and TAC of a fully walkable and bikeable Goleta.

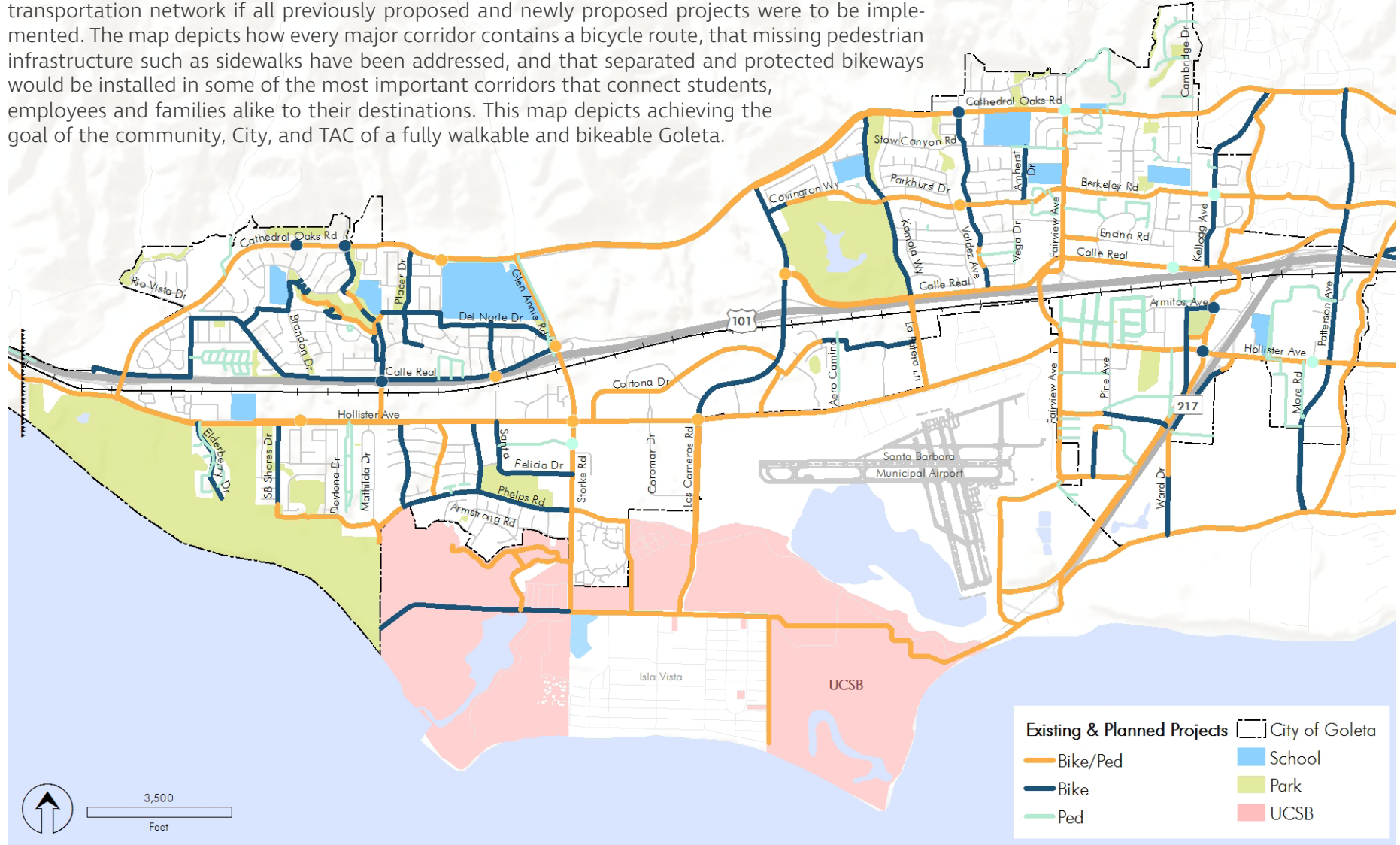


Figure 4-19: Future Active Transportation Network Map

PROGRAMS OVERVIEW

This section includes a diverse list of programs intended to support the bicycle and pedestrian projects recommended in this plan. Due to a long history of routine accommodation for pedestrians (i.e. sidewalks, crosswalks, dedicated signals, etc.), programs targeting walking are relatively uncommon. Conversely, the historic lack of routine accommodation for bicyclists has fostered confusion about the role of bicyclists in the overall transportation system and has necessitated a diverse list of bicycle-related programs.

EVOLVING STATE OF PRACTICE IN ACTIVE TRANSPORTATION

There has been a shift away from the traditionally compartmentalized “Six Es” approach developed by the League of American Bicyclists (Engineering, Education, Encouragement, Enforcement, Equity, and Evaluation and Planning), and instead toward a fully integrated and complementary menu of initiatives. By offering such a menu, rather than a prescriptive list, active transportation programming can more accurately address existing conditions and desired outcomes of a given context.

In addition to active transportation program content and organization changes, there has also been a shift in implementation strategies. Physical projects represent the most visible and perhaps most tangible evidence of a great place for bicycling or walking. Programs are increasingly targeted to occur in conjunction with the construction of specific bicycle and pedestrian projects to take advantage of the opportunity that capital project implementation represents for a city to promote bicycling and walking as attractive transportation options.

A new multi-use path, for instance, represents a great opportunity to reach out to the area’s walkers and parents of school-age children, as well as the neighborhood’s “interested, but concerned” bicyclists. These target groups will be most benefited by directly linking route improvements and supportive programs. In this way, bundling bicycling and walking programs with projects represents a much higher return on investment for both.

The programs recommended for the City of Goleta are organized as a menu of initiatives, each listed under a broad category to the right. These categories are not definitive, but are merely intended to offer some level of organization to the many program initiatives, most which fall into at least one category.



Education,
Encouragement,
& Marketing



Education &
Enforcement



Monitoring &
Evaluation

EXISTING PROGRAMS

The City hosts several bicycle, pedestrian, and transportation-related programs created by the Santa Barbara County Association of Governments (SBCAG), the Santa Barbara Bike Coalition (SBBIKE), and the Coalition for Sustainable Transportation (COAST).

SBCAG PROGRAMS

SBCAG has developed several county-wide programs that offer commuters services through its dedicated transportation division called Traffic Solutions. Its mission is to *“reduce traffic congestion, vehicle miles driven, and polluting emissions by offering programs and services that encourage sustainable transportation. We focus on transit use, bicycling, carpooling, vanpooling, telecommuting, compressed workweeks, and flexible schedules.”* Its objectives include transportation demand management (TDM), providing information about transportation choices through public outreach and education, helping the county develop programs, and promoting cooperative relationships with local business, organizations, and government agencies, and promoting new rail commuter services.



SmartRide

One of Traffic Solutions' main tools is the SmartRide.org website. The website provides resources on commuting options that include carpool, vanpool, telecommute, transit, and active transportation. People can create a per-

sonalized trip planner that tracks their commutes, learn about local events and incentives, check real-time traffic status, and create an event rideshare page, all through their personalized dashboard.

Emergency Ride Home

Traffic Solutions provides Santa Barbara County residents reimbursements for emergency rides home of up to \$55 for up to four times a calendar year on days the person used a “sustainable transportation” option to get to work.

PARTNERSHIPS

Traffic Solutions partners with local organizations to leverage shared resources to enhance everyday life for residents. Collaborative programs are scheduled throughout the year with the help of community, corporate, and government sponsors. Programs include Cycle MAYnia, Open Streets events, the Green Business Program of Santa Barbara County, Love Your Ride, Santa Barbara Car Free, and Safe Routes to School. Detailed information regarding these programs can be found in the Traffic Solutions website under the Partnerships section.

Santa Barbara Bicycle Coalition (SBBIKE)

SBBIKE is a 501 (c)-3 nonprofit organization based in the City of Santa Barbara that strives to make Santa Barbara County a safe and fun place to ride a bicycle. SBBIKE is comprised of a Board of Directors and staff that work closely with the community, city administrators, local agencies, educators, planners, and businesses. Their advocacy and educational objectives have led to the creation and participation in regional programs such as Vision Zero, CycleMAYnia, and bicycle clubs. Their efforts have been rec-



ognized by the League of American Bicyclists (LAB) which awarded SBBike a Platinum-level Bicycle Friendly Business designation.

Bici Centro- Bike Kitchens

Bike Kitchens are commonly formed as grass roots initiatives by community members to provide bicycles, helmets, maintenance, and safety instructions to people as a means of expanding their transportation options.

Bici Centro is SBBIKE's bike kitchen, a community bicycle workshop and thrift store that residents can use for DIY repairs, educational workshops, and purchases of refurbished bicycles and bicycle parts. Bilingual staff and volunteers are available to help educate and empower bicyclists with their everyday needs. There are three Bici Centros located in the County: City Santa Barbara, City of Santa Maria, and Santa Barbara Community College.

Goleta could support the creation of a Bike Kitchen within its City boundaries and leverage its resources in coordination with the bicycle route types prioritized in this plan. This combination will help encourage an increase in cycling mode share, serve as a missing link in the public transit system, reduce GHG emissions, and provide additional "green" jobs related to system management and maintenance.

Connecting Our Community

Connecting Our Community is SBBIKE's campaign to close gaps in the County's bicycle infrastructure network. The campaign includes advocating and helping to develop a variety of local and regional projects in cities and towns such as Goleta, Guadalupe, Santa Maria, Carpinteria, Lompoc, and the Santa Ynez Valley.

Spanish Language Outreach Committee (SLOC)

The SLOC is dedicated to bringing equitable access to bicycling throughout the County. The committee explores new outreach and participation methods with the Spanish-speaking community. Their efforts include having a fully bilingual bicycle shop in Santa Barbara and their annual bicycle light giveaway event called *Iluminando La Noche* (Light Up the Night).

Safety and Education

SBBIKE has created both youth and adult education campaigns as well as videos and self-quizzes to teach residents how to safely ride their bicycles. Topics include "Learn Your Bike," "Confident City Cycling," "Group Rides," bicycle safety courses in elementary schools, summer camps, "Pedal Power," and Bici Familia educational rides.

Bicycle Valet

SBBIKE offers free bicycle valet services for major events throughout the region. According to their records, they have parked over 7,000 bicycles county-wide since 2007. Offering free bicycle valet for events encourages residents to commute by bicycle knowing they have a safe place to store their bicycle during their event.

Coalition for Sustainable Transportation (COAST)

The Coalition for Sustainable Transportation (COAST) is a local group dedicated to providing advocacy, education, and community engagement for multi-modal transportation in Santa Barbara and Ventura regions. They are regularly involved in encouraging and improving walking, bicycling, and transit and rail ridership.

Santa Barbara Walks

Santa Barbara Walks is a program dedicated to making walking safer, more comfortable, and convenient. Through this program, COAST raises educates and raises awareness for pedestrian-related necessities and improvements such as crosswalks, lighting, curb extensions, and signage.



Bici Centro



Bicycling Education



Safe Routes to School

COAST facilitates the Safe Routes to School program for the City of Goleta. The program aims to reduce school zone traffic, encourage healthy physical activity, decrease reliance on motor vehicles and teach students how to be safe when walking and biking. The age-appropriate curriculum taught by COAST's Instructors includes parking lot safety, neighborhood safety walks, bike rodeos and sixth grade bike rides to the junior high. The program also encourages students in K-12 to walk and bike to school- and other places. The encouragement aspect of the program features International Walk to School Day in the fall and National Bike to School Day in the spring, as well as weekly and monthly walk and bike events and an annual "Walk & Roll Challenge." These encouragement events include help setting up 'walking school buses' and 'bike trains.' Low cost helmet distributions are a popular SR2S program offering. Students choose a "cool" helmet to purchase and are also taught how to fit their own helmet. COAST collects data from school mobility surveys which is made available to government agencies for grant applications.

Vision Zero

COAST advocates for Vision Zero planning in the region. Vision Zero is an international traffic safety project that aims to achieve no fatalities and minimize serious injuries in road traffic. COAST and SBBIKE helped champion a Vision Zero policy in the City of Santa Barbara. Public Works has a CIP No. 9086 to create a Vision Zero program for the City of Goleta.

Safe Routes for Seniors

COAST also facilitates a Safe Routes for Seniors initiative that began in 2012. The goal of this was to bring awareness and to improve pedestrian infrastructure for seniors and mobility-challenged seniors in Goleta and unincorporated eastern Goleta Valley. Through extensive community engagement, COAST developed a needs assessment study for the government agencies that included missing or broken, sidewalks, traffic signal crossing timing, curb ramps, and other pedestrian infrastructure data. COAST encourages collaboration between the agencies to ensure these types of improvements are completed.

EDUCATION/ENCOURAGEMENT/ MARKETING

Street Smarts Classes and Bicycle Ambassadors

This initiative promotes safe bicycling through community-based outreach, which helps bridge the gap between people who want to start riding and the availability of opportunities to help people learn to bicycle safely. Ideally, these classes would be taught by SBBIKE. In addition, city personnel that are certified as League Cycling Instructors (LCIs) can teach these classes.

LCIs are certified to teach Smart Cycling classes to children as well as adults. Their goal is to help people feel more secure about getting on a bicycle, to create a mindset that bicycles are treated as a vehicle, and to ensure that people on bicycles know how to ride safely and legally.

Participate in Walk and Bike to School Day

This one-day October event in more than 40 countries celebrates the many benefits of safely walking and cycling to school. Walking and

rolling to school embodies the two main goals of former First Lady Michelle Obama's Let's Move! Campaign: to increase children's physical activity and to empower parents to make these kinds of healthy choices.

Participate in National Bike Month

Since 1956, communities from all over the country have celebrated National Bike Month as a chance to showcase the many benefits of bicycling as well as to encourage people of all ages and backgrounds to bicycle more often. The biggest event that takes place during National Bike Month is Bike to Work day. Local business, nonprofits, and entire city agencies participate by either hosting pit stops where bicyclists can stop to gather healthy food and drinks, or by simply bicycling to work. Goleta has participated in National Bike Month.

Host a Ciclovía, Open Streets, and Other Signature Events

A Ciclovía (also ciclovía or cyclovía in English) is a Spanish word that translates into "bicycle path" and is used to describe a temporary event where a street(s) is closed to vehicles for use by people and non-motorized transportation. Ciclovías and open streets events are celebrations of livable streets and communities, encouraging citizens and businesses to get out in the street and enjoy their city through active participation. Ciclovías have gained considerable popularity in the United States in the past five years.

While all open streets events are alike in their creation of a people-oriented, car-free space, they are otherwise unique. In some cities, the event occurs once or twice a year, while in others it occurs every Saturday or Sunday



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

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 for all modes of transportation. 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 (NBPD) protocols. Employing NBPD 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.

The Goleta Police Department collects and tracks collision data. Regular traffic collision reports should be presented to Public Works and the Transportation Safety Advisory Committee. Traffic collisions involving bicyclists

and pedestrians should be reviewed and analyzed regularly to develop plans to reduce their frequency and severity. Any such plans should include Police Department involvement and should be monitored to determine their effectiveness. Number of collisions results should be recorded in the bicycle and pedestrian report card which is further discussed below.



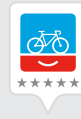
Improve PlacesForBikes City Ranking "Overall Score"

The PlacesForBikes City Rating Score is based on five factors: Ridership, Safety, Network, Reach and Acceleration. Each city's score is determined using publicly available data and new research tools developed by PeopleForBikes. The rating includes data from the following sources:

- » PlacesForBikes Community Survey
- » PlacesForBikes City Snapshot
- » PlacesForBikes Bike Network Analysis (BNA)
- » U.S. Census American Community Survey (ACS)
- » Fatality Analysis Reporting System (FARS)
- » Sports Marketing Surveys Bicycle Participation (SMS)

Goleta's current Overall Score of 1.5 can be improved through a combination of implementing the projects in the City's CIP list, as well as the proposed projects, programs, and policies outlined in the BPMP.

GOLETA, CA | CITY SCORECARD



placesforbikes

OVERALL SCORE

1.5 The overall score is based on Ridership, Safety, Network, Reach and Acceleration. It includes publicly available data and data gathered from our Community Survey, City Snapshot, and Bike Network Analysis.

★ ★ ★ ★ ★

SAFETY |

Measures how safe it is and feels to ride a bike.

1.6 All mode fatalities and injuries | **2.0**
 Bicycle fatalities and injuries | **2.0**
 Perceptions of safety | ‡

★ ★ ★ ★ ★

REACH |

Measures how well the bike network serves everyone equally.

3.5 Demographic gap in BNA | **3.6**
 Bicycle commuting rates by gender | **3.0**

★ ★ ★ ★ ★

RIDERSHIP |

Measures how many people are riding.

1.0 Bicycle commuting | **0.6**
 Recreational bike riding | **1.9**
 Perceptions of bike use | ‡

★ ★ ★ ★ ★

NETWORK |

Measures how well the bike network connects people to destinations.

1.6 Bicycle Network Analysis (BNA) | **2.0**
 Perceptions of network quality | ‡

★ ★ ★ ★ ★

ACCELERATION |

Measures the city's commitment to growing bicycling quickly.

‡ Growth in bike facilities and events | ‡
 Perceptions of progress | ‡

★ ★ ★ ★ ★

‡ Data unavailable

Develop a Bicycle and Pedestrian Report Card

The City could develop a bicycle and pedestrian report card, a checklist used to measure the success of plan implementation, as well as effort made, within the City. The report card could be used to identify the magnitude of accomplishments in the previous year and general trends. The report card could include, but not be limited to, keeping track of system completion, travel by bicycle or on foot (counts), and safety.

The City can use the report card to track trends, placing more value on relative than absolute gains (in system completion, mode share, and safety). For example, an upward trend in travel by bicycle or on foot would be viewed as a success, regardless of the specific increase in the number of bicyclists or walkers. Safety should be considered relative to the increase in bicyclists and walkers. Sometimes

crash numbers go up simply because cycling and walking increases, at least initially. Instead, measure crashes as a percentage of an estimated overall mode share count.

A major portion of the report card would be an evaluation of system completion. An upward trend would indicate that the City is progressing in its efforts to complete the bicycle and pedestrian network identified in this document.

The report card could be developed to use information collected as part of annual and ongoing evaluations, as discussed in the previous sections. The report card is not intended to be an additional task for Public Works staff, but rather a means of documenting and publicizing the City's efforts related to bicycle and pedestrian planning. If an Transportation Safety Advisory Committee is appointed by the City, it can be a committee task to review the report card and adjust future goals accordingly. The report card can also be used as a tool to track Vision Zero progress.

In addition to quantifying accomplishments related to the bicycle and pedestrian master plan, the City should strive to quantify other efforts. These may be quantified as money spent, staff hours devoted or other in-kind contributions. The quantified effort should be submitted as a component of the bicycle and pedestrian report card. Some cities publish their report cards online.