

APPENDIX D

Existing Traffic Safety

City Policies

This page is intentionally blank.

Bicycle Master Plan Adopted Safety Goals and Policies:

Goal 1: Safety for All Road Users: Make Santa Barbara a safe place for all road users through coordinated efforts to educate community members, enforce rules of the road, and strategically address unsafe conditions.

Measurements of Success: 1) Reduce bicycle collision rates by 25% from 2012 levels by 2020, and eliminate bicycle fatalities completely by 2030. 2) Create at least two new funding sources for multi-modal safety improvements within the next five years.

Policy 1.1 Roadway Design and Maintenance: The City shall integrate the safety needs of people bicycling into all City roadway projects.

Policy 1.2 Safety Evaluation and Monitoring: The City shall conduct City-wide evaluation and monitoring of collisions involving bicyclists and pedestrians.

Policy 1.3 Safety Education: The City shall use education, training, and outreach efforts to instruct all road users about rules of the road and laws that pertain to the rights and responsibilities of bicyclists.

Policy 1.4 Rules Enforcement: The City shall strive for consistent enforcement of the rules of the road to decrease bicyclist and motorist traffic law violations.

Implementation Strategies

Traffic Enforcement

1.4.1: Focused Patrol for Bicyclists, Pedestrians and Motorists. Continue to fund focused patrol assignments that pay particular attention to bicyclist and motorist vehicle code violations that most commonly cause injuries or deaths, including, but not limited to:

- running stop signs and stop lights
- riding in the wrong direction on a street
- riding or driving under the influence of alcohol
- riding at night without proper lighting and reflectors
- riding without a helmet (for children under 18) (Revised SB BMP 1.1.7)
- unsafe turning
- improper signaling
- opening the driver side door into traffic
- parking/unloading in bicycle lanes
- distracted driving or riding

1.4.2: Ticket Diversion Program. Coordinate with SBPD to create a ticket diversion program consistent with AB 902; “allowing any person of any age who commits an infraction not involving a motor vehicle to participate in a diversion program that is sanctioned by local law enforcement.” (AB 902; 2015)

Law Officer Training

1.4.3: SBPD Training. Work with the Santa Barbara Police Department to provide training programs for effective traffic law enforcement practices that support safe conditions for people bicycling.

1.4.4: Focused Enforcement. Seek outside grants to enhance patrol and traffic law enforcement.

(Expanded SB BMP 1.1.14) 1.4.5: Bicycle Police. Increase the number of police on motorcycles and bicycles. (SB BMP 1.1.20)

1.4.6: Additional Enforcement. Develop more resources to enforce laws that prohibit cars and trucks from parking and unloading in bike lanes and along red curbs. (SB BMP 2.3.6)

Pedestrian Master Plan Adopted Safety Goals and Policies:

GOAL 1 Improve the pedestrian system to increase walking in Santa Barbara

- Policy 1.2: The City shall improve pedestrian safety and comfort at intersections
 - Strategy 1.2.1 Identify the top ranked intersections that need improvements
 - Strategy 1.2.2 Annually review pedestrian complaints and crashes to implement ongoing improvements at intersections
 - Strategy 1.2.3 Adjust traffic signal operations as needs are identified
- Policy 1.4 The City shall work to eliminate Highway 101 as a barrier to pedestrian travel
 - Strategy 1.4.2 Work with Caltrans to implement the projects identified in the Pedestrian Master Plan that enhance pedestrian safety and connectivity across the Highway 101 corridor and other State Highways
- Policy 1.9 The City shall work to make the pedestrian environment accessible to those with disabilities, children, and the elderly

GOAL 2 Establish and enhance routes to schools that will enable and encourage more students to safely walk to school

- Strategy 2.1.3 Implement enforcement, operational, and engineering measures as feasible on identified routes

GOAL 5 Encourage more people to walk

- Policy 5.1 The City shall encourage people to walk through education and awareness efforts
 - Strategy 5.1.1 Conduct effective pedestrian awareness campaigns
 - Strategy 5.1.2 Educate City residents in such a way as to enable a cultural shift that embraces the many benefits of walking
 - Strategy 5.1.3 Promote and conduct walk to work and walk to school days
 - Strategy 5.1.4 Develop media to educate motorists regarding pedestrian right-of-way
 - Strategy 5.1.5 Coordinate with the health community, schools, and other organizations interested in promoting walking
- Policy 5.2 The City shall work to enforce laws that protect pedestrians
 - Strategy 5.2.1 Emphasize pedestrian right-of-way especially in High Pedestrian Use zones through a combination of signage and enhanced enforcement
 - Strategy 5.2.2 Conduct focused enforcement of right-of-way violations that involved pedestrians, especially at crosswalks and on sidewalks

GOAL 6 Establish an institutional foundation that will promote the implementation of the plan

- Policy 6.3 The City shall incorporate pedestrian projects into its Capital Improvement Program (CIP)
- Policy 6.4 The City shall maximize the amount of financial resources available for pedestrian projects

Vision Zero Adopted Safety Goals and Policies:

Evaluation

	Action	Responsibility
Continue	<ul style="list-style-type: none"> Collecting and analyzing transportation collision data prioritizing corridors by severity of injury and fatality. Conducting quarterly reports on transportation collision data. 	<ul style="list-style-type: none"> Public Works & Police Department
Enhance	<ul style="list-style-type: none"> Efficiency of data collection through interdisciplinary coordination between engineering and enforcement. 	<ul style="list-style-type: none"> Public Works & Police Department
Add	<ul style="list-style-type: none"> Create priority corridor citation report data sheets. Annual reporting to the TCC and City Council. Provide a quarterly collision report with all serious injuries and/or fatalities to update the Santa Barbara Collision Map. 	<ul style="list-style-type: none"> Police Department Police Department Police Department

Engineering

	Action	Responsibility
Continue	<ul style="list-style-type: none"> Designing and implementing capital projects such as enhanced crosswalks, complete streets, road diets, sidewalk repairs, curb ramps and street lighting. Continuing neighborhood safety programs such as the sidewalk infill project. 	<ul style="list-style-type: none"> Public Works Public Works
Enhance	<ul style="list-style-type: none"> Planning, funding and advocacy for improvements to “High Priority Corridors”. 	<ul style="list-style-type: none"> Public Works
Add	<ul style="list-style-type: none"> Proactive collaboration with enforcement to determine how improvements are enhancing safety. 	<ul style="list-style-type: none"> Public Works

	<ul style="list-style-type: none"> • Consider Vision Zero Strategy changes with street maintenance that requires total restriping of the street. • Various pre-determined transportation safety improvement projects throughout the city (see “Engineering Corridor Action Plan” below). 	<ul style="list-style-type: none"> • Police Department • Public Works
--	--	---

Enforcement

	Action	Responsibility
Continue	<ul style="list-style-type: none"> • Safety programs funded by OTS Grant such as, focused detail, “Know Your Limit” Campaign, and Community outreach and education to you and institutions. • Deploying police officers for traffic enforcement and addressing hot spot locations and unsafe behaviors such as speeding, intoxication, and failure to yield to pedestrians and distracted driving. • Staffing adult crossing guards in school zones. • Participation and deployment of parking and traffic control officers to support safe access to school and including safe walking and biking. 	<ul style="list-style-type: none"> • Police Department • Police Department • Police Department • Downtown Parking
Enhance	<ul style="list-style-type: none"> • Create a public complaint system to focus SBPD resources at locations of existing high risk. • Retention and recruitment of Police officers. 	<ul style="list-style-type: none"> • Public Works & Police Department • Police Department
Add	<ul style="list-style-type: none"> • Release a citation report data sheet to the public via media release following quarterly reports. 	<ul style="list-style-type: none"> • Police Department

Education

	Action	Responsibility
Continue	<ul style="list-style-type: none"> • Providing access to current safety education materials through Santabarbaraca.gov. • Outreach to social institutions to educate youth on transportation safety. 	<ul style="list-style-type: none"> • Public Works • Police Department
Enhance	<ul style="list-style-type: none"> • Public service announcements, social media releases and City media releases that promote safety first mentality. • Increase safety around a determined hotspot once it is known to be a threat. This will reduce potential injury during implementation of engineering safety enhancements. 	<ul style="list-style-type: none"> • Public Works, Police Department • Public Works, Police Department
Add	<ul style="list-style-type: none"> • Organize a SBVZ quarterly meeting to determine best use of available resources for engineering, enforcement, and education/engagement. • Annual SBVZ update before City Council to report performance measures and progress. • Develop a SBVZ website with information, updated collision data, project status, serious injury reporting links, and links to partnership resources. • Maintain a Santa Barbara Collision Map updated quarterly with all serious injuries and fatalities by mode share. • Work to create a Traffic Ticket Diversion Program for bicycle traffic tickets to increase safe riding practices and create equitable access to bicycle safety courses. • Create a strong Vision Zero public awareness campaign with media announcements, Vision Zero pamphlets and literature, and community involvement, which caters to locals as well as tourists. • Consider creating a marking system cataloging where fatalities have occurred on Santa Barbara City Streets. • Consider creating a fixed message board system to communicate traffic safety notifications along priority corridors. • Participate in efforts to make existing state policy more Vision Zero appropriate. 	<ul style="list-style-type: none"> • Public Works & Police Department & COAST & SBBIKE • Public Works & Police Department • Public Works & Police Department & COAST & SBBIKE • Public Works & Police Department • Police Department, COAST, SBBIKE • Public Works & Police Department & COAST & SBBIKE • Public Works, Police Department • Police Department