

The background is a grayscale photograph of a street scene. Three cyclists are visible: one on the left, one in the center wearing a helmet and sunglasses, and one on the right. A car is parked in the background. A large teal circle is overlaid on the center of the image, containing the word 'APPENDIX' in a curved font and a large white letter 'E'. To the right of the 'E' is the text 'ADDITIONAL BACKGROUND DOCUMENTATION' in a bold, white, sans-serif font. A white bicycle symbol is painted on the pavement in the bottom right corner.

APPENDIX

E

ADDITIONAL
BACKGROUND
DOCUMENTATION



BICYCLE FRIENDLY COMMUNITY FEEDBACK REPORT

Santa Barbara, CA

Fall 2013



Note: This section identifies how to improve League of American Bicyclist Status

The League of American Bicyclists has designated **Santa Barbara** as a Bicycle Friendly Community at the **Silver** level, because Santa Barbara exhibits a strong commitment to cycling. The reviewers felt that notable steps are being taken to address the needs of current bicyclists and to encourage other residents to become regular cyclists as well.

Reviewers were very pleased to see the current efforts and dedication to make Santa Barbara a great place for cyclists. The review team is limited in its review by what is reported in the application and what local reviewers report from the community. It is essential to have as complete a picture as possible of the bicycle programs, policies and projects.

Below, reviewers provided key recommendations to further promote bicycling in Santa Barbara and a menu of additional pro-cycling measures that can be implemented in the short and long term. We strongly encourage you to use this feedback to build on your momentum and improve your community for bicyclists. There may also be initiatives, programs, and facilities that are not mentioned here that would benefit your bicycling culture, so please continue to try new things to increase your ridership, safety, and awareness!

To learn more about what funds are available for bicycle projects, use Advocacy Advance's interactive [Find it, Fund it tool](#) to search for eligible **funding** programs by bike/ped project type or review the same information as a PDF [here](#).

The key measures Santa Barbara should take to improve cycling:

- Expanding the Bicycle & Pedestrian Coordinator's time focused on bicycle projects would help in scaling up your BFC efforts. This staff person should spend more time on working closely with the Bicycle Advisory Committee, reviewing development proposals to ensure that local bicycle/pedestrian requirements are incorporated and to assess bicycling and walking impacts, developing and implementing educational and promotional programs, writing grant proposals, serving as the public contact for bicycling/walking inquiries and complaints, educating other staff about state and federal facilities standards and guidelines, and coordinating with neighboring cities, transit agencies and other departments to implement policies and projects. See [this report](#) on the importance of Bicycle & Pedestrian program staff.
- Develop an updated [comprehensive bike plan](#) that sets a high but attainable target for use in close collaboration with the community to ensure public involvement, information and ownership. Ensure that there is dedicated funding for the implementation of the bicycle master plan. Consider using a tool like a Bicycle Account to track progress. See the League's Bicycle Account Guidelines for more information: http://bikeleague.org/sites/lab.huang.radicaldesigns.org/files/Bicycle_Account_Guidelines.pdf

- Continue to expand the bike network and to increase network connectivity through the use of different types of [bike lanes](#), [cycle tracks](#) and [shared lane markings](#). On-street improvements coupled with the expansion of the off-street system [will encourage more people to cycle](#) and will improve safety. Ensure smooth transitions for bicyclists between the trail network and the street network. These improvements will also increase the effectiveness of encouragement efforts by providing a broader range of facility choices for users of various abilities and comfort levels.
- Develop a system of bicycle boulevards, utilizing quiet neighborhood streets, that creates an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all ages and skill levels. Learn how to do it at <http://www.ibpi.usp.pdx.edu/guidebook.php>. Use the [Bicycle Boulevards section](#) of the NACTO Urban Bikeway Design Guide for design guidelines.
- Regularly conduct research on bicycle usage beyond the U.S. Census' Journey to Work report to more efficiently distribute resources according to demand. Conduct yearly counts using automated or manual counters in partnership with advocacy organizations. Consider participating in the [National Bicycle and Pedestrian Documentation Project](#).

Benefits of Further Improving Santa Barbara for Cycling

Further increasing bicycle use can **improve the environment** by reducing the impact on residents of pollution and noise, limiting greenhouse gases, and improving the quality of public spaces; **Reduce congestion** by shifting short trips (the majority of trips in cities) out of cars. This will also make cities more accessible for public transport, walking, essential car travel, emergency services, and deliveries; **Save lives** by creating safer conditions for bicyclists and as a direct consequence improve the safety of all other road users. [Research shows](#) that increasing the number of bicyclists on the street improves bicycle safety; **Increase opportunities** for residents of all ages to participate socially and economically in the community, regardless of income or ability.

Greater choice of travel modes also increases independence, especially among [seniors](#) and [children](#); **Boost the economy** by creating a community that is an attractive destination for new residents, tourists and businesses; **Enhance recreational opportunities**, especially for children, and further contribute to the quality of life in the community; **Save city funds** by increasing the efficient use of public space, reducing the need for costly new road infrastructure, preventing crashes, improving the health of the community, and increasing the use of public transport; **Enhance public safety and security** by increasing the number of “eyes on the street” and providing more options for movement in the event of emergencies, natural disasters, and major public events; **Improve the health and well being** of the population by promoting routine physical activity.

- Expand efforts to evaluate bicycle crash statistics and produce a specific plan to reduce the number of crashes in the community. Available tools include [Intersection Magic](#) and the [Pedestrian and Bicyclist Crash Analysis Tool](#). See the report [Bicyclist Fatalities and Serious Injuries in New York City 1996-2005](#)

Menu of additional recommendations to further promote bicycling:

Engineering

Low hanging fruit and fast results

- Offer [ongoing training](#) opportunities on accommodating bicyclists for engineering and planning staff.
- Consider passing an ordinance or policy that would require larger employers to provide shower facilities and other end-of-trip amenities.
- Ensure that the standards for bike parking conform to [APBP guidelines](#).
- Continue to increase the amount of [high quality bicycle parking](#) at popular destinations such as major transit stops, schools, universities, recreational and entertainment facilities, retail stores, office buildings, and churches throughout the community. Residents of multi-family dwellings and public housing should have access to high quality bike parking as well.
- Allow access to suitable public lands for off-road bicyclists. If you lack challenging topography, singletrack in flat or slightly hilly areas are great for beginners and children, and ramps can be built for more experienced users. Ensure to connect any off-road trails and facilities to your bicycle network.
- Promote active transportation by reducing traffic speeds. Consider lowering the speed limit to 25 mph or lower on non-arterial roads, especially in denser areas, around schools and shopping centers, and in neighborhoods. Use traffic calming measures and low speed design principles to achieve higher compliance rates. Speed [has been identified](#) as a key risk factor in road traffic injuries, influencing both the risk of a road traffic crash as well as the severity of the injuries that result from crashes. For instance, pedestrians and cyclists have a 90% chance of survival if hit by a car travelling at a speed of 20 mph or below, but less than a 50% chance of surviving an impact of 30 mph or above. [Studies](#) also generally report a positive association between traffic safety (perceived and/or measured) and walking and cycling, particularly among women.
- Develop an online reporting tool, in addition to the hotline, that will allow cyclists to report hazards to traffic engineers and planners.

- Consider [a raised crossing](#), a grade separated crossing or a high-visibility treatment where a shared use path crosses a medium or high traffic road. Ensure that both path and road users are clearly informed about who has the right-of-way.

Long Term Goals

- Develop solutions to physical barriers in order to provide convenient bicycle access to all parts of the community.
- Ensure that all bicycle facilities conform to current best practices and guidelines – such as the [NACTO Urban Bikeway Design Guide](#), 2012 [AASHTO Guide for the Development of Bicycle Facilities](#) and your DOT's own guidelines.
- Since arterial and collector roads are the backbone of every transportation network, it is essential to provide designated bicycle facilities along these roads and calm traffic speeds to allow bicyclists of all skill levels to reach their destinations quickly and safely. On roads with posted speed limits of more than 35 mph, it is recommended to provide protected bicycle infrastructure, such as [cycle tracks](#), [buffered bike lanes](#) or parallel 10ft wide shared-use paths.
- Make intersections safer and more comfortable for cyclists. Include elements such as color, signage,

medians and pavement markings. The level of treatment required for bicyclists at an intersection will depend on the bicycle facility type used, whether bicycle facilities are intersecting, the adjacent street function and land use. See the [NACTO design guidelines](#) and the 2012 [AASHTO Guide for the Development of Bicycle Facilities](#) for recommended intersection treatments.

Education

Low hanging fruit and fast results

- It is essential to continue to make both motorists and cyclists aware of their rights and responsibilities on the road. Continue to expand your public education campaign promoting the share the road message. See the excellent [“Look”](#) campaign in New York City or the [“Don’t be a Road Hog”](#) campaign in Colorado.
- Consider creating a Bicycle Ambassador program. Have Ambassadors attend community and private events year-round to talk to residents and visitors of all ages about bicycling and to give bicycle safety demonstrations. They can also offer bike commuting presentations for area businesses.

Long Term Goals

- Start a Share the Road motorist education program for professional drivers. See San Francisco's [Frequent Driver Education](#).

- Start a bicyclist and motorist ticket diversion program. Road users given a citation are offered an opportunity to waive fees for violations by attending a bicycling education course. This course should include a classroom and on-road component. See what [Pima County](#) and [San Diego County](#) have done.

Encouragement

Low hanging fruit and fast results

- Continue to grow the bike culture by hosting, sponsoring and/or encouraging a variety of social and family-friendly bicycle-themed community events year-round, such as a bike movie festival, a 4th of July bike parade, an “increase-your-appetite” Thanksgiving community ride, a dress-like-Santa community ride before Christmas, a bicycle fashion show (stylish alternatives to spandex), a Halloween bike decoration competition, a bike to the arts event, etc. Work closely with local bicycle groups, bike shops and schools. Provide appropriate safety measures such as road closures or police escorts.
- Consider offering a ‘Ciclovía’ or ‘Open Streets’ type event, closing off a major corridor to auto traffic and offering the space to cyclists, pedestrians and group exercise events. Check out LA’s [CicLAvia](#)! And more on Open Streets: <http://openstreetsproject.org/>
- Encourage more local public agencies, businesses and organizations to promote cycling to the workplace and to

seek recognition through the free [Bicycle Friendly Business program](#). Businesses will profit from a [healthier, happier and more productive workforce](#) while the community would profit from less congestion, better air quality, public bike parking in prime locations provided by businesses, new and powerful partners in advocating for bike infrastructure and programs on the local, state and federal level, and business-sponsored public bike events or classes. Your community’s government should be the model employer for the rest of the community. See what the Colorado-based New Belgium Brewing Company is doing [here](#).

- Encourage more local institutions of higher education to promote cycling and to seek recognition through the [Bicycle Friendly University program](#). Many colleges and universities have embraced the growing enthusiasm for more bicycle-friendly campuses by incorporating bike share programs, bike co-ops, bicycling education classes and policies to promote bicycling as a preferred means of transportation.

Long Term Goals

- Develop a series of short (2-5 mi.) (themed) loop routes around the community and provide appropriate way-finding signage. Integrate these routes into local bike maps. See what Arlington, VA has done at <http://www.bikearlington.com/tasks/sites/bike/assets/File/Arlington-Loop.jpg>

- Consider launching a bike share system that is open to the public. Bike sharing is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike and to bridge the “last mile” between public transit and destinations. See what is being done across the country at <http://nacto.org/bikeshare/>

Enforcement

Low hanging fruit and fast results

- Invite a police officer to become an active member of the Bicycle Advisory Committee and appoint a law-enforcement point person to interact with cyclists. This will actively facilitate stronger connections between bicycle advocates, the wider bicycling community and law enforcement, which will improve road safety for all users, and improve fair enforcement of motorist and cyclist infractions.
- Ensure that police officers are initially and repeatedly educated on the “Share the Road” message and traffic law as it applies to bicyclists and motorists. Training is offered by the International Police Mountain Bike Association, the Law Enforcement Bicycle Association and the National Highway Traffic Safety Administration. Here are some recommended Law Enforcement Products: Bicycle Safety [seminar](#); National Highway Traffic Safety Administration [video](#); Law Enforcement's [Roll Call Video: “Enforcing Law for Bicyclists”](#); and

[Enhancing Bicycle Safety: Law Enforcement’s Role](#) (CD-ROM Training).

- Enforcement practices could also include positive enforcement ticketing. Police officers could team up with local stores to reward safe cycling practices by handing out gift certificates to cyclists who are “caught” following the law.
- Increase the number of officers that patrol streets on bikes, as it gives officers a better understanding of the conditions for cyclists. Also ensure that secluded off road paths are regularly patrolled to improve personal safety and encourage more people to take advantage of this amenity.
- Pass more laws that protect cyclists, e.g. implement specific penalties for motorists for failing to yield to a cyclist when turning, create penalties for motor vehicle users that ‘door’ cyclists, specifically protect all vulnerable road users, formalize a legal passing distance of 3 feet, and make it illegal to harass a cyclist.

Evaluation/Planning

Low hanging fruit and fast results

- Implement a community-wide trip reduction program or ordinance. See good examples [here](#).

- Routinely conduct pre/post evaluations of bicycle-related projects in order to study the change in use, car speed and crash numbers. This data will be valuable to build public and political support for future bicycle-related projects.
- Consider measuring the Bicycle Level of Service (BLOS) on community roads and at intersections, to be able to identify the most appropriate routes for inclusion in the community bicycle network, determine weak links and hazards, prioritize sites needing improvement, and evaluate alternate treatments for improving bike-friendliness of a roadway or intersection:
<http://www.bikelib.org/bike-planning/bicycle-level-of-service/> (roads) and
<http://www.bicyclinginfo.org/library/details.cfm?id=4425> (intersections).
- Consider individualized marketing to identify and support current and potential bike commuters in your community. See what Bellingham, WA is doing:
www.whatcomsmarttrips.org

- Consider conducting an economic impact study on bicycling in your community. [Read about](#) what Portland, OR has done.
- Establish a mechanism that ensures that bicycle facilities and programs are implemented in traditionally underserved neighborhoods.

Long Term Goals

- The overarching goal should be to encourage residents to bike more often for recreation and transportation.
- Work with your mountain bike community to develop a plan for off-road access to increase opportunities for [singletrack](#) riding within the community.

For more ideas and best practices please visit the [Bicycle Friendly Community Resource Page](#).