CHAPTER 5

Engagement and Collaboration

Adopted July 28, 2026

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Overview

Community engagement is a crucial part of validating collision data and understanding community perception and experience with traffic safety. Building community awareness about perceived and actual collision trends, and how safety infrastructure, enforcement, and education can be utilized are important parts of Action Plan implementation.

Community engagement over the duration of the Action Plan development included public webpage development, schools surveys, Citywide surveys, online and in-person meetings, and public meetings with traffic safety-related Committees and Commissions.

The City also collaborated with local stakeholder groups and organizations and worked across City divisions and departments for a unified approach to the development of the Action Plan.

Public Communication and Surveys

Public Webpage

The City launched a public webpage on the City's internet website to communicate upcoming meetings, surveys, and updates about the Action Plan at SantaBarbaraCA.gov/SafeStreets. The webpage allows online visitors to subscribe to the newsletter, review information about upcoming or past meetings and public hearings and engage with Staff.

Safe Routes to School Survey

To launch the public engagement phase of the Action Plan, staff collaborated with California Walks (Cal Walks) and the University of California Berkeley Safe Transportation Research and Education Center (Safe TREC) to develop a Safe Routes to School survey for families at local schools. Representatives from MOVE Santa Barbara County and the Principal and Vice Principal at Franklin Elementary School, were selected from the Santa Barbara Unified School District to participate in developing the survey questions. The purpose of the survey was to better understand the traffic safety needs and priorities of families as they travel to and from school and move through their neighborhoods.

In November and December of 2024, and January of 2025, the survey was distributed via ParentSquare, the primary communication tool for local schools, to parents and caregivers of children attending 19 schools in the Santa Barbara Unified and Hope Elementary School Districts. The survey was sent to all public schools within the City limits, as well as Vieja Valley Elementary School, which is just outside the City limits, but its attendance area boundary and school routes are partially within the City. The survey was available in both English and Spanish.

The survey consisted of 20 questions, combining multiple-choice and open-ended write-in formats. A total of 311 responses were collected between November 2024 and January 2025, covering all 19 schools. The number of responses per school varied, ranging from a single response to 36. Appendix A provides a summary of the survey results and open-ended responses. A few examples of survey responses are below:

Image 1: Bar chart of responses to question 6: Out of the following scenarios,

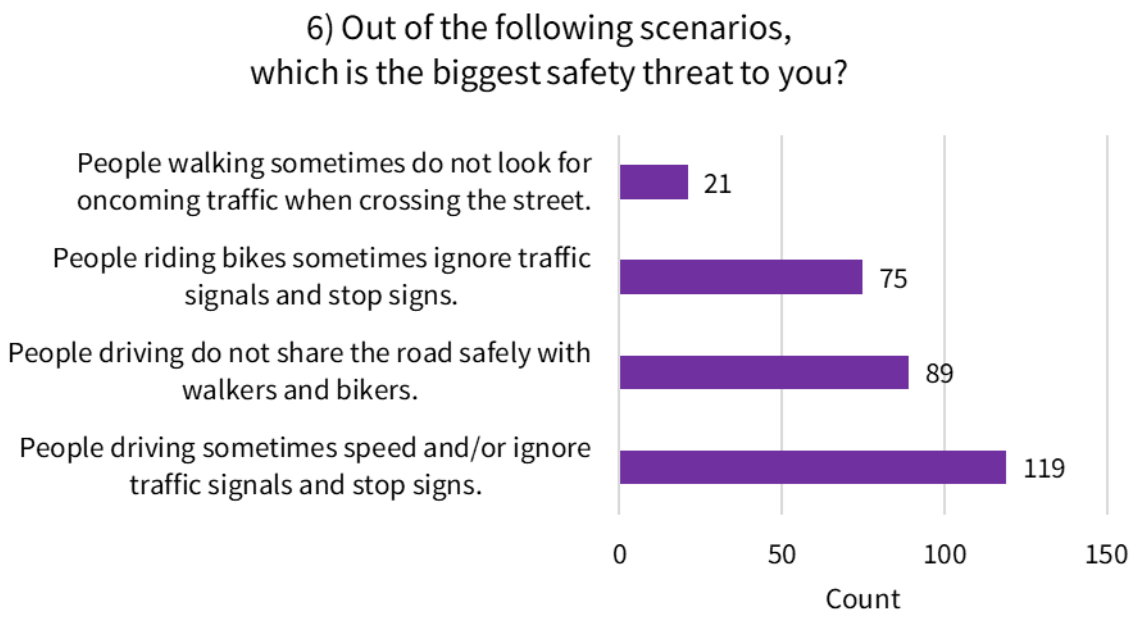


Image 2: Bar chart of responses to question 7: Would you be comfortable with reducing street parking to improve pedestrian and bicycle safety, including adding bike lanes?

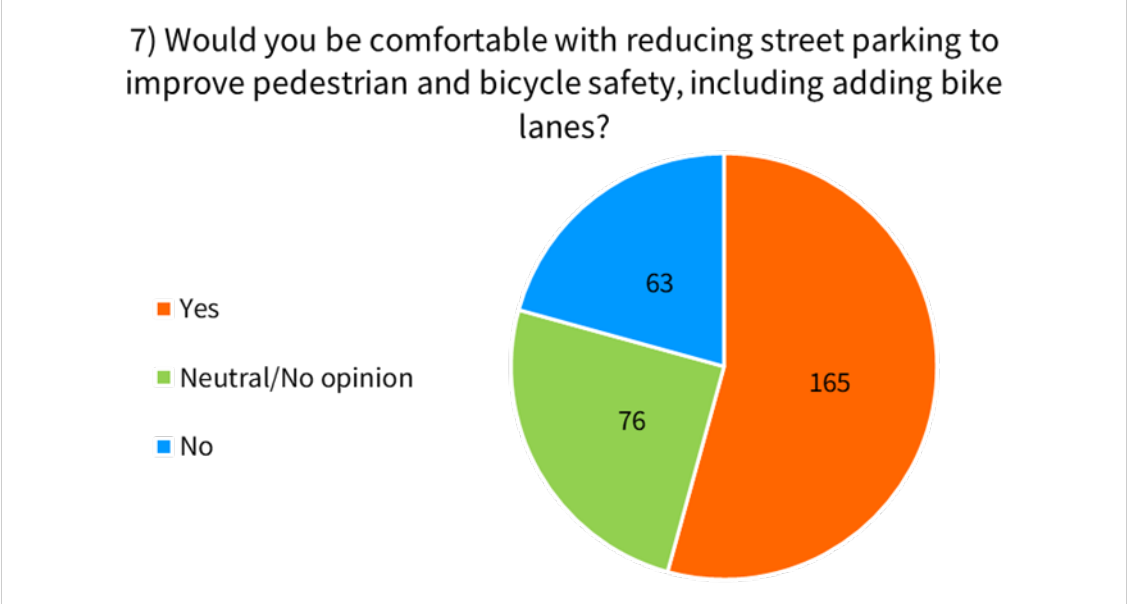


Image 3: Bar chart of responses to question 9: What school does you childe/children attend?

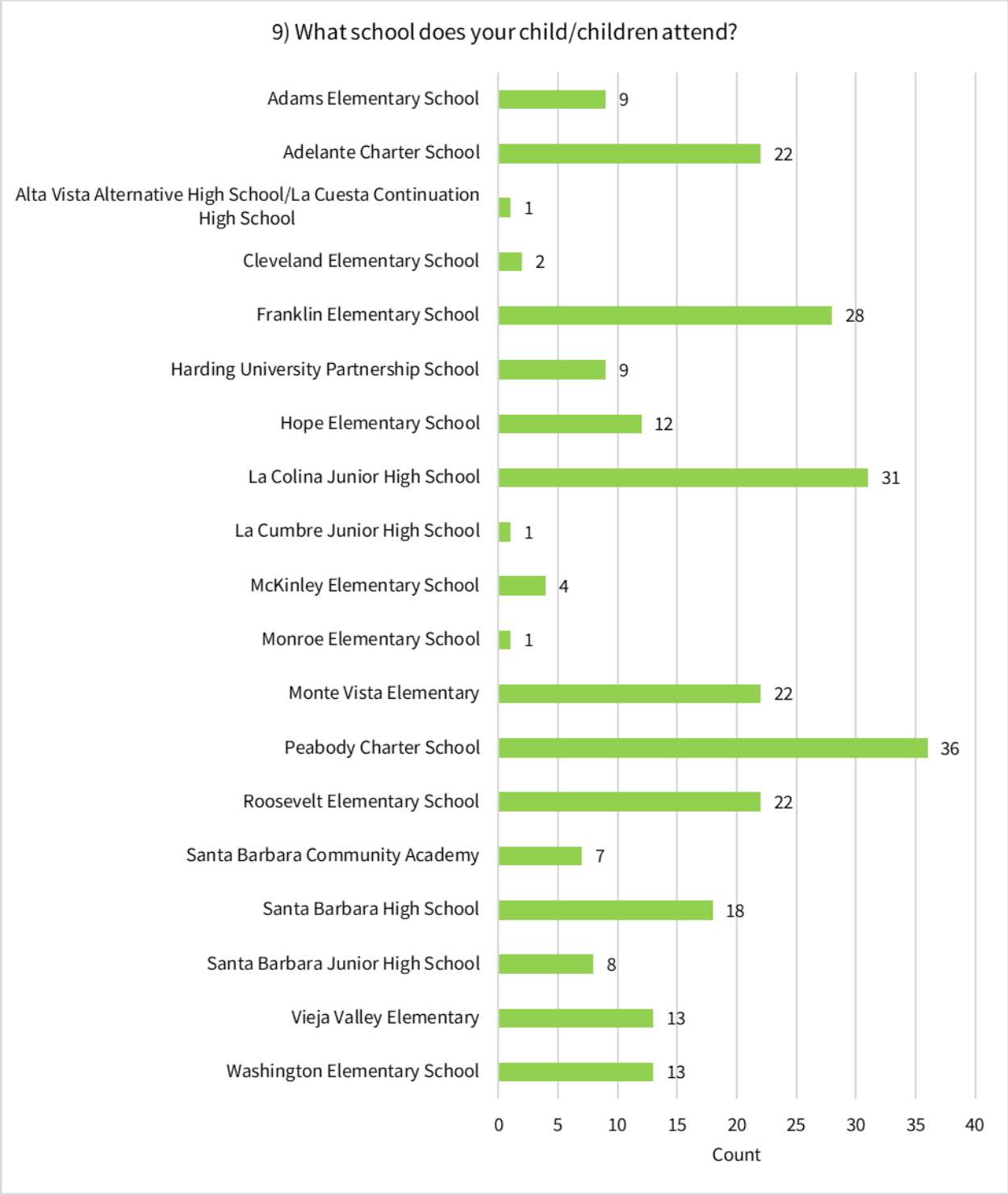
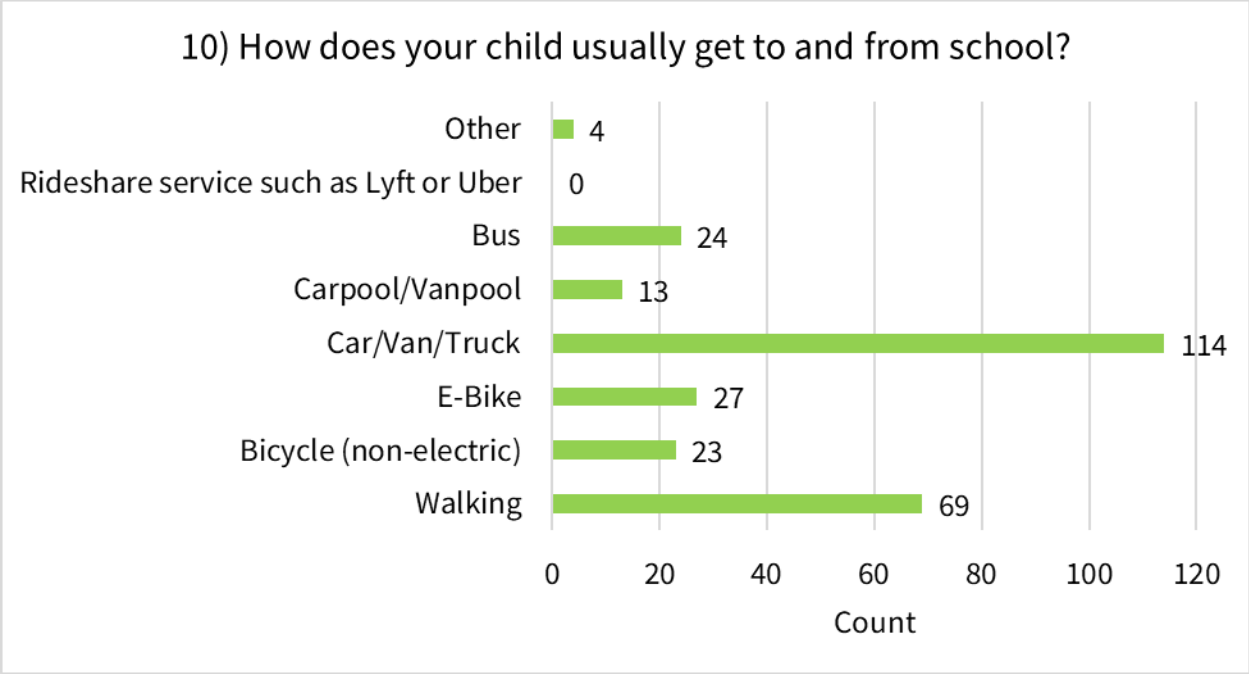


Image 4: Bar chart of responses to question 10: How does your child usually get to and from school?



Citywide Traffic Safety

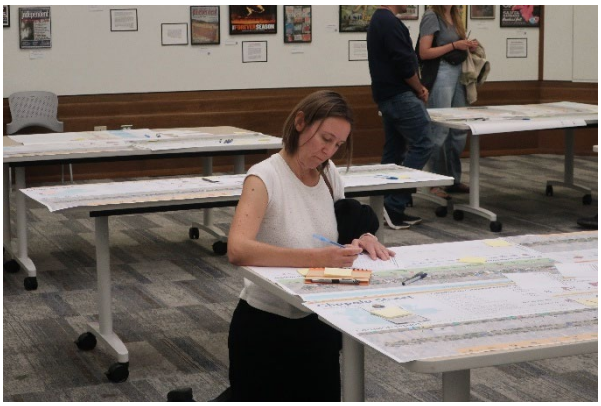
The City launched a Citywide, bilingual traffic safety survey on May 27, 2025. The survey was shared with the public via the City's *News In Brief* Listserv and posted on Nextdoor and Instagram with frequent reminders to take the survey. Bilingual sandwich board signs were placed throughout the City with a QR code for residents to scan and take the survey.

The goal of the survey was to gather feedback from residents on transportation mode choices, what's working and needs improvement in traffic safety, insight into community priorities and perceptions related to traffic safety, and to raise awareness about local collision statistics impacting the community.

The survey consisted of 25 questions combined with fill-in, multiple-choice, and open-ended

write-in formats. A total of 853 responses were collected between May 27, 2025, and August 8, 2025. Appendix B lists and summarizes the survey questions and responses.

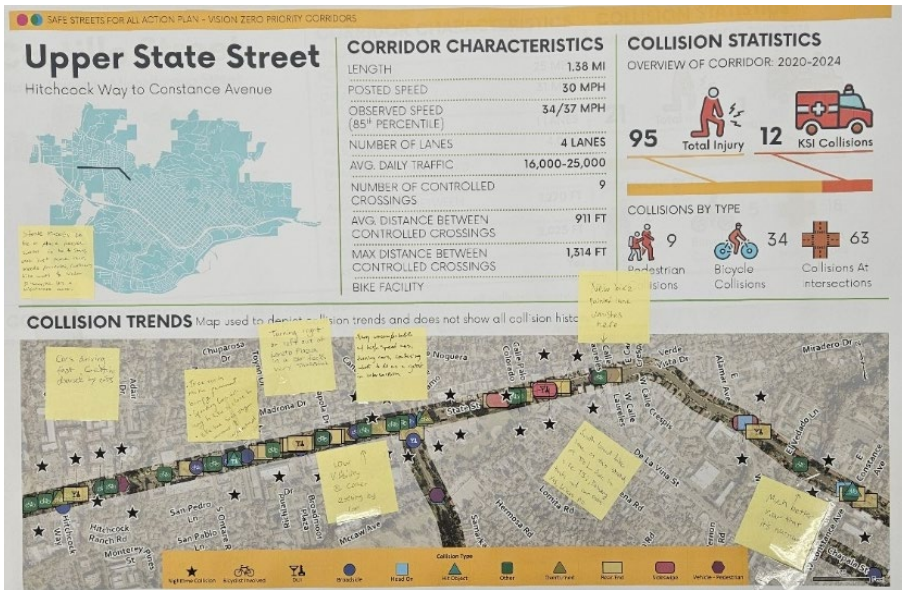
Community Engagement Meetings



The City held community engagement meetings on October 8, 2025 (webinar) and October 15, 2025 (in-person meeting at the Central Library Faulkner Gallery) to present the purpose of the planning effort, review collision data trends from 2020-2024, share key insights from public surveys, and gather feedback on the proposed priority streets and what traffic safety education messages to prioritize for the upcoming year. Participants in the webinar were able to ask questions and provide comments after the presentation and participants at the in-person meeting were able to write comments about their walking, biking, and driving experiences on plan sheets representing each priority corridor. A summary of those comments are provided in Appendix C.

Citywide Priority Street Input Survey

The City also launched a Citywide, bilingual Priority Street Input Survey on October 8, 2025, following online and in-person community meetings in October. The survey highlighted 10 priority streets identified through collision data history and community feedback received from the initial Citywide Traffic Safety survey. The survey asked residents whether they supported the City advancing concept design plans for these streets and invited them to share personal challenges while walking, biking, and driving along the proposed corridors. The online survey ran through December 12, 2025, and there were 620 respondents. Participants were also asked to select three traffic safety education messages they felt should be prioritized in the coming year. The input gathered informed both the City's concept design process and the selection of initial education messages to share with the community. In general, there was community support to analyze all the priority streets, with Upper State Street, Calle Real, Las Positas Road, De La Vina Street, and Bath Street soliciting the most support and feedback. Appendix C contains a summary the survey responses.



Additional Community Engagement Meetings

Following the Priority Street Input Survey in late 2025, the City held additional community engagement meetings on April 29, 2026 (webinar) and May 6, 2026 (in-person meeting) to review Engineering Approaches to Priority Streets. Participants in the webinar were able to ask questions and provide comments after the presentation and participants at the in-person meeting were able to write comments about the proposed engineering approaches for each priority corridor. A summary of those comments are provided in Appendix C.

City Advisory Boards and Commissions.

Throughout the development of the Action Plan, draft Chapters were presented and reviewed by the City's Transportation & Circulation Committee, Fire & Police Commission, and Neighborhood Advisory Committee for input. When the Fire & Police Commission and Neighborhood Advisory Council did not have quorums, meetings were scheduled with some of the Committee members to provide feedback on priority streets and to share what the city heard during the community engagement process. City staff also met with the Santa Barbara Youth Council to present data on vehicle, pedestrian, and bicycle collisions involving youths in the City, and to gather input on Vision Zero messaging strategies. The list below summarizes when public meetings were held for review of the Plan by these Commissions and Committees:

- Transportation and Circulation Committee Meetings:
    - View meeting recording for February 26, 2026
    - View meeting recording for December 4, 2025.
    - View meeting recording for August 28, 2025.
    - View meeting recording for June 26, 2025.
    - View meeting recording for April 24, 2025.
    - View meeting recording for August 22, 2024.
- Fire and Police Commission Meetings:
    - View meeting recording for July 24, 2025
    - A briefing with Commission members was held:
        - December 17, 2025, 1:30 p.m.
        - December 17, 2025, 12:30 p.m.
- Neighborhood Advisory Committee Meetings:
    - Meeting Minutes from July 14, 2025
    - A briefing with Committee members was held:
        - December 8, 2025, 5:00 p.m.
        - December 8, 2025, 4:00 p.m.
- Santa Barbara Youth Council Meeting:
    - Meeting Minutes from May 4, 2026

Collaboration with Local Stakeholders

The City collaborated with key local stakeholders throughout the development of the Plan, including MOVE Santa Barbara County, Santa Barbara Unified and Hope School Districts, the Center for Spatial Science at the University of California, Santa Barbara (UCSB), and Cottage Hospital. Coordination with MOVE and the School Districts is described in detail in Chapter 9, Safe Routes to School. Work with the UCSB Center for Spatial Science focused on GIS mapping and collision data information sharing, supporting the Center's development of the Santa Barbara County Active Transportation Dashboard – a tool designed to provide bicycle and pedestrian safety and volume data. The City also partnered with Cottage Hospital to obtain traffic collision-related injury data, helping staff to better understand the types of injuries occurring along specific corridors and intersections and if there was any correlation to the police reports.

Interdepartmental Coordination

The City worked collaboratively across divisions and departments during the development of the Action Plan, including the Public Works Department (Traffic Engineering and Transportation Planning), Police and Fire Departments, and City Administrator's Office. This collaboration led to a unified and strategic approach for developing new policies, traffic safety counter measures, and implementation goals related to enforcement, education, and infrastructure. Coordination with the City's Community Engagement Manager in the City Administrator's Office helped to maximize public outreach and involvement. Ongoing collaboration between City departments is crucial for the success of the Plan's implementation.

For example, the 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 linked to fatal and severe injury collisions. The City will implement this strategy through a combination of Office of Traffic Safety (OTS) grant-funded enforcement and public education, and the Police Department and Traffic Engineering Division will monitor and evaluate related citation data, focusing on citywide trends and areas within the High Injury Network.

Various City departments and divisions will continue to coordinate during the development of Plan recommended infrastructure projects to ensure emergency access is considered on key routes, sustainability goals are met where possible, and tradeoffs are balanced to achieve the highest level of safety for all road users.