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POLICIES

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## POLICIES

Policies supporting Goleta's mobility vision are an integral part of the BPMP development. The policies were developed to be consistent with the City's General Plan, to reflect the General Plan's focus on mobility for all users and abilities, and to support mobility planning processes. The BPMP policies were developed and refined to reflect Goleta's unique characteristics and the BPMP's comprehensive scope. This refinement process was a collaboration between the City team, the BPMP Technical Advisory Committee, the consultant, as well as input from Council, Planning Commission, and the community over several months, and was the primary focus of several TAC meetings.

Action Items are included with many Policy Statements listed in this chapter. The City may implement the Action Items as future resources allowed.

### VISION STATEMENT

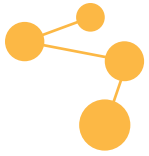
As an integral part of policy development, the team crafted a vision statement specific to the BPMP:

**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 walking routes that provide equitable benefits to all road users.**

This BPMP vision statement was intended to complement the General Plan/Coastal Land Use Plan (Bullet No. 13):

**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, train, and automobile, operate efficiently and safely.**

The resulting policies are subdivided into eight major goal categories, with associated actions listed immediately following their applicable policies.



## GOAL 1: COMPLETE NETWORK

Develop comprehensive bicycling and walking network and infrastructure to provide safe, fun, convenient, healthy, and environmentally-friendly travel throughout the City for all ages and abilities.

**Policy 1.1** The City shall strive to develop an ongoing bicycling and walking improvement planning process to review facilities installed, assess future needs, potential funding sources and make recommendations to update the Bicycle and Pedestrian Master Plan.

**Policy 1.2** The City shall strive to forecast future bicycling and walking travel needs for all ages and abilities to close both actual and perceived gaps in the network.

**Action 1.2.1** Establish specific standard locations throughout the City for annual vehicle, bicycling, and walking movement counts.

**Action 1.2.2** Coordinate with regional agencies and institutions on bicycling and walking counts being conducted for other studies for locations within the City.

**Action 1.2.3** Conduct annual or biannual counts of bicycling and walking volumes in the vicinities of schools during peak morning arrivals and afternoon departures, as well as to and from UCSB.

**Action 1.2.4** Conduct annual or biannual counts of bicycling and walking volumes in the vicinities of high priority projects along existing and planned regional corridors, Old Town, freeway crossings, and activity centers that are identified in this plan.

**Action 1.2.5** Routinely collect walking and bicycling volumes and movements by including them with all intersection turning movement and freeway overcrossing counts.

**Action 1.2.6** Evaluate performance measures for planned and completed bicycling and walking projects that may include:

- Total miles of bicycle routes built or striped
- Linear feet of new walkways built
- Number of ADA ramps upgraded/replaced
- Number of transit accessibility improvements built
- Bicycling, walking, and multimodal Levels of Service (LOS)
- Percentage of transit stops accessible via sidewalks and curb ramps
- Rate of reported crashes, injuries, and fatalities by mode
- Rate of children walking or bicycling to school
- Vehicle Miles Traveled (VMT)

**Policy 1.3** The City shall strive to implement new or complementary policies to evaluate alternative performance measures for active transportation modes, such as Vehicle Miles Traveled (VMT) reductions.

**Policy 1.4** The City shall strive to develop an integrated multi-modal public transportation system with an emphasis on the ability to use bicycles as a viable means for commuting so that commuters are not as reliant on automobiles.

**Action 1.4.1** Work with Santa Barbara MTD to outfit new buses and retrofit older buses to include bicycle racks with increased bicycle loading capacity, and that the transportation center provides a sufficient amount of bicycle racks, lockers, restroom, and changing facilities, and drinking fountains.

**Action 1.4.2** Ensure safe walking access to bus stops.

**Policy 1.5** The City shall, as funds become available, strive to develop bicycling and walking connections within the City limits that integrate with neighboring jurisdiction's planning to provide regional bikeway and trail connections.

**Action 1.5.1** Collaborate with SBCAG and neighboring agencies on planning, design, funding, and implementation of significant regional corridors.

**Policy 1.6** The City shall, as funding becomes available, strive to plan, upgrade, and expand bicycling and walking network improvements consistent with the vision of this plan.





**Action 1.6.1** Ensure bicycling and walking facilities in all new Specific Plans and the General Plan Element Updates are consistent with this Bicycle Pedestrian Master Plan.

**Policy 1.7** The City shall strive to include small scale projects, such as signing and striping, in upcoming City paving projects when appropriate.

**Policy 1.8** The City shall strive to provide safe bicycling and walking infrastructure between major destinations such as retail, entertainment, and services, employment centers, neighborhoods, transit, schools, and parks – consistent with this plan, and the City’s Transportation Element.

**Action 1.8.1** Develop a series of connected and safe bicycling and walking loops that connect to local and regional destinations for residents, employees, students, and tourists.

**Action 1.8.2** Install pedestrian scale lighting at key crossing locations, especially uncontrolled crosswalks.

**Action 1.9.3** Improve street crossings and close gaps (both actual and perceived) in the sidewalk and bikeway systems through development review and capital improvement projects.

**Action 1.8.4** Encourage active transportation planning of safe walking and bicycling crossings over Highway 101.

**Action 1.8.5** Prioritize bicycling and walking improvements around schools, parks, along transit corridors, and Train Depot.





## GOAL 2: DESIGN

**Maintain the walking and bicycling infrastructure allowing all users of all ages and abilities access to commercial and employment centers, neighborhoods, parks, and schools.**

**Policy 2.1** The City shall strive to implement best practices for community-supported design of walking and bicycling improvements.

**Action 2.1.1** Based on available City staff resources, establish and administer an active, inclusive Active Transportation Advisory Committee (ATAC) with representatives from Goleta neighborhoods, community-based organizations, and transportation stakeholders to review projects, funding, and implementation, and to collect input and recommendation on proposed designs for bicycling and walking projects before plans are brought before decision-makers.

**Action 2.1.2** A future Active Transportation Advisory Committee (ATAC) team should explore the feasibility of developing a volunteer program for organizations, businesses, and private citizens to contribute towards maintenance by adopting a bikeway or multi-use path, as well as generating publicity for the group's service.

**Policy 2.2** The City shall strive to design streets using a "centerline outward" approach that considers all users (i.e. provide only as many travel lanes as needed, and only as wide as needed).

**Policy 2.3** The City shall strive to consider designs to benefit bicycling and walking travel.

**Action 2.3.1** Ensure all new streets and street maintenance projects include "Complete Streets" improvements for vehicle, transit, bicycling, and walking modes, where feasible.

**Action 2.3.2** Incorporate "Complete Streets" design standards into the City's Street Design Standards and Specifications for new and rehabilitated street improvements.

**Action 2.3.3** Identify locations where walking signals need to be re-programmed to allow for longer walking phases to accommodate slower walkers.

**Action 2.3.4** Ensure sidewalks meet ADA standards and are maintained regularly.

**Action 2.3.5** Wherever applicable, implement planted parkways zones to provide additional separation between the sidewalk and travel lanes, particularly along higher speed arterials.

**Action 2.3.6** Install innovative bikeway safety features, as appropriate, such as separated bikeways, and bicycle loop detection devices, and eliminate on-street parking conflicts.

**Action 2.3.7** When re-striping or implementing planned bicycle lanes, provide buffering where space permits. In general, buffering from vehicle parking should take precedence over buffering from the adjacent travel lane.

**Action 2.3.8** Install Shared Lane Markings, or "sharrows" when installing Class III signed bicycle routes.

**Action 2.3.9** New or modified traffic signals along City streets with designated Class II or Class III bikeways shall include bicycle detection systems.

**Action 2.3.10** Determine crosswalk spacing criteria according to the walking network, built environment, and observed desire lines. A 600-foot maximum separation is generally recommended.

**Action 2.3.11** On streets where vehicle volume, speed, or collisions are impacting bicycling and walking travel, consider remedies such as signage, striping, or other traffic calming measures.

**Action 2.3.12** Ensure traffic calming street facilities such as curb extensions, traffic circles, and roundabouts, are designed to safely accommodate bicyclists and walkers.

**Action 2.3.13** Where competing demands for right-of-way present unique challenges that traditional facilities may not wholly meet (e.g., space constraints or potential conflicts between user groups), the City may consider alternative design treatments such as, but not limited to, colored pavement, bike boxes and buffered bicycle lanes.

**Action 2.3.14** Improve bikeway safety by ensuring facilities are designed to reduce conflicts with vehicles.

**Policy 2.4** The City shall strive to design new and rehabilitated streets with the standards set forth in the City's General Plan Transportation Element ("Complete Streets" concepts), state and national trends in addressing a variety of transportation needs including vehicle, transit, bicycling, and walking modes.

**Policy 2.5** The City shall strive to incorporate the latest in safety design standards/best practices, signage, and traffic control techniques approved and accepted by Caltrans, FHWA, or City, into City regulations to ensure a high level of safety for bicyclists, walkers, and motorists (e.g. NACTO Urban Street Design Guide)

**Action 2.5.1** Reference and incorporate the latest advances in bicycling, walking, transit, and urban greening infrastructure design for existing and future projects.

**Policy 2.6** To the extent possible, design storm drain inlets that minimize the flow line depression extending into the bicycle lanes, by creating more capacity at the inlet or by-pass flow.

**Action 2.6.1** New drainage inlets shall not be installed in Class II bicycle lanes unless absolutely necessary. If so, they shall at minimum be equipped with "bicycle-friendly" grates.

**Action 2.6.2** Ensure bicycle lanes and buffered bicycle lanes comply with City design standards including minimum widths, and are not impacted by storm drain inlet designs (depressions in the bicyclist's path of travel).





## GOAL 3: NETWORK MAINTENANCE

Maintain the walking and bicycling infrastructure allowing all users of all ages and abilities access to commercial and employment centers, neighborhoods, parks, and schools.

**Policy 3.1** The City shall strive to maintain the a smooth pavement surface of bikeways free of potholes consistent with Section 1003.6 (2) and Table 1003.6 of the Caltrans Highway Design Manual.

**Action 3.1.1** inspect bikeways and bikeway connections on a routine basis, such as biennially, to identify maintenance issues, including but not limited to:

- Potholes,
- “Alligator” cracks,
- Longitudinal and transverse cracks,
- Steps in the pavement surface,
- Hazardous drainage grates,
- Sunken or raised utility trenches or covers,
- Encroaching vegetation,
- Faded or missing bicycle lane striping, pavement symbols or signs,
- Poor street repairs (uneven surfaces), and
- Signal actuation, bicycle placement/positioning stencil.

**Action 3.1.2** Prepare a report identifying the problems, recommended action, priority, and time frame for correction. The report should include recommendations for bikeway signage.

**Action 3.1.3** Maintain a reporting button on the City’s website to aid the public in reporting problems.

**Policy 3.2** The City shall strive to ensure the City’s pavement management system maintains safe, clean bikeways, sidewalks, crosswalks, and other bicycling and walking infrastructure facilities.

**Action 3.2.1** Explore development of a comprehensive asset management system to log the City’s critical infrastructure and maintenance tracking, including pavement, sidewalks, bridges, ADA ramps, lighting, bicycling, walking, signage, bikeway surfaces, and other facilities.

**Action 3.2.2** Maintain clean, smooth bicycle riding surfaces throughout the City.

**Action 3.2.3** Sweep Class II bikeways along arterial streets and highways on a routine basis to remove road debris and litter.



## GOAL 4: BICYCLIST AND WALKER SAFETY

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

**Policy 4.1** The City shall strive to develop a multi-modal network focused on bicycling and walking safety.

**Action 4.1.1** Update the City's Street Design Standards and Specifications to implement current safety design standards and methodology such as incorporating separated bikeways or buffered bicycle lanes or enhanced crosswalks.

**Action 4.1.2** Integrate walking safety into the City's Street Design Standards Specification and Details.

**Action 4.1.3** Install pedestrian scale lighting along sections of multi-use paths away from streets for security and comfort for path users.

**Policy 4.2** The City shall strive to work with community partner organizations to develop a comprehensive bicycling and walking safety training program.

**Action 4.2.1** Collaborate with community partner organizations to develop a bicycle safety outreach campaign on an ongoing basis.

**Action 4.2.2** Develop bicycling and walking safety materials to distribute at schools, City facilities, County Social Services Department, Housing Authority, and other venues, in English and Spanish.

**Action 4.2.3** Continue to encourage third-party bicycling and walking education programs, such as Street Skills clinics and employee workshops, while also continuing to work with regional, state, national, and community partner organizations to provide bicycling and walking education.

**Action 4.2.4** Support Traffic Solutions' incentives for employers to offer bicycle safety training workshops and take advantage of existing resources such as Traffic Solutions training workshops.

**Policy 4.3** The City shall strive to improve safety conditions for bicyclists and walkers through law enforcement efforts focused on drivers, bicyclists, and walkers.

**Action 4.3.1** Develop an annual bicycling and walking safety training program for educators and enforcement staff with help of the Goleta Police Department and Goleta Public Schools, with assistance from community partner organizations.

**Action 4.3.2** Implement a focused enforcement effort to reduce bicycling and walking collisions.

**Policy 4.4** The City shall strive to conduct City-wide monitoring and evaluation of collisions involving bicyclists and walkers.

**Action 4.4.1** Develop a comprehensive monitoring program for bi-annual review and analysis of bicyclist- and walker-involved collisions to identify and implement safety strategies and priority projects for all road users.

**Action 4.4.2** Monitor safety metrics such as vehicle speeds and changes in collision types before and after implementation of on-street walking safety or bicycle improvements.

**Action 4.4.3** Study bicyclist- and walker-related collision records and implement design solutions where applicable.





## GOAL 5: BICYCLING AND WALKING SUPPORT RESOURCES

Develop bicycling and walking resources that meet both commuter and recreation needs.

**Policy 5.1** The City shall strive to encourage public walking improvement projects to help to create and maintain a comfortable environment that encourages walking and bicycling.

**Action 5.1.1** Create seating opportunities (e.g. benches, raised planters, low walls, etc.) in areas where walkers congregate.

**Action 5.1.2** Provide walking environment improvements such as street trees, lighting and directional signs.

**Action 5.1.3** Develop guidelines for placing walking resources (e.g. trash cans, drinking fountains, etc.) in areas with high levels of walking traffic.

**Action 5.1.4** Locate walking and bicycling support resources where they will not interrupt walking and bicycling traffic flow.

**Policy 5.2** The City shall strive to evaluate including public art in public projects as those policies are developed and adopted.

**Policy 5.3** The City shall strive to develop a citywide “end-of-trip” bicycle parking strategy to increase the number of secure, convenient, and attractive bicycle parking and storage facilities such as at transit stops and Train Depot.

**Action 5.3.1** Develop an inspection and maintenance tracking system (Asset Management) for bicycle racks and lockers within the public right-of-way and public property, and ensure that they are inspected and maintained annually, and kept in a safe, clean condition.

**Action 5.3.2** Develop design criteria for new bicycle rack or locker facilities in the public right-of-way and property with input from community partner organizations.

**Action 5.3.3** Coordinate with the Santa Barbara Metropolitan Transit District and SBCAG to provide resources at existing and future transit stops such as shelters, seating, and lighting.

**Policy 5.4** The City shall strive to work with local businesses and employment centers to install secure bicycle parking in public right-of-way as development and redevelopment opportunities present themselves.

**Action 5.4.1** Collaborate with the Goleta Old Town Community Association to install bicycle racks in the Old Town area where acceptable locations are identified or become available and to develop a “Racks with Plaques” bicycle rack donor program.

**Action 5.4.2** Consider updating the City’s zoning regulations to require bicycle storage and support facilities including bicycle racks, bicycle lockers, rest areas, changing facilities, showers, and drinking fountains, based on the scale and type of new development.

**Action 5.4.3** Develop standards that encourage bicycle accommodations (such as parking, lockers, and showers) in new or significantly rehabilitated non-residential developments.

**Policy 5.5** The City shall strive to coordinate with other City departments, local non-profits, schools, and community organizations to maximize signage efficiency at strategic locations.



## GOAL 6: 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.

**Policy 6.1** As a designated Bicycle Friendly Community, the City shall strive to continue to make measurable progress to enhance Goleta's image as a "bicycle-friendly" City.

**Action 6.1.1** Support a volunteer "Bike Valet" program with community partners for local events to provide a safe place to park bicycles while attending events such as the Farmer's Market, California Lemon Festival, and Christmas Parade.

**Action 6.1.2** Collaborate with the business community to develop a "bicycle-friendly" business reward program to encourage businesses to offer benefits to customers and clients that ride their bicycle to their business.

**Action 6.1.3** Coordinate with hotels and local businesses to survey customers on their walking and bicycling experiences within the City.

**Policy 6.2** The City will strive to coordinate with SBCAG and the Active Transportation Advisory Committee (ATAC) to develop programs that encourage alternative transportation for commuters by collaborating with regional partners.

**Policy 6.3** The City shall strive to promote programs that reduce bicycle theft and support efforts to recover stolen bicycles.

**Policy 6.4** The City shall strive to develop a wayfinding and signage program for existing and new bikeways.

**Action 6.4.1** Coordinate with the SBCAG on the Regional Bicycle Wayfinding and Signage Strategy for infrastructure planning, branding, and implementation.

**Policy 6.5** The City shall strive to ensure consistent enforcement of the rules of the road to decrease bicyclist and motorist traffic law violations.

**Policy 6.6** The City shall strive to ensure equitable access to the bikeway network for all Goleta residents, and support bicycling as an attractive, convenient transportation choice for all demographic groups.

**Action 6.6.1** Develop a "Bike Library" program in coordination with non-profit organizations such as SBBIKE, for residents to use free, donated bicycles for residents that do not own a bicycle .

**Action 6.6.2** Implement the regional Employer Bike Share program to make bicycles available to employers for free use by employees.

**Policy 6.7** The City shall strive to plan, operate, and maintain bicycling facilities to support equal access to transportation facilities and services for all demographic groups.

**Policy 6.8** The City shall strive to ensure that public engagement and outreach programs are multi-lingual, paying particular attention to communities with more speakers of English as a second language.

**Action 6.8.1** Conduct inclusive outreach that engages Goleta residents of all income levels, backgrounds, and ethnicities.

**Action 6.8.2** Support a community-based program to educate and inform residents of the environmental and health benefits of bicycle riding and to reinforce bicycle riding as a fun and exciting activity and sport.



## GOAL 7: BICYCLING AND WALKING PROJECT PARTNERING AND FUNDING

Coordinate City bicycling and walking improvement plans with interagency transportation plans and funding programs.

**Policy 7.1** The City shall strive to seek and allocate adequate funding to enhance the bicycling and walking network, in alignment with the City's community development and transportation goals.

**Action 7.1.1** Continue to use Transportation Development Act (TDA) funds designated for bicycling and walking projects and programs on bicycling and walking projects.

**Action 7.1.2** Coordinate with regional agencies for inter-regional improvements, and to jointly apply for federal, state, and regional bicycle infrastructure improvement grants.

**Action 7.1.3** Coordinate with the Community partner organizations to identify and apply for available funding sources such as Caltrans' Active Transportation Program (ATP).

**Action 7.1.4** Ensure that the Goleta BPMP projects are included in the Capital Improvement Program and Council prioritizes the list of projects.

**Action 7.1.5** Pursue Safe Routes to School grant funding for bicycling and walking improvements.

**Action 7.1.6** Pursue new funding sources for multi-modal safety improvements, education, and infrastructure consistent with the City's long-term transportation targets, policies, and implementation strategies.

**Action 7.1.7** Depending on available staff resources, designate a Transportation Coordinator to administer and coordinate implementation of this BPMP. This position may also function as Public Works' part time Grant Coordinator. This coordinator should be encouraged to join the Association of Pedestrian and Bicycle Professionals (APBP).

**Policy 7.2** The City shall strive to collaborate with local, regional, state, federal agencies, and private entities to ensure the City's Bicycle and Pedestrian Master Plan is consistent with regional transportation plans and agency regulations.

**Policy 7.3** The City shall strive to update its Bicycle and Pedestrian Master Plan every five years to maintain eligibility for State-administered active transportation grant funding.

**Policy 7.4** The City shall consider requiring that development contribute its share toward the costs of bicycling and walking facilities and programs.

**Policy 7.5** The City shall strive to continue to prioritize funding towards transportation congestion relief projects including high priority bicycling and walking projects.

**Policy 7.6** The City shall strive to work with local organizations to pursue additional funding for bicycling safety education programs. By providing support to grants and other funding applications, the City can help organizations that conduct education to increase their resources and reach more City bikeway users.

**Policy 7.7** The City shall strive to use grant funding to the maximum extent feasible to pay for bicycling and walking projects and programs.



## GOAL 8: ECONOMIC GROWTH

Promote inclusive and sustainable economic growth and tourism by developing bicycling and walking facilities and improving existing infrastructure in commercial and tourist areas.

**Policy 8.1** The City recognizes the bicycling and walking networks as an integral part of economic development and quality of life.

**Policy 8.2** The City shall strive to encourage safe bicycling and walking to stimulate economic vitality.

**Action 8.2.1** Require bicycling and walking resources in new commercial development to create comfortable travel conditions for all users.

**Action 8.2.2** Encourage the business community to promote bicycling and walking in commercial areas and nearby neighborhoods to stimulate economic activity.

**Action 8.2.3** Encourage businesses to provide employees with incentives to offset any additional costs that may result from bicycling or walking to work.

**Policy 8.3** The City shall strive to support incentives to workers to promote bicycling and walking to work.

**Action 8.3.1** Promote incentives between businesses and customers to encourage walking and bicycling to businesses.

**Action 8.3.2** Encourage partnerships between businesses to provide employees discounts on equipment needed to bicycle or walk to work.

**Action 8.3.3** Encourage bicycling and walking to work as a way to reduce parking requirements for employers and businesses.

**Policy 8.4** Continue to recognize the importance of bicycling and walking as ways to enhance local tourism.

**Action 8.4.1** Promote bicycling and walking as an incentive to increase tourist expenditures.

**Action 8.4.2** Promote bicycling events and charity runs such as walk-a-thons, fun-runs, and marathons to attract bicyclists and runners from out of town.

**Action 8.4.3** Work in coordination with Cycle California Coast to support and increase bicycle tourism in the City.



## SIX KEY PERFORMANCE MEASURES- REVISITED

The six key performance measure goals that were introduced in Chapter 4 are listed once again below. The proposed physical improvements and the programs presented Chapter 4, as well as the policies presented in this chapter will help guide the City in meeting their mode share goals. These elements could be considered as the necessary steps needed to implement the BPMP and guide the reporting process that will be used to keep the City and community informed of the progress being made in implementing the plan.



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



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



Reduce driving alone commute by 10% (to 60%) by 2030



Reach an "Overall Score" of "3" in the PlacesForBikes City Ranking by 2025



Ensure a variety of infrastructure improvements are implemented by 2025



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

