CHAPTER 3

City's Past and Present Approach to Traffic Safety

Revised June 2026

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Introduction

Our past and current approach to traffic safety is to create a complete roadway system of **transportation options that are attractive, accessible, connected, and safe** consistent with the City's General Plan Circulation Element. This involves a multipronged effort described in the context of the seven E's: engineering, enforcement, emergency access, education, encouragement, equity, and evaluation. This chapter provides a background on the City's existing transportation infrastructure and how the seven E's are implemented.

> "While sustaining or increasing economic vitality and quality of life, Santa Barbara should be a city in which alternative forms of transportation and mobility are so available and attractive that use of an automobile is a choice, not a necessity."
>
> *General Plan, Circulation Element, Comprehensive Goal and Vision Statement*

Background on Existing Infrastructure

Driving

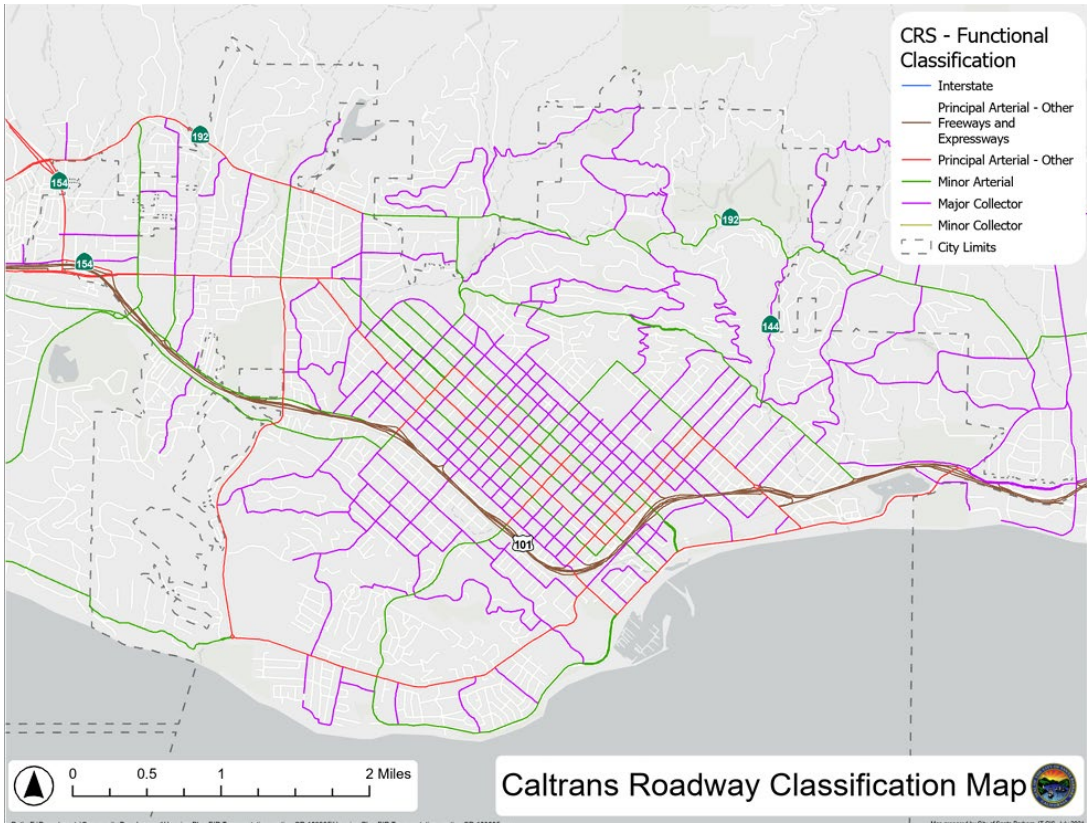
The City is comprised of 254 miles of roadway with a mix of principal arterial, minor arterial, major collector, and local roads as defined by Caltrans Functional Roadway Classification (Figure 1). Below are examples of streets for each roadway classification:

A. **Principal Arterial** - High Traffic Volume Streets, between 10,000 to over 20,000 average daily trips. Figure 1 shows the principal arterials as red:
    a. Anacapa Street, Cabrillo Boulevard, Carrillo Street, Castillo Street (south of HWY 101), Cliff Drive, De La Vina Street (between State and Mission Streets), Haley Street, Foothill Road, Guiterrez Street, Las Positas Road, Milpas Street (south of Haley Street), and Upper State Street. The highest roadway volumes are near HWY 101 on- and off- ramps.
B. **Minor Arterial -** Medium Traffic Volume Streets that support the principal arterials, between 5,000-10,000 average daily trips. Figure 1 shows the minor arterials as green.
    a. Meigs Road/W Carrillo St, La Cumbre Road, Modoc Road, Salinas Street, Santa Barbara Street, and Shoreline Drive.
C. **Major Collector** - Moderate Traffic Volume Streets connecting local roads to arterial roads, between 1,000 and 5,000 average daily trips. Figure 1 shows the major collectors as purple.

a. Alamar Avene, Bath Street, Canon Perdido Street, Castillo Street (north of HWY 101), Cota Street, De la Guerra Street, Garden Street, Laguna Street, Olive Street, Ortega Street, and San Andres Street.

D. **Local Roads/Minor Collector** - Low Traffic Volume Streets carrying neighborhood traffic, <1,000 average daily trips). Figure 1 shows local roads and minor collectors as white.

Figure 1: Caltrans Roadway Functional Classification Map. This map does not reflect the Temporary State Street Promenade in Downtown between Haley and Sola Streets.



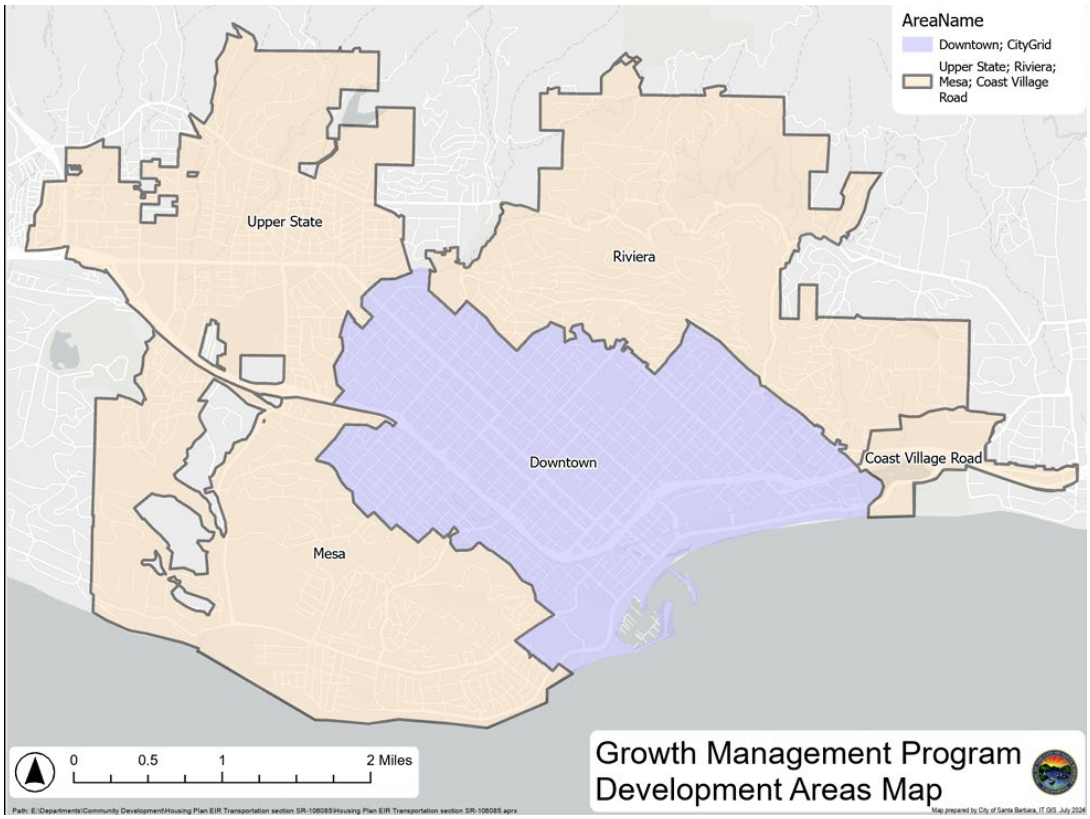
As of March of 2025. City transportation infrastructure also includes:

- 300 miles of sidewalks
- 1,200 crosswalks
- 123 signalized intersections
- 98.4 miles of bicycle facilities including Class I, II, III and IV

As part of the 2011 General Plan Update, the City adopted a Growth Management Program aiming to efficiently use existing transportation capacity and reserve constrained transportation capacity for high priority development (i.e. housing). It divides the City into six Development Areas (Figure 2) and incentivizes development in specific areas. All Development

Areas take primary access from HWY 101 with secondary access from the City's roadway network. The update emphasized higher-density housing and mixed-use development within the Downtown Development Area. In addition to the existing concentration of businesses, amenities, and services, the Downtown Development Area is suitable for higher-density development because the street network is laid out on a grid system with blocks approximately 500 feet long, making it attractive for walking, biking, and transit. In conjunction with City's established active transportation and transit network in the area, this results in much lower vehicle trip generation for housing and nonresidential development, which enables higher densities with less impact on transportation capacity.

Figure 2: 2011 General Plan Update, Growth Management Program Development Areas Map

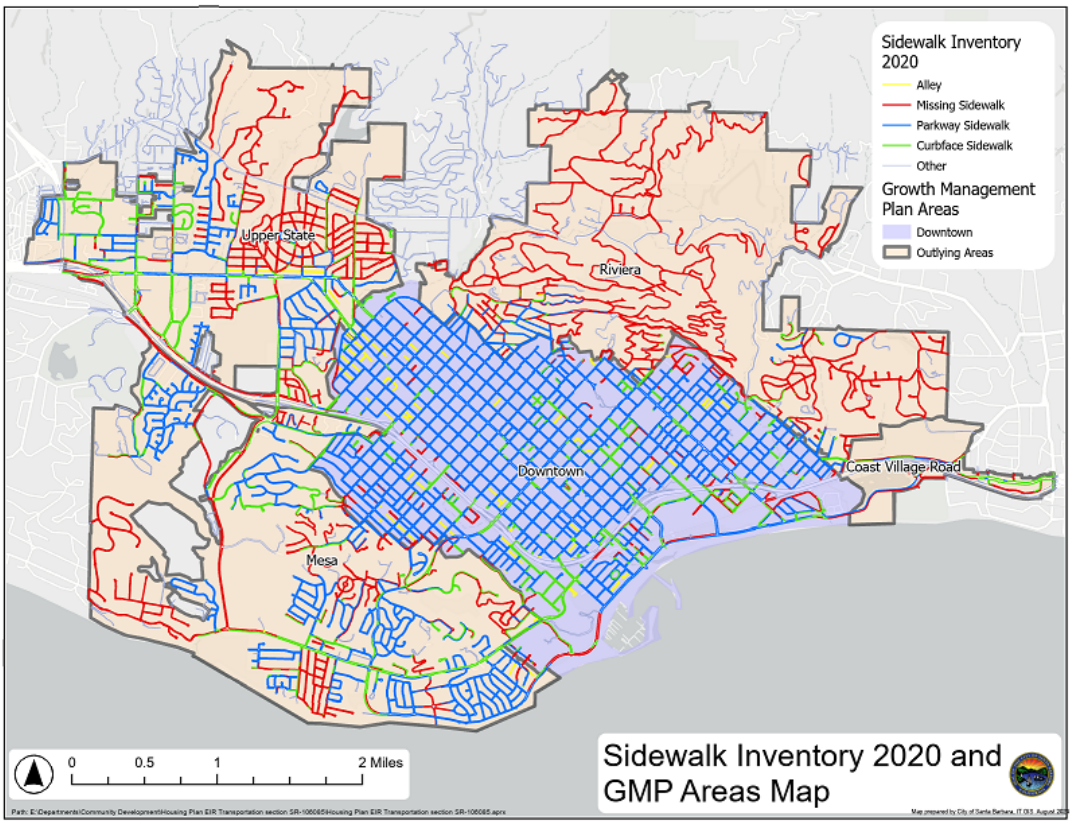


The areas surrounding the Downtown Development Area have discontinuous roadway patterns with more common suburban sprawls with limited walking, biking, and transit infrastructure. Because active transportation and transit infrastructure are not as strong, residents in these areas are more likely to use a vehicle as their primary mode of transportation. As properties develop or re-develop, they must be brought into conformance with City street and sidewalk standards.

Walking

There are currently 300 miles of sidewalk in the City. The Downtown Development Area has a high-quality pedestrian environment with sidewalks on both sides of most roadways. The Mesa, Upper State, and Coast Village Development Areas have sporadic sidewalks, and the Riveria Development Area has little to no sidewalks due to topographical constraints. Figure 3 shows the City's Sidewalk Inventory Map, with the blue and green colors representing sidewalk and red representing missing sidewalk. The City's Pedestrian Master Plan (2006) prioritizes sidewalk based on demand- and need-based factors, including proximity to schools, parks, public activity areas; land use and population density; commute modes; safety; sidewalk gap closure; and public input. Currently, the City is only able to fund repair of existing sidewalks. New sidewalks must either receive grant funding or be constructed as part of public improvements associated with private development. Most of the capital projects identified in the Pedestrian Master Plan have either been completed or have received grant funding, with construction anticipated over the next several years.

Figure 3: Sidewalk Inventory Map

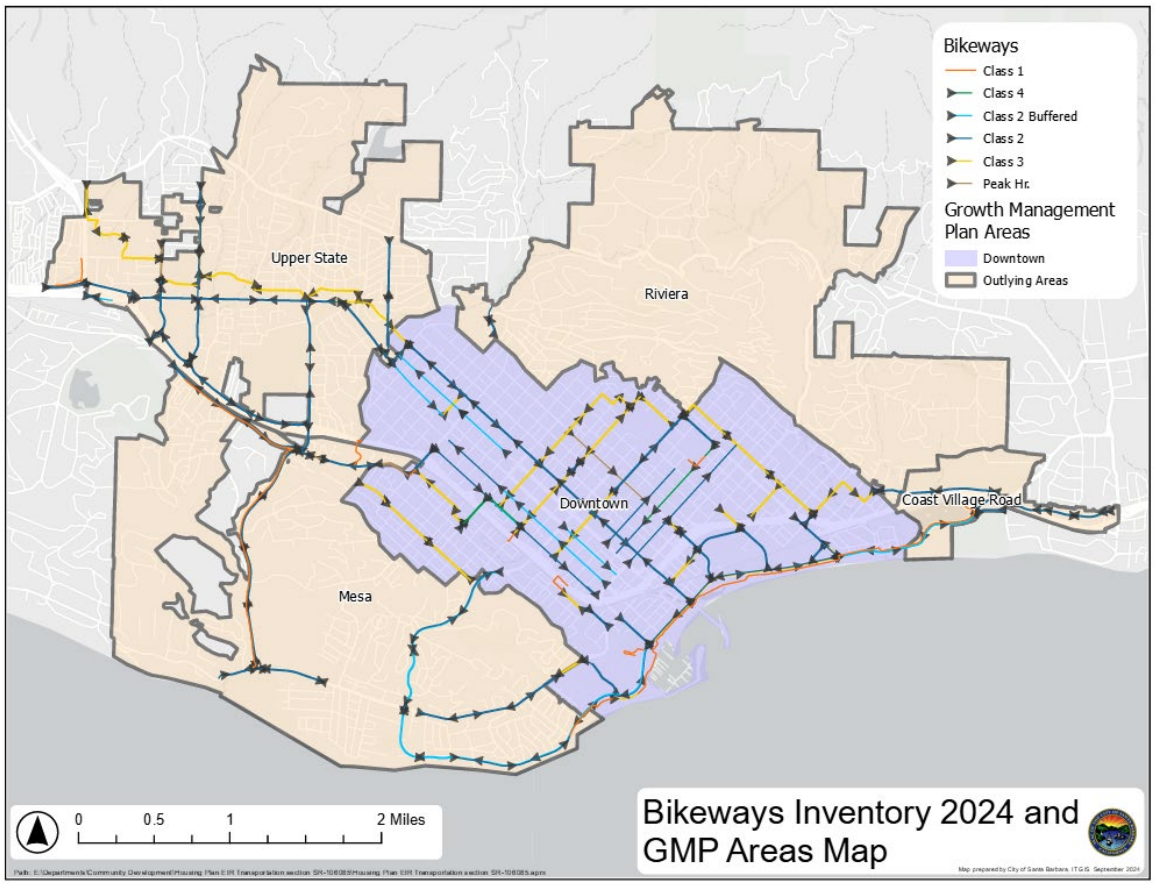


Biking

Santa Barbara's comprehensive bicycle network connects nearly every part of the City via approximately 98.4 miles of bicycle facilities (Figure 4). In the Bicycle Master Plan, State Street is identified as the spine of the City's bicycle network connecting east-west facilities with supporting facilities on the parallel streets, enabling cross-town travel. The City's off-street multiuse paths include the four-mile Beach way that goes along the entire Waterfront and the 2.6 mile Las Positas/Modoc Path that connects the Hidden Valley, Westside, Bel Air, Campanil and Mesa neighborhoods. These routes are also part of the region's COAST route that connects to UCSB/Goleta and Ventura.

Most of the capital projects identified in the 2016 Bicycle Master Plan have been completed or have received funding, with construction anticipated over the next several years. Given the 8,000 new residential units anticipated by the City's Housing Element Update, it is expected that there will be a continued demand for bicycle infrastructure for all ages and abilities.

Figure 4: Bicycle Facilities Map.



Engineering

The engineering approach to traffic safety is to design and build streets and other transportation infrastructure that improve safety, create comfort, and enhance convenience and community connectivity for all road users but that recognizes that pedestrians and cyclists are the most vulnerable users.

Funding Traffic Safety, Neighborhood Connectivity, and Mobility Infrastructure

Prior to 2014, the City's main funding sources funding the City's Streets-Transportation Capital Program Budget were Utilities Users Tax, Gas Tax, and Measure A, that together would range approximately from $3 to $3.5 million annually. About three quarters of the budget would go to Pavement Maintenance Program, which faced $10-$16 million dollar deficits each year due to chronic underfunding. The remaining quarter of the budget would go towards traffic signal improvements and maintenance for existing sidewalks, bridges, and drainage, which were also severely underfunded. Safety enhancements were limited to one or two intersections every two to three years, funded with the help of regional Measure A Grants Program funds and Community Development Block Grant Program (CDBG) funds, both of which had project size caps ranging from about $300k-$400k. The only grant source for funding large-scale projects in the early 2010's was the Federal Highway Bridge Program (HBP), with the City obligated to contribute an 11.88 percent match. The City was quite successful with bridge funding and was able to replace several bridges in the Downtown, Eastside, Westside, and Waterfront neighborhoods. Due to these funding constraints, the City was only able to address traffic safety engineering in spot locations, rather than taking a complete streets approach to transportation corridors and networks.

In 2012, following the tragic death of a teenager who was struck and killed by a speeding vehicle on Milpas Street, City Council directed transportation staff to create a large-scale neighborhood plan to address pedestrian and traffic safety concerns on the Eastside. After robust community engagement, the City Council adopted the Eastside Neighborhood Transportation Management Plan (Eastside Plan) in 2013, which identified millions of dollars of safe routes to school and traffic safety infrastructure needs. During the planning effort, the only identified funding sources were CDBG funds for access ramps and the regional Measure A Grant Program for a few intersections.

In 2014, the State launched the Active Transportation Program (ATP) to encourage cities and counties to build new or enhance existing pedestrian and bike facilities. The ATP program was transformational for the City, as it was the first program where there were no limits on grant

size. With the timely adoption of the Eastside Plan, the large-dollar projects in the plan were perfect candidates for ATP Program funding. The City secured several ATP grant awards for Eastside infrastructure projects in the first three cycles of the program, along with funding for one focused planning effort for the Lower Eastside. These projects and planning efforts were focused on the "complete streets" approach to creating safer, comfortable, convenient, and connected routes within the Eastside neighborhood and from the neighborhood to Downtown (major employment center) and Waterfront (recreation and employment center). Complete Streets is a transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for users of all ages and abilities for all modes of transportation.

With millions of dollars of infrastructure funding going into the Eastside, other neighborhoods took interest and requested similar traffic safety improvements, which were documented in the 2016 Bicycle Master Plan Update and 2020 Westside and Lower West Transportation Management Planning Effort.

In 2017, Santa Barbara residents approved Measure C - Santa Barbara Critical Infrastructure and Essential Community Services (Measure C), which provided a one-cent general-purpose local sales transaction and use tax, bringing the new sales tax rate to 8.75%. Measure C went into effect on April 1, 2018, and generates an estimated $22 million per year. This provides much-needed general-purpose funding for critical infrastructure, enabling the City to address deferred maintenance of City facilities and to replace the City's outdated police station, in addition to replenishing the severely underfunded Pavement Maintenance Program.

Another milestone in 2018 was City Council's adoption of the Vision Zero Strategy to eliminate fatalities and severe injuries in roadways. The Vision Zero Strategy was important because it facilitated a proactive approach instead of a reactive approach to traffic safety. The Traffic Engineer could now do a Vision Zero traffic safety analysis and, with Council approval, leverage Measure C funds to implement low-cost safety improvements as part of the Pavement Maintenance Program. For example, the Cabrillo Boulevard Safety Restriping Project was installed in 2019 with Pavement Maintenance Program funds. The project addressed patterns of vehicle and cyclist collisions - through the "S" turn and U-turn involved collisions - from the existing parking aisle at East Beach. Restriping the roadway to create back-in angled parking - that allows drivers to see bicyclists before crossing the bike lane and getting into the vehicular lane - significantly reduced collisions. Measure C monies also helped with installation of high visibility crosswalks, larger traffic signal bulbs, and traffic signal operational enhancements like leading pedestrian intervals.

Measure C also became a tremendous source of leverage to provide matching funds for corridor-scale traffic safety project ATP grants. With every two-year program cycle of the ATP becoming increasingly competitive, it became critical for City Council to approve grant matches ranging from 10 to 20 percent to maximize application scores and secure funding. With the Measure C monies as leverage, the City has been able to obtain about $94 million in ATP grant funding over the past six cycles of the program for corridor-scale traffic safety projects in the Hidden Valley, Las Positas, Eastside, Westside, Mesa, Oak Park, Downtown, and Waterfront neighborhoods.

In addition to the ATP, the City has been very successful with obtaining $30 million funding since 2011 under the Highway Safety Improvement Program (HSIP). Funding from this source goes towards intersection safety projects and corridor street lighting. HSIP funding is available every two years. Over the years, HSIP has funded significant safety enhancements to intersections that have addressed collision patterns.

Figure 5: Cacique Soledad Pedestrian Bridges and Sidewalk Infill

Figure 6: Las Positas Modoc Multiuse Path

Table 1: List Of Traffic Safety, Neighborhood Connectivity, And Mobility Projects Completed Or Will Be Completed Within The Next Few Years:

Project Name/Grant Award Year	Primary Funding Source	Status	Project Scale
Anapamu Street Bridge (2018)	Highway Bridge Program	Completed	Medium
Bath Street Crosswalks (Victoria, Sola) (2018)	Highway Safety Improvement Program	Completed	Small
Cabrillo Boulevard Bridge (2018)	Highway Bridge Program	Completed	Large
Cacique/Soledad Pedestrian Bridges and Sidewalk Infill (2014)	Active Transportation Program	Completed	Large
Canon Perdido/Nopal Crosswalk (2018)	Highway Safety Improvement Program	Completed	Small
Carpinteria/Voluntario Crosswalks and Lighting (2015)	Active Transportation Program	Completed	Small
Carrillo/San Andres Intersection and Lighting Corridor (2016)	Highway Safety Improvement Program	Completed	Medium
CDBG 12-13 Sidewalk Access Ramp Project (2012)	Community Development Block Grant	Completed	Small
CDBG 13-14 Sidewalk Access Ramp Project (2013)	Community Development Block Grant	Completed	Small
CDBG 15-16 Sidewalk Access Ramps Project (2015)	Community Development Block Grant	Completed	Small

Project Name/Grant Award Year	Primary Funding Source	Status	Project Scale
CDBG 16-17 Westside Sidewalk Access Ramps Phase II (2016)	Community Development Block Grant	Completed	Small
CDBG 17-18 Laguna Access Ramps (2017)	Community Development Block Grant	Completed	Small
CDBG 18-19 Oak Park Access Ramps (2018)	Community Development Block Grant	Completed	Small
Cleveland School Pedestrian Improvements (2009)	Measure A	Completed	Small
Cliff Alan Crosswalk and Sidewalk (2020)	Highway Safety Improvement Program	Completed	Small
Cliff Drive Vision Zero Project (separated bike path and new crossings and traffic signals) (2022)	Active Transportation Program	In design	Large
Cota Street Bridge (2016)	Highway Bridge Program	Completed	Medium
Crosswalks (various location) (2012)	Highway Safety Improvement Program	Completed	Small
De La Guerra Street Bridge (2019)	Highway Bridge Program	Completed	Small
De La Vina/Arrellaga Traffic Signal (2013)	Highway Safety Improvement Program	Completed	Small
De La Vina/Figueroa Crosswalk Safety Project (2011)	Highway Safety Improvement Program	Completed	Small
Downtown De La Vina Safe Crosswalks and Buffered Bike Lane (2018)	Active Transportation Program	Completed	Large

Project Name/Grant Award Year	Primary Funding Source	Status	Project Scale
Downtown Perimeter Lighting (De La Vina and Sola) (2016)	Highway Safety Improvement Program	Completed	Large
Eastside Community Paseos (2016)	Active Transportation Program	Completed	Large
Gutierrez Street bridge (2018)	Highway Bridge Program	Completed	Small
Haley/De La Vina Street Bridge (2012)	Highway Bridge Program	Completed	Medium
La Colina Sidewalk (2009)	Measure A	Completed	Small
La Cumbre Sidewalk Infill - Phase 2 (2015)	Measure A	Completed	Small
Las Positas Road at Stanley Drive intersection safety enhancements (2022)	Highway Safety Improvement Program	Completed	Small
Lower Eastside Connectivity Active Transportation Plan Implementation	SB-1 (Lower Eastside Safety Enhancements)/Active Transportation Program (Ped/Bike Bridge Overcrossing)	In design for SB-1 funded portion/Funding pending for overcrossing	Large
Lower Milpas Pedestrian Improvement Project (2014)	Active Transportation Program	Completed	Large
Mason Street Bridge (2017)	Highway Bridge Program	Completed	Medium
Milpas Street Crosswalk Safety and Sidewalk Widening Project (2022)	Active Transportation Program	In Design	Medium
Modoc/Las Positas Multiuse Path (2016)	Active Transportation Program	Completed	Large

Project Name/Grant Award Year	Primary Funding Source	Status	Project Scale
Montecito/Yanonali Bridge Replacement and Sidewalk Infill (2014)	Active Transportation Program	Completed	Large
N La Cumbre sidewalk infill Part 1 (2012)	Measure A	Completed	Small
Old Coast Highway Sidewalk Infill (2015)	Measure A	Completed	Small
Ortega Street Bridge (2011)	Highway Bridge Program	Completed	Medium
Punta Gorda Street Bridge (2015)	Highway Bridge Program	Completed	Medium
Qunientos Street Bridge (2019)	Highway Bridge Program	Completed	Medium
Salinas/Old Coast Highway Intersection (2018)	Highway Safety Improvement Program	Completed	Small
San Andres Street Safe Crossings and Lighting Project (2021)	Measure A	Completed	Small
Santa Barbara Junior High Multiuse Path Gap Closure on Cota Street (2021)	Measure A	Completed	Small
School Zone Pedestrian Refuge Island Installations (2013)	Measure A	Completed	Small
SR2S Crosswalks (various locations) (2015)	Highway Safety Improvement Program	Completed	Small
State Street Vision Zero Undercrossing (sidewalk	Active Transportation Program	Completed	Large

Project Name/Grant Award Year	Primary Funding Source	Status	Project Scale
widening and buffered bike lanes) (2018)			
Traffic Signal Upgrades (various locations) (2012)	Highway Safety Improvement Program	Completed	Small
Traffic Signal Upgrades II (various locations) (2015)	Highway Safety Improvement Program	Completed	Small
Upper De La Vina Crosswalks and Buffered Bike Lane (2020)	Active Transportation Program	In Construction	Large
Voluntario Street Sidewalk Access Ramps (2015)	Community Development Block Grant	Completed	Small
Westside Community Paseos (2016)	Active Transportation Program	Completed	Large
Westside and Lower West Neighborhoods Transportation Management Plan Implementation Project (2022)	Active Transportation Program	In design	Large

Measuring Success of Traffic Safety, Neighborhood Connectivity, and Mobility Projects

It is important to evaluate whether traffic safety and connectivity projects are achieving their intended purpose. Measuring success in traffic safety, neighborhood connectivity, and mobility projects can be complicated. After reading Chapter 4, Traffic Safety Analysis, it would be inaccurate to conclude that the City's investments in traffic safety, neighborhood connectivity, and mobility projects are not reducing traffic collisions. For example, the table below compares the top twenty intersections for vehicle vs. pedestrian collisions from 2010-2014, before traffic safety enhancements, with the same statistics from 2020-2024, after engineering solutions like lighting, traffic signal hardware modifications, curb extensions,

rapid flashing beacons, high visibility crosswalks, and pedestrian refuge islands were installed. As indicated in the table, there were 50 fewer collisions at these intersections, a 67% reduction, following the implementation of engineering solutions. This is a significant safety enhancement.

Table 2: Vehicle vs. Pedestrian Collision Comparison from 2010-2014 (Pre-Project) and 2020-2024 (Post-Project)

Intersection	2010 - 2014 Ranking	Total of Pedestrian-Involved Collisions from 2010 - 2024	Total of Pedestrian-Involved Collisions from 2020 - 2024	Difference between periods compared	What Have We Done For Pedestrians?	What is Planned?
Carrillo St at De La Vina St	1	12	2	-10	TS Hardware Mods, TS Timing Mods, Lighting, High Vis Crosswalks, Turn on Red Prohibition	None
Calle Palo Colorado at State St	2	5	2	-3	Curb Extensions, Refuge Island, RRFB, High Vis Crosswalk	0
Gutierrez St at State St	3	5	2	-3	TS Hardware Mods, TS Timing Mods	0
Canon Perdido St at Chapala St	4	4	1	-3	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	TS Hardware Mods, TS Timing Mods
Carpinteria St at	5	4	0	-4	AWS, Lighting	0

Intersection	2010 - 2014 Ranking	Total of Pedestrian-Involved Collisions from 2010 - 2024	Total of Pedestrian-Involved Collisions from 2020 - 2024	Difference between periods compared	What Have We Done For Pedestrians?	What is Planned?
Voluntario St						
Gutierrez St at Milpas St	6	4	1	-3	TS Hardware Mods	TS Hardware Mods, TS Timing Mods, Curb Extensions, High Vis Crosswalks, Lighting
Mission St at Modoc Rd	7	4	1	-3	Lighting, High Vis Crosswalks	Bike facility
Anacapa St at Cabrillo Bl	8	3	1	-2	Curb Extensions, RRFB, Lighting	Refuge Island, RRFB Mods, Lighting
Arrellaga St at De La Vina St	9	3	0	-3	New TS	Lighting
Bath St at Haley St	10	3	2	-1	TS Hardsware Mods, TS Timing Mods, High Vis Crosswalks	Lighting

Intersection	2010 - 2014 Ranking	Total of Pedestrian-Involved Collisions from 2010 - 2024	Total of Pedestrian-Involved Collisions from 2020 - 2024	Difference between periods compared	What Have We Done For Pedestrians?	What is Planned?
Carrillo St at Castillo St	11	3	1	-2	TS Hardware Mods, TS Timing Mods, Lighting, High Vis Crosswalks	None
Chapala St at Figueroa St	12	3	1	-2	TS Hardware Mods	Curb Extensions, TS Hardware Mods, TS Timing Mods
Chapala St at De La Guerra St	13	3	1	-2	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	TS Hardware Mods, TS Timing Mods
Chapala St at Haley St	14	3	2	-1	TS Hardware Mods, TS Timing Mods, Curb Extensions	High Vis Crosswalks
De La Vina St at Mission St	15	3	3	0	TS Hardware Mods, TS Timing Mods, Corner Mods, High Vis Crosswalks	0
Micheltorena St at State St	16	3	0	-3	TS Hardware Mods, TS Timing Mods	ADA Ramps, High Vis Crosswalks, Lighting

Intersection	2010 - 2014 Ranking	Total of Pedestrian-Involved Collisions from 2010 - 2024	Total of Pedestrian-Involved Collisions from 2020 - 2024	Difference between periods compared	What Have We Done For Pedestrians?	What is Planned?
Milpas St at Ortega St	17	3	2	-1	Refuge Island, RRFB, Road diet	RRFB Mods
Montecito St at Nopal St	18	3	0	-3	High Vis Crosswalks, Lighting	0
Alamar Ave at De La Vina St	19	2	3	1	TS Hardware Mods, TS Timing Mods	TS Hardware Mods, Curb Extensions, Lighting
Alamar Ave at State St	20	2	0	-2	TS Hardware Mods, TS Timing Mods, Corner Mods, High Vis Crosswalks, Lighting, Blank out signs	0
Total		**75**	**25**	**-50**		

Table 3 lists the 100 intersections with the highest number of total collisions (all modes) from 2010-2014 and 2020-2024. Of the 100 intersections, 81 intersections have been addressed with engineering solutions and 19 intersections have not been treated. Table 4 shows that the 81 intersections that have been treated showed a 42.3 percent decrease in collisions and the 19 untreated intersections showed a 6.7 percent decrease in collisions.

Table 4 provides injury collisions comparisons for total injury collisions. From 2010-2014 there were 2,292 injury collisions and from 2020-2024 there were 2,019 injury collisions, representing

a decrease of 11.9 percent. Despite a significant amount of successful engineering work at the City's most collision prone intersections, overall collisions are trending upward.

The takeaways are:

1) Engineering interventions have been successful in reducing but not eliminating collisions. The City will continue to perform data-driven improvements with a proven track record of reducing collisions.
2) It is not reasonable to re-engineer the entire City, so education and enforcement are needed to compliment engineering efforts and provide collision reduction to those areas that engineering is unlikely to reach.

Table 3: Injury Collision Comparison from 2010-2014 (Pre-Project) and 2020-2024 (Post-Project)

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Carrillo St at De La Vina St	1	24	13	-11	TS Hardware Mods, TS Timing Mods, Lighting, High Vis Crosswalks	None
Arrellaga St at De La Vina St	2	15	5	-10	New TS	Lighting
Carrillo St at Castillo St	3	15	11	-4	TS Hardware Mods, TS Timing Mods, Lighting, High Vis Crosswalks	None
Gutierrez St at Milpas St	4	15	6	-9	TS Hardware Mods	TS Hardware Mods, TS Timing Mods, Curb Extensions,

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
						High Vis Crosswalks,
Bath St at Carrillo St	5	14	6	-8	TS Hardware Mods, TS Timing Mods, Lighting, High Vis Crosswalks	
Castillo St at Mission St	6	14	10	-4	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	
Alamar Av at State St	7	12	2	-10	TS Hardware Mods, TS Timing Mods, Corner Mods, High Vis Crosswalks, Lighting, Blank out signs	
Bath St at Haley St	8	12	7	-5	TS Hardsware Mods, TS Timing Mods, High Vis Crosswalks	Lighting
Calle Laureles at State St	9	12	7	-5	TS Hardware Mods, TS Timing Mods	TS Hardware Mods, TS Timing Mods, Lighting, High Vis Crosswalks
De La Vina St at Mission St	10	12	10	-2	TS Hardware Mods, TS Timing Mods, Corner Mods, High Vis Crosswalks	

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Ontare Rd at State St	11	12	6	-6	TS Hardware Mods	TS Timing Mods, Lighting
Anacapa St at Carrillo St	12	11	3	-8	TS Hardware Mods, TS Timing Mods, Lighting	
Calle Palo Colorado at State St	13	11	5	-6	Curb Extensions, Refuge Island, RRFB, High Vis Crosswalk	
Carrillo St at San Andres St	14	11	7	-4	TS Hardware Mods, TS Timing Mods, Corner Mods, High Vis Crosswalks, Lighting	
Mission St at State St	15	11	7	-4	TS Hardware Mods, TS Timing Mods	Lighting
Chapala St at Haley St	16	10	4	-6	TS Hardware Mods, TS Timing Mods, Curb Extensions	High Vis Crosswalks
Haley St at Santa Barbara St	17	10	5	-5	TS Hardware Mods, TS Timing Mods	High Vis Crosswalks, Lighting
Las Positas Rd at Modoc Rd (1)	18	10	5	-5	TS Hardware Mods, TS Timing Mods	Bike facility

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Carrillo St at Santa Barbara St	19	9	3	-6	TS Hardware Mods, TS Timing Mods, Lighting	TS Hardware Mods, Lighting
Gutierrez St at State St	20	9	4	-5	TS Hardware Mods, TS Timing Mods	
Haley St at State St	21	9	2	-7	TS Hardware Mods, TS Timing Mods	
Las Positas Rd at McCaw Av	22	9	2	-7	Restriping	
Micheltorena St at State St	23	9	4	-5	TS Hardware Mods, TS Timing Mods	ADA Ramps, High Vis Crosswalks, Lighting
Bath St at Micheltorena St	24	8	3	-5	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	Lighting
Cacique St at Milpas St	25	8	14	6		TS Timing Mods
Canon Perdido St at Chapala St	26	8	2	-6	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	TS Hardware Mods, TS Timing Mods

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Carrillo St at Chapala St	27	8	7	-1	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	
Castillo St at Montecito St	28	8	9	1	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	
La Cumbre Ln at La Cumbre Rd	29	8	4	-4	TS Hardware Mods	TS Hardware Mods, TS Timing Mods, Corner Mods, Lighting
Micheltorena St at San Andres St	30	8	6	-2	TS Hardware Mods, TS Timing Mods, Lighting, High Vis Crosswalks	
Milpas St at Quinientos St	31	8	7	-1		TS Hardware Mods, TS Timing Mods, Curb Extensions, High Vis Crosswalks,
State St at Victoria St	32	8	0	-8	TS Hardware Mods	
Arrellaga St at	33	7	7	0	New TS	

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Chapala St						
Arrellaga St at Bath St	34	7	2	-5	AWS	
Butterfly Ln at Coast Village Rd	35	7	1	-6	AWS, Corner Mods	
Cabrillo Bl at Old Coast Hwy	36	7	7	0		
Canon Perdido St at Santa Barbara St	37	7	6	-1	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	
Canon Perdido St at De La Vina St	38	7	3	-4	Curb Extensions, High Vis Croswalk, Warning Signs, Lighting, Road Diet	
Chapala St at Mission St	39	7	1	-6	TS Hardware Mods, TS Timing Mods	Lighting

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Chapala St at Cota St	40	7	2	-5	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	TS Hardware Mods, TS Timing Mods
Chino St at Mission St	41	7	1	-6	Sight distance improvements	Lighting
Cliff Dr at Loma Alta Dr (W)	42	7	2	-5	TS Hardware Mods, TS Timing Mods	TS Hardware Mods, TS Timing Mods, Corner Mods, Lighting
Constance Av at State St	43	7	7	0		
De La Vina St at Figueroa St	44	7	6	-1	Curb Extensions, Lighting, High Vis Crosswalk	
De La Vina St at State St (1)	45	7	2	-5		TS Hardware Mods, TS Timing Mods, Lighting, High Vis Crosswalks
De La Vina St at Los Olivos St	46	7	1	-6	High Vis Crosswalk, Warning Signs, Road diet	Curb extensions, lighting

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Garden St at Haley St	47	7	11	4	TS Hardware Mods, TS Timing Mods	TS Hardware Mods, Lighting, High Vis Crosswalks
Hope Av at State St	48	7	10	3	TS Hardware Mods	TS Hardware Mods, TS Timing Mods
Alisos St at Carpinteria St	49	6	3	-3	AWS, Lighting	
Anapamu St at Garden St	50	6	5	-1	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	
Anapamu St at State St	51	6	1	-5	TS Hardware Mods	
Castillo St at Micheltorena St	52	6	4	-2	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	Lighting
Cliff Dr at Las Positas Rd	53	6	13	7	Roundabout	
Coast Village Rd at Olive Mill Rd	54	6	4	-2	Roundabout	

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Cota St at Santa Barbara St	55	6	5	-1	TS Hardware Mods, TS Timing Mods	
De La Guerra St at State St	56	6	1	-5	Part of State Street Temporary Promenade	
Garden St at Pedregosa St	57	6	4	-2		Corner mods, warning signs
Milpas St at Ortega St	58	6	2	-4	Refuge Island, RRFB, Road diet	RRFB Mods
Milpas St at Montecito St	59	6	21	15		TS Hardware Mods, TS Timing Mods, Curb Extensions, High Vis Crosswalks,
State St at Yanonali St	60	6	2	-4	TS Hardware Mods, TS Timing Mods, Corner Mods, RR Xing Mods	
Alamar Av at De La Vina St	61	5	5	0	TS Hardware Mods, TS Timing Mods	TS Hardware Mods, Curb Extensions, Lighting

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Alisos St at Montecito St	62	5	2	-3	AWS, Lighting	
Anacapa St at Anapamu St	63	5	8	3		TS Hardware Mods, TS Timing Mods
Anacapa St at Los Olivos St	64	5	1	-4	High Vis Crosswalk, other pavement markings	
Anapamu St at Bath St	65	5	0	-5	Sight distance improvements	
Arden Rd at De La Vina St	66	5	0	-5	RRFB, Lighting, High Vis Crosswalk	
Arrellaga St at Castillo St	67	5	2	-3		
Bath St at Mission St	68	5	5	0	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	Lighting
Broadmoor at State St	69	5	6	1	TS Hardsware Mods	TS Timing Mods, Lighting

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Calle Cesar Chavez at Quinientos St	70	5	3	-2		
Calle Crespis at Verde Vista Dr	71	5	0	-5		
Calle De Los Amigos at Modoc Rd	72	5	7	2	Bike path, Corner Mods, Lighting	
Calle Real at La Cumbre Rd	73	5	12	7	TS Hardware Mods, TS Timing Mods, Lighting	TS Hardware Mods, TS Timing Mods
Carpinteria St at Voluntario St	74	5	1	-4	AWS, Lighting	
Carrillo St at State St	75	5	7	2	TS Hardware Mods, TS Timing Mods	
Carrillo St at Chino St	76	5	3	-2	Lighting	

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Chapala St at De La Guerra St	77	5	3	-2	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	TS Hardware Mods, TS Timing Mods
De La Guerra St at De La Vina St	78	5	7	2	Curb Extensions, High Vis Crosswalk, Warning Signs, Lighting, Road Diet	
De La Guerra St at Milpas St	79	5	3	-2	TS Hardware Mods, Road Diet	
De La Vina St at Victoria St	80	5	2	-3	Curb Extensions, High Vis Crosswalk, Warning Signs, Lighting	
De La Vina St at Valerio St	81	5	0	-5		Curb Extensions, High Vis Crosswalk, Warning Signs, Lighting
De La Vina St at Ortega St	82	5	5	0	Curb Extensions, High Vis Crosswalk, Warning Signs, Lighting, Road Diet	
De La Vina St at Pueblo St	83	5	3	-2	Road Diet	Curb Extensions, High Vis

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
						Crosswalk, Warning Signs, Lighting
Haley St at Salsipuedes St	84	5	7	2	TS Hardware Mods, TS Timing Mods, Lighting	
Hitchcock Wy at State St	85	5	5	0	TS Hardware Mods	
Milpas St at Yanonali St	86	5	4	-1		New TS, Curb Extensions, High Vis Crosswalks, Lighting
Mission St at San Andres St	87	5	5	0		Curb Extension, Lighting
Modoc Rd at Portesuello Av	88	5	1	-4	Corner mods	New TS, bike facilities
Ortega St at State St	89	5	2	-3	TS Hardware Mods	
Santa Barbara St	90	5	3	-2	TS Hardware Mods, TS Timing Mods, High Vis Crosswalks	

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
at Victoria St						
State St at Toyon Dr	91	5	1	-4		
Alisos St at Quinientos St	92	4	1	-3	AWS, Lighting	
Alisos St at Gutierrez St	93	4	3	-1	AWS, Lighting	
Anacapa St at Cota St	94	4	4	0	TS Hardware Mods, TS Timing Mods	
Anacapa St at Ortega St	95	4	0	-4	TS Hardware Mods, TS Timing Mods	
Anacapa St at Canon Perdido St	96	4	3	-1		TS Hardware Mods, TS Timing Mods
Anacapa St at Haley St	97	4	4	0		TS Hardware Mods, TS Timing Mods, Lighting, High Vis Crosswalks

Intersection	2010 - 2014 Ranking	Total of Injury Collisions from 2010 - 2014	Total of Injury Collisions from 2020 - 2024	Difference between each period	What Have We Done For Pedestrians?	What is Planned?
Anapamu St at San Andres St	98	4	3	-1		Curb Extensions, High Vis Crosswalk, Warning Signs, Lighting
Anapamu St at De La Vina St	99	4	3	-1		Lighting
Anapamu St at Laguna St	100	4	0	-4	AWS	
Total		723	454	-269		

Table 4: Injury Collisions Comparison from 2010 - 2014 to 2020-2024

Top 100 Injury Collision Locations from 2010 to 2014	2010 – 2014	2020 - 2024	Percent of Change
Total Injury Collisions	2292	2019	-11.90%
With Treatment (81)	619	357	-42.30%
Without Treatment (19)	104	97	-6.70%

Other Measures of Success

In addition to analyzing collision data over time, additional criteria are also used to measure project success, like vehicle speed reduction, increased accessibility (ADA compliance), travel mode shifts (increases walking and biking), and feedback from the community about overall ease and comfort of walking and biking in their neighborhoods.

Certain components of traffic safety projects can be immediately successful. For example, installing an access ramp or other accessibility improvements like Accessible Pedestrian Signals (APS) (devices that help people who are blind or have low vision cross the street) are immediately successful since the accessibility barrier is removed.

It is also important to note that not all infrastructure-related improvements happen along corridors with high patterns of collisions. For example, a project may focus on enhancing safety and connectivity along school routes with lower traffic volumes instead of on the vehicle-dominated collision-prone streets. Thus, a project can be very successful for neighborhood connectivity and mobility but may not be as impactful for addressing traffic collisions on a neighborhood's main thoroughfare.

Table 5 documents the pre- and post-project daily counts of cyclists on our recently-constructed bicycle boulevards or bike friendly streets that provide north-south connections in the Eastside Neighborhood along Alisos Street, north-south connections in the Westside Neighborhood along Gillespie Street and San Pascual Street, and from those neighborhoods to Downtown with Sola Street as the main east-west connector (Figure 5 of Bike Friendly Street Routes). These routes, which were part of the Eastside and Westside Community Paseos Projects, have been transformational for kids and families getting to school and work and we anticipate the routes will continue to increase in popularity. Harding Elementary Students now have daily "bike buses" (planned group bike ride where students and adults ride together along a specific route to school) on Gillespie Street to get to school every morning. Alisos Street has become a very popular route for Santa Barbara Junior High and High School Students. Sola Street is now the City's first east-west bike connection in the Downtown and is becoming increasingly popular as cyclists become familiar with the route.

The City will continue to conduct more post-project count data and evaluation. It is important to note that none of these streets were collision-prone, which is why, after a Vision Zero safety analysis and robust community feedback, they were selected as optimal routes for residents of all ages to travel to school, parks, work, and other key destinations safely. These streets were alternatives to the more vehicle-dominated and collision-prone Milpas Street and San Andres.

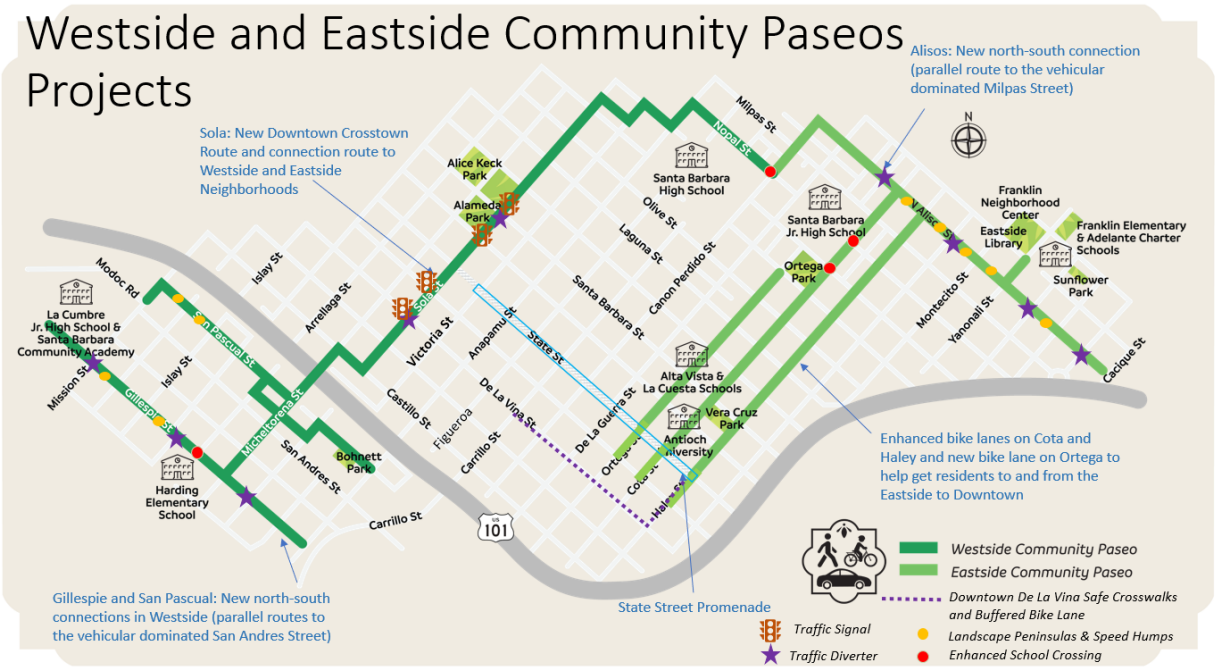
Table 5: Bike Boulevards/Bike Friendly Streets

*Counts are based on 13-hour counts from 6am to 7pm.

Street	Pre-Project Daily Bicycle Counts and Date	Post-Project Daily Bicycle Counts and Date	Yearly Daily Bicycle Counts
Alisos Street	113 (2018) 173 (2022)	290 (2024)	320 (2025)

Gillespie Street	94 (2019) 69 (2022)	182 (2024)	229 (2025)
San Pascual Street	40 (2019)	163 (2025)	163 (2025)
Sola Street	62 (2018) 89 (2019)	146 (2024)	161 (2025)
Castillo/Micheltorena Intersection	338 (2019) 276 (2022)	667 (2024)	646 (2025)

Figure 7: Bike Friendly Routes in the Eastside and Westside Neighborhoods and from those neighborhoods to Downtown along Sola Street.



When to Measure Success

For any new traffic control measures or changes to corridors (e.g., traffic signals, speed humps, traffic diverters, etc.), it typically takes about three to six months for residents to adjust their travel patterns, and about three to five years of evaluation of collisions, traffic speeds and volumes, and roadway user data like how many vehicles, cyclists, pedestrians, motorcyclists, and/or transit are using this route to measure success.

Why It Can Take Years to See Results

Reducing the frequency of collisions typically requires multiple improvements to address traffic safety needs along a corridor. As discussed earlier in this chapter, for many years prior

to 2014 the City was only able to implement small-scale projects because larger funding sources did not exist. Implementing small-scale projects results in longer time horizons to address traffic safety, neighborhood connectivity, and mobility. For collision analysis, in some cases, the full suite of needed improvements have not been in place for the five or more years needed for collision analysis, so analysis will continue.

Biggest Barriers to Traffic Safety, Neighborhood Connectivity, and Mobility in the City

The biggest barriers to traffic safety, neighborhood connectivity, and mobility continue to be streets connecting to HWY 101. Those streets handle the highest traffic volumes (Principal Arterials) in the City and represent a large portion of the City's collisions. The City is continuing to work with Caltrans to address long-term corridor improvements. Fortunately, Caltrans policies have changed in recent years to incorporate Complete Streets designs that benefit all road users.

Enforcement

In the context of traffic safety, enforcement encompasses law enforcement efforts to ensure people follow traffic laws and regulations.

Traffic Enforcement Trends

Traffic citations and DUI arrests are tools used to promote compliance with the vehicle code and create a safer environment for road users. Without proper enforcement of traffic and alcohol-related laws, efforts to reduce dangerous driving and DUIs are less effective and cannot be expected to reduce traffic fatalities or severe injuries. Compliance is less likely if people perceive that traffic laws are not being enforced or DUI drivers are not being held accountable.

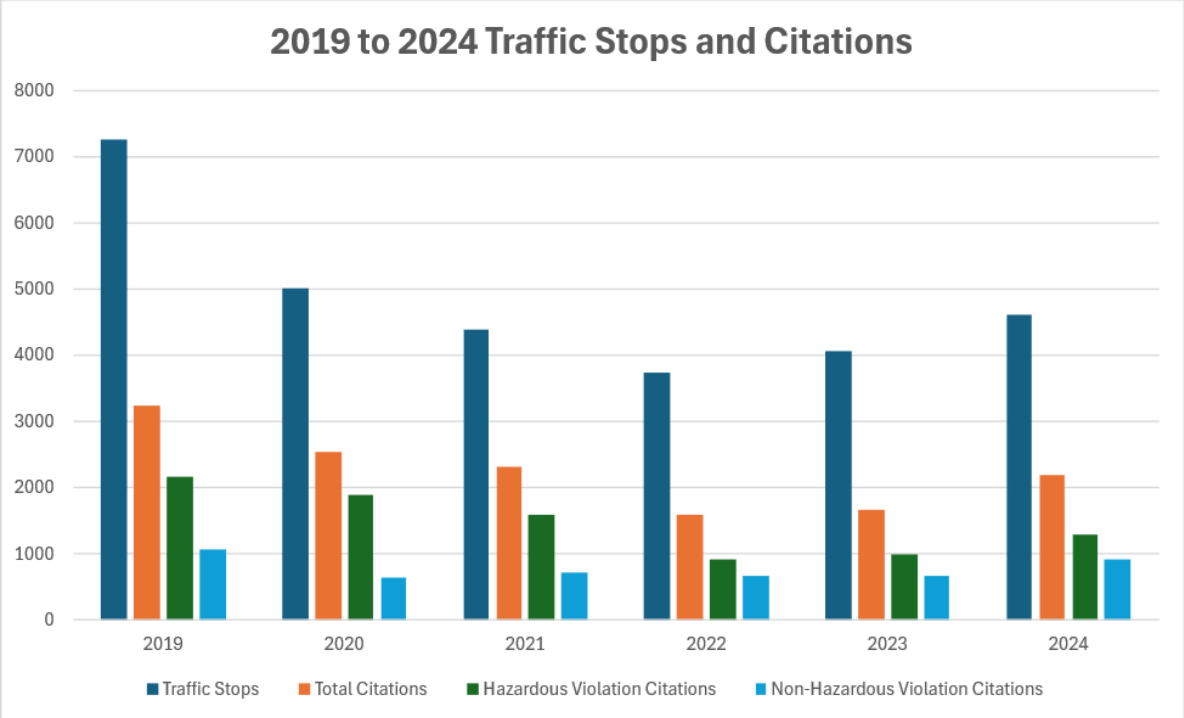
The City of Santa Barbara Police Department provided the following traffic citation data.

Hazardous Citations and Violation Trends

Certain traffic violations are classified as "Hazardous Violations" due to their elevated risk to public safety. The Department of Motor Vehicles (DMV) uses a point system to track such violations. These offenses typically carry one or more points on a driver's record, with more severe violations—such as driving under the influence (DUI)—carrying two points. The point system is a key mechanism used to identify and restrict high-risk drivers, ultimately enhancing roadway safety.

Figure 8 below illustrates the total number of citations issued by the Santa Barbara Police Department from 2019 through 2024, encompassing number of traffic stops, total citations including a breakdown of hazardous and non-hazardous violations by all persons on a roadway (including vehicles, pedestrians, and bicyclists).

Figure 8: Figure 8: Chart illustrates the total number of citations issued by the Santa Barbara Police Department from 2019 through 2024.



Citation totals reflect staffing capacity and enforcement presence, not necessarily the frequency of actual violations.

Fluctuations in citation and violation data may occur year-to-year. These changes are not necessarily indicative of shifts in driver behavior but often reflect variations in police department staffing and available enforcement resources.

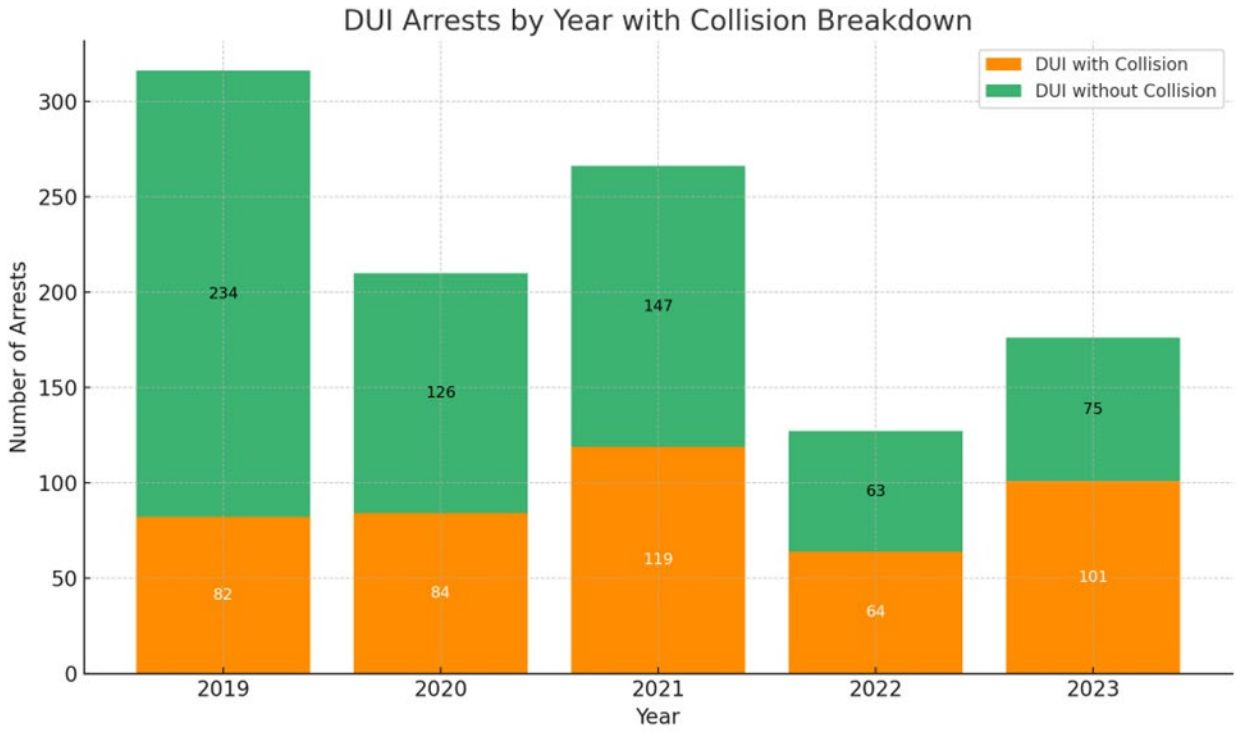
Historically, best practices and staffing models suggest that a city like Santa Barbara—with its large number of visitors—would be best served by five to six full-time officers dedicated to traffic enforcement. Due to ongoing staffing shortages, however, the Santa Barbara Police Department has typically maintained only two to three full-time traffic enforcement officers, including the supervising traffic sergeant. Even this reduced staffing level has been difficult to sustain.

DUI Arrests

Enforcing DUI laws remains a top priority due to the direct correlation between impaired driving and fatal or severe injury collisions. As highlighted in previous sections, DUI-related collisions frequently occur near alcohol-serving establishments.

Between 2019 and 2023, the Santa Barbara Police Department averaged approximately 250 DUI arrests per year (Figure 9). Among those, roughly 30 annually involved felony DUI charges related to collisions that caused injury.

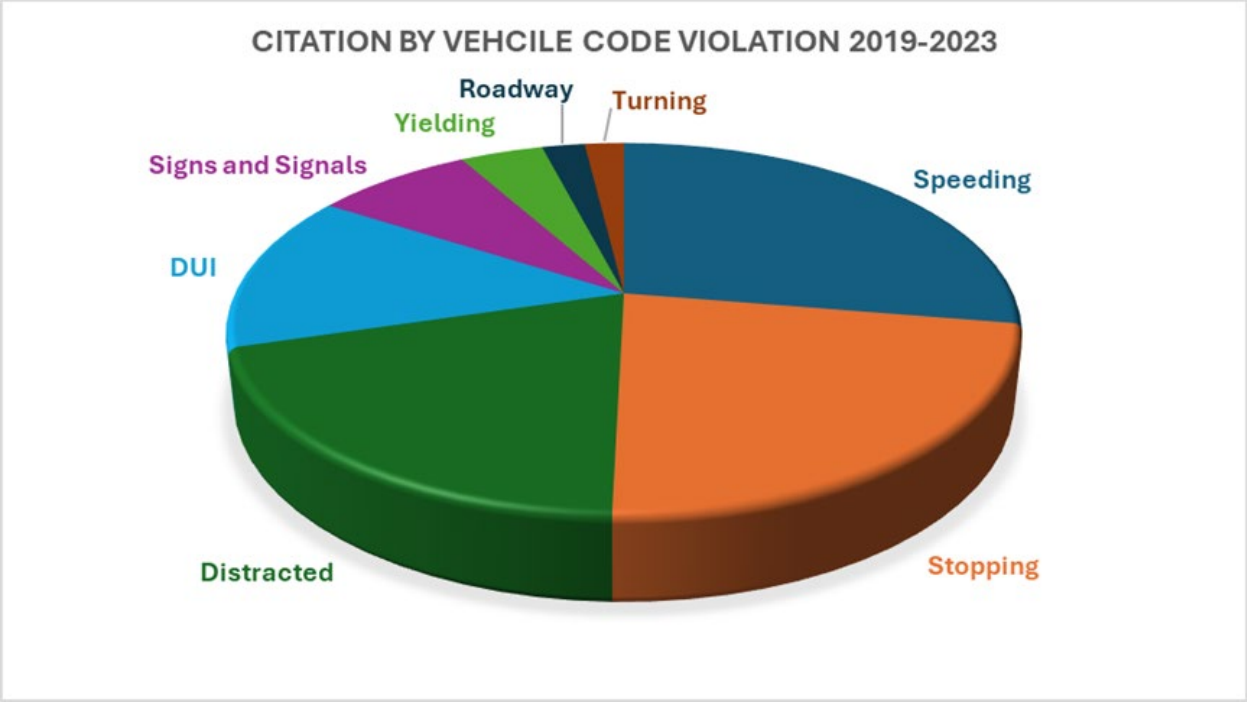
Figure 9: Number of DUI arrests per year



Citations by Vehicle Code Section

Figure 10 below displays a breakdown of traffic citations issued from 2019 to 2023, excluding non-moving violations such as documentation or equipment issues. Approximately 85% of all citations were issued for violations involving speeding, stop sign infractions, distracted driving, or failure to obey traffic control devices (e.g., red lights or signage).

Figure 10: Traffic citations issued from 2019 to 2023.



"Focus on the Five" Initiative

This Action Plan incorporates the "Focus on the Five" enforcement strategy, a data-driven approach that prioritizes limited enforcement resources toward addressing the five most frequent and dangerous road user behaviors. These behaviors have been consistently linked to fatal and severe injury collisions in both local and national data.

The City will implement this strategy through a combination of Office of Traffic Safety (OTS) grant-funded enforcement and public education initiatives. These will include:

- DUI and safety checkpoints
- Directed saturation patrols
- Community outreach and education
- Enhanced social media messaging
- Accountability through increased enforcement

The five focused behaviors are:

1. Impaired or Distracted Driving
2. Failure to Stop
3. Speeding
4. Failure to Yield or Provide Right-of-Way
5. Disregard for Traffic Signs, Signals, and Local Ordinances

The Santa Barbara Police Department, in collaboration with the City's Traffic Engineering Division, will monitor and evaluate citation data related to these behaviors, focusing on citywide trends and areas within the High Injury Network.

Emergency Access (Post-Crash Care)

This encompasses the system for responding to traffic accidents, including first responders (fire and police), emergency medical services, tow operators, and transportation services.

Under the Federal Government's Safe System Approach, emergency access is in the context of post-crash care. Post-crash care means enhancing the survivability of collisions through expedient access to emergency medical care, while creating a safe working environment for vital first responders and preventing secondary collisions through robust traffic incident management practice.

The Santa Barbara City Fire Department follows a strict policy that addresses incidents on roadways to ensure timely, effective, and safe post-crash care. This involves proper placement of Fire Department vehicles to block traffic to ensure the scene is safe for both the responders and those involved in the incident. Two apparatus are dispatched to all freeway incidents so one can be dedicated to blocking traffic while the other attends to the incident. Fire personal wear ANSI-approved reflective vests on all incidents involving roadways to ensure high visibility for traffic that may be continually flowing throughout the area.

The Santa Barbara Police Department responds to traffic collisions and prioritize scene management and safety by securing the area, positioning their vehicles to protect the scene, directing traffic, and calling for additional resources such as EMS, and fire rescue personnel. Once the immediate needs of the injured are addressed, SBPD facilitates the removal of the damaged vehicles and debris to clear the roadway and restore traffic flow. In serious collisions, collision reconstructions may be involved to analyze the incident and potentially develop a more in-depth investigation. Finally, it is the police reports that provide the factual statistics

and information that all others rely on to make public safety road decisions. The City of Santa Barbabra poses unique challenges due to narrow roadways, one-way traffic, and circulation issues. Through the City's land development and capital development processes, the Fire Department reviews proposed roadway modifications to comply with Fire Department requirements, and to ensure response capabilities and operational procedures are not impacted while on scene of a roadway incident. The Police Department has recently been added to this review by public safety.

Education

This focuses on educating drivers, pedestrians, cyclists, and other road users about traffic laws, safe driving practices, pedestrian and bicycle safety, and e-bike safety.

Focus on Vision Zero Projects

Adoption of the Vision Zero Policy in 2016 and Vision Zero Strategy (to eliminate fatalities and severe injuries on City streets) in 2018, community-wide education has been focused on Vision Zero-related messaging. This messaging aims to communicate the "why" behind Vision Zero projects, "what" the traffic safety, route connectivity, and/or mobility issues are, and "how" a project is addressing those issues. The City has used a combination of social media posts, videos, in-person and virtual community meetings, and project specific websites to communicate the projects.

E-Bike Safety

During the pandemic, popularity of e-bikes skyrocketed. Currently, e-bike cyclists make up about fifty percent of cyclists on City streets. There has been an increase in both the number of e-bikes on the road and the number of e-bike-involved collisions. The City has increased messaging educational efforts about e-bike regulations, e-bike safety, and state and local resources for e-bike safety training and has the information posted at SantaBarbaraCA.gov/e-bike-safety .

In March 2025, City Council adopted a new ordinance that outlines updated rules for safely operating bicycles and electric transportation devices (or "e-conveyances") on public roads, sidewalks, bike paths, and shared spaces. The goal is to improve safety for all users of public spaces—whether riding, walking, or driving. There has been community messaging on the ordinance and Santa Barbara Police website, and focused e-bike safety enforcement.

Safety along the Temporary State Street Promenade

In May 2020, eight blocks of State Street, the City's main street, between Haley and Victoria Streets, opened to pedestrians and cyclists, with vehicle use restricted to emergency access vehicles, and delivery and service vehicles before 10:00 AM. While this change has significantly reduced traffic collisions, concerns remain about the potential for bicycle vs. pedestrian conflicts. The City created a "Staying Safe on State" educational campaign focused on all road users to promote safety at roadway intersections and etiquette between pedestrians and cyclists sharing the Promenade.

Upcoming Focused Traffic Safety Messaging

In response to collision data, the City will continue with focused education on the following themes to address traffic safety:

- DUI prevention
- No vehicle parking in red zones, crosswalks, bike lanes, and sidewalks
- What is a legal crossing and safety crossing tips
- How to avoid dooring a cyclist (Dutch reach) and how a cyclist can avoid getting doored
- Speed Kills
- Intersection safety tips for all road users
- How to safely pass a cyclist for drivers and other cyclists
- Where drivers of vehicles or bicycles should stop at intersections
- Vehicle and cyclist turning
- Be present while driving, biking, and walking
- Time of day collisions
- E-Bike etiquette with links to E-bike safety training
- Road etiquette for all users

Additional evaluation will occur as this messaging is released.

Safe Routes to School Program Education

The mission of the Safe Routes to School (SRTS) Program is to encourage local students to walk, bike, or roll to and from schools and other destinations, and enable them to do so safely by addressing common barriers. The SRTS Program includes both capital infrastructure projects to help enhance the safety and accessibility of transportation routes near City schools, as well as school education efforts to help students and families travel to and from school safely. The SRTS Program started in the early 2000's and has evolved significantly over the past 20 years. Please refer to Chapter 9, Safe Routes to School, for program background, mobility statistics and barriers, collisions involving youth, and recommended policies.

Encouragement

This focuses on promoting safe behaviors and encouraging people to choose alternative transportation options, such as walking, biking, or public transportation.

The City of Santa Barbara has a history of promoting bicycling, walking, and transit as attractive, environmentally friendly, safe, and low-cost forms of transportation. Santa Barbara-specific encouragement campaigns include incentive programs, transportation demand management programs, dissemination of bike and transit routes, promotion of bicycling at city-sponsored events, promotion of the City's public bikeshare system, and increased wayfinding signage.

The City is also nationally recognized with designations as a Bicycle Friendly Community by the League of American Bicyclists and People for Bikes.

Equity

This refers to ensuring that traffic safety efforts are inclusive and address disparities in access to safe and alternative transportation options for all communities. This involves focusing on vulnerable road users, like pedestrians, cyclists and motorcyclists, and traditionally underserved populations.

Vulnerable Road Users

Pedestrians and cyclists (including motorcycles and bicycles) are the most vulnerable road users on City streets and are more likely to suffer from severe injuries or fatalities. Most of the engineering projects that the City has received grant funding for are related to enhancing pedestrian and cyclist safety and creating infrastructure for all ages and abilities. Education and encouragement are also primarily focused on pedestrian and bicyclist/e-bicyclist safety.

The Police Department have recently trained their staff on pocket bikes, which are off road e-motorcycles that are prohibited from roadways but are often sold as and confused for e-bikes. Education and enforcement of these devices is ongoing. There are also e-bikes that have been tampered with to exceed the manufacturers design speed of 20mph would also not be allowed on a multiuse (Class 1) bike path. Education and enforcement are ongoing on this issue.

Underserved Populations

Underserved populations are also referred to as environmental justice communities or disadvantaged communities. The definition and location of underserved populations can vary at the local, regional, state, and federal levels as discussed in detail in Chapter 6.

In general, portions of the City's Lower West, West Downtown, Downtown, and Lower Eastside Neighborhoods are made up of census tracts that consistently meet the metrics of underserved populations. These neighborhoods have the highest pedestrian and cyclist volumes and transit ridership in the City and the lowest vehicular ownership. Federal and state collision data demonstrate that underserved populations are often at higher risk of suffering from severe and fatal traffic-related injuries. Because of this, federal and state grants prioritize awarding projects in qualifying underserved areas. Refer to Chapter 8 on Equity for more details.

Evaluation

This involves systematically assessing the effectiveness of safety programs and interventions to identify areas for improvement and ensure that resources are used effectively. As discussed in this chapter, each "E" is consistently under evaluation. Additional evaluation measures are included in Chapter 7, Policy and Process Changes and in Chapter 10, Progress and Transparency.