

A grayscale photograph of a group of people in a meeting, looking at documents on a table. A large teal circle is overlaid on the center, containing a large white number '2'.

2

## COMMUNITY ENGAGEMENT

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### Community Engagement Vision:

*The objective of the community engagement strategy was to proactively frame discussion among residents about the SB BMP to invite a wide spectrum of viewpoints and input. In this way, the 2016 SB BMP is a document driven as much by community desires and readiness for improvement as by technical feasibility and state of the practice in multi-modal transportation systems.*

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## COMMUNITY ENGAGEMENT STRATEGY

A primary focus of the 2016 Santa Barbara Bicycle Master Plan process was to engage the community, generating meaningful input from a wide range of organizations and individuals throughout the City. The development of the SB BMP was unique in that it involved a high-quality media and technology interface, providing various avenues for community members to submit input and stay connected to the SB BMP update throughout Plan development. City staff and elected officials were keen on listening to the community's preferences. The following chapter outlines the comprehensive outreach and media strategy that guided the Plan's generation.

The goals of the outreach effort were to identify bicycle network deficiencies, gauge community commitment to bicycling now and in the future, promote mutual respect among road users, and generate a Plan that reflects the community's input.

A wide range of outreach materials were employed to ensure that community members were given ample opportunity to participate. This chapter showcases findings from some of the key events and platforms used during the planning phase of this project. These include a project website with an interactive online mapping component; five neighborhood summits held in the Downtown, Uptown, Eastside, Westside, and Mesa neighborhoods; a series of outreach roadshows describing the intent of this Plan to interested community groups; two community open houses regarding parking impacts; three sets of meetings with the Downtown Parking Committee, Planning Commission, Transportation and Circulation Committee, and City Council; a meeting with the Neighborhood Advisory Council; a comprehensive social media campaign; and a short-term pop-up installation of a Bicycle Boulevard. A detailed report of all outreach findings can be found in Appendix B.



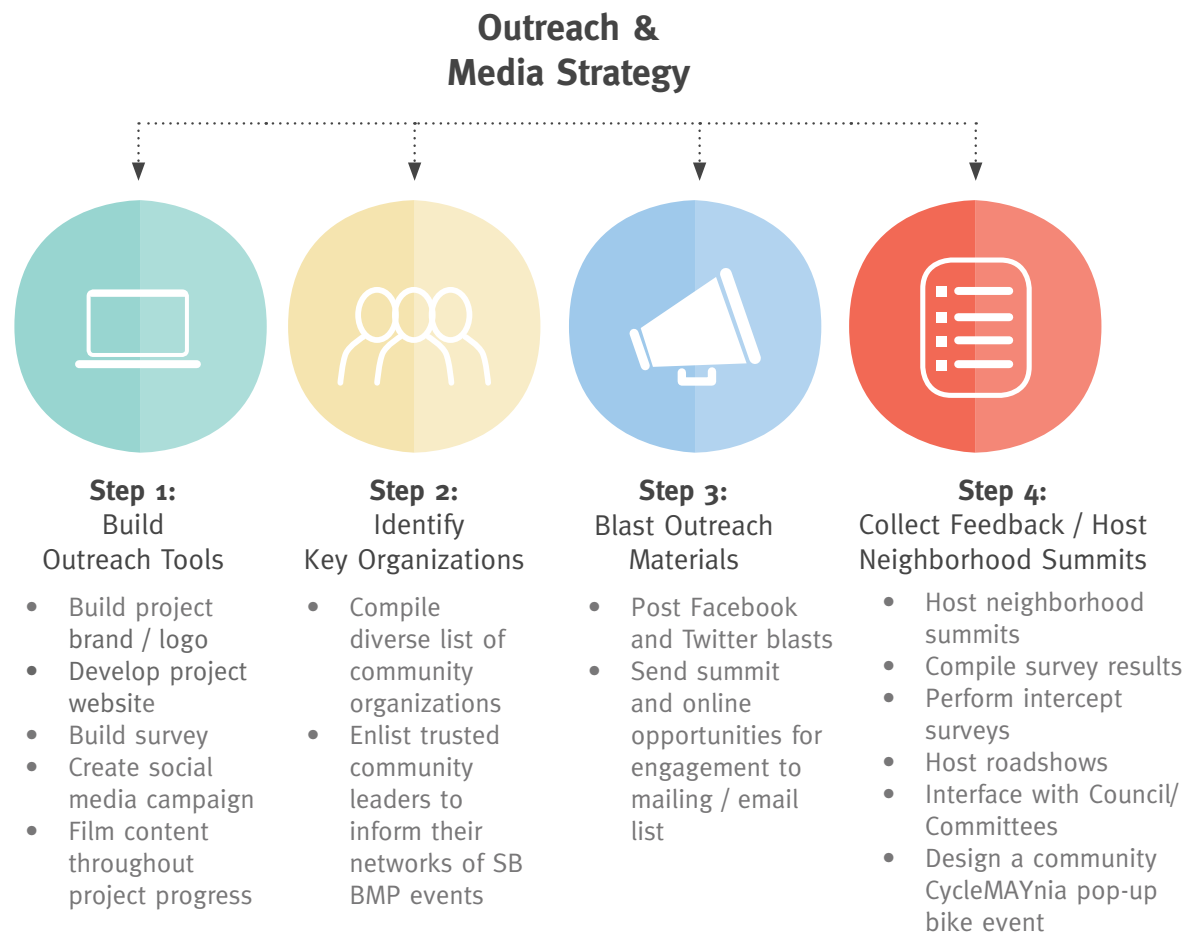




## OUTREACH STRATEGY

The diagram below depicts the SB BMP's comprehensive community outreach process. A robust community engagement campaign was launched in the spring of 2015, in addition to a series of innovative online platforms for Santa

Barbarans to directly influence the outcome of the 2016 SB BMP. The community outreach process provided a variety of opportunities for community members to voice their opinions and find out more about the project process.



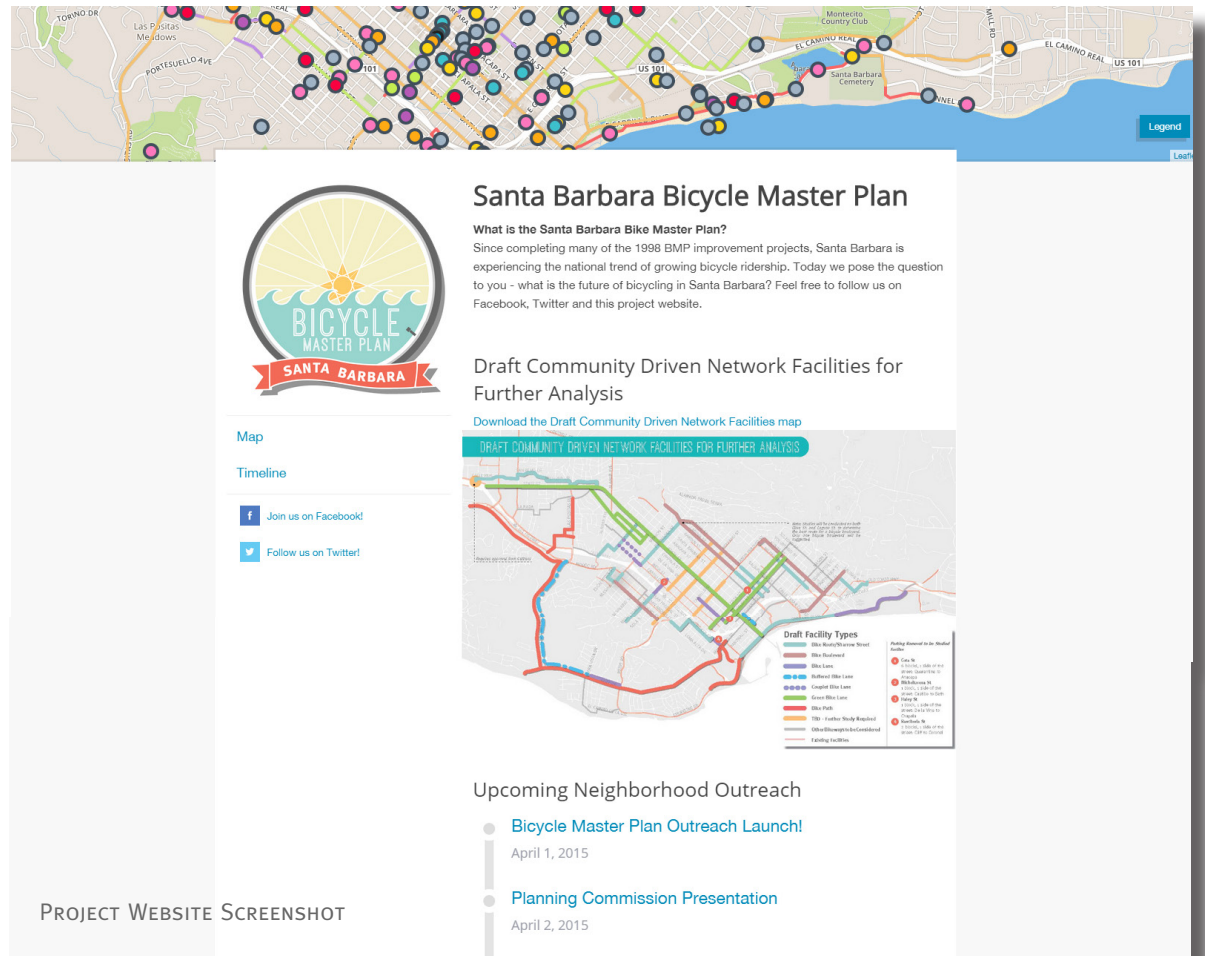
# OUTREACH MATERIAL COMPONENTS

## Project Website

To encourage project transparency during and following the adoption of the SB BMP, an interactive and dynamic website employed the latest software tools to support greater community involvement in decision making and governance. The interactive website included a question that prompted visitors to geolocate transportation issue areas throughout the city. Additionally, the website hosted an introductory question-framing video that further described the intent of the project, and oriented page visitors quickly to the project. The website also included a project timeline, a link to the formal online survey, information regarding upcoming events, and links to all other social media accounts.

Website URL: [www.santabarbaraca.gov/BMP](http://www.santabarbaraca.gov/BMP)

SB BMP Logo



PROJECT WEBSITE SCREENSHOT

## Online Survey

An online survey was conducted from April - June 2015 to build an understanding of community sentiment towards bicycling in the city. The survey was posted on the project website and elicited 1,440 responses from organizations and individuals. Links to the survey were also posted to stakeholder listservs and websites of local

schools, businesses, and neighborhood groups. Hard copies of the survey were also provided to city staff and the project team to hand out at roadshow outreach meetings and other events to ensure a comprehensive response from Santa Barbarans.



# OUTREACH MATERIAL COMPONENTS (CONT.)

## SB BMP Facebook Page

The SB BMP Facebook page allowed the project team to post information about project progress and events, and to provide information regarding critical avenues for community input. The Facebook page was a forum for the posting of flyers and updates, directed visitors to the official project website, and showed visual examples of bikeway treatments.

## SB BMP Facebook URL:

<https://www.facebook.com/BMPSB>

## Twitter

Preceding large-scale public outreach events during the SB BMP planning process, weekly Twitter blasts were administered by the City of Santa Barbara Twitter handle @sbcity.

## Video

Videography and documentation of the outreach process were also central to the project. This tool was used in the information-gathering phase and during the outreach campaign to ensure that a diverse representation of Santa Barbara residents were participating in the project outreach process.

- **Question framing video.** Video shown online on the public survey and at Neighborhood Summits

- **Mini-film documentary.** Brief film narrating the public outreach process; highlighting viewpoints of key contributors in the community

## Flying

Bilingual flying and outreach for the event were used to announce public workshops, online engagement, and various avenues for community participation. The majority of the flyers were distributed through the Santa Barbara Unified School District. Examples of the outreach flyers are shown below.

## City Council Meetings

In addition to public meetings, regular interfaces were held with the Santa Barbara City Council, Planning Commission, and the Transportation and Circulation Committee with information regarding project progress.

## ENGLISH AND SPANISH OUTREACH FLYERS

**BICYCLE MASTER PLAN**

**SANTA BARBARA**

PLEASE JOIN US AT ONE OF THE FOLLOWING SUMMITS TO PROVIDE INPUT

SUMMIT	DATE	TIME	LOCATION
EASTSIDE SUMMIT	SATURDAY May 16 <sup>th</sup> 2015	10am-12pm	Franklin Elementary 1111 E. Mason St. SB, CA 93103
WESTSIDE SUMMIT	SATURDAY May 16 <sup>th</sup> 2015	2-4pm	Harding Elementary 1625 Robbins St. SB, CA 93103
UPTOWN SUMMIT	MONDAY May 19 <sup>th</sup> 2015	6-8pm	Peabody Elementary 1910 Calle Nogales SB, CA 93103
DOWNTOWN SUMMIT	TUESDAY May 19 <sup>th</sup> 2015	6-8pm	SB Public Library Fauller Gallery 40 E. Anapamu St. SB, CA 93101
MESA SUMMIT	WEDNESDAY May 20 <sup>th</sup> 2015	6-8pm	Washington Elementary 299 Lighthouse Rd. SB, CA 93109

NOTE: ALL OF THE SUMMITS WILL COVER THE SAME INFORMATION, AND EACH WILL BE HELD IN A DIFFERENT PART OF TOWN, SO THAT EVERYONE CAN PARTICIPATE.

**WHAT IS THE SANTA BARBARA BICYCLE MASTER PLAN?**

Since completing many of the 1998 BMP improvement projects, Santa Barbara is experiencing the national trend of growing bicycle ridership. Today we pose the question to you - what is the future of bicycling in Santa Barbara? We'd like as many people as possible to participate in a neighborhood summit and take our online survey so that all Santa Barbara residents and business owners can help shape the future of the City's bicycle infrastructure.

**VISIT THE PROJECT WEBSITE:**  
[www.santabarbaraca.gov/BMP](http://www.santabarbaraca.gov/BMP)

**TAKE THE BICYCLE MASTER PLAN SURVEY:**  
[www.sbsurvey.org](http://www.sbsurvey.org) (English)  
[www.ciclismosb.org](http://www.ciclismosb.org) (Spanish)

To learn more, visit us on the web! [www.SantaBarbaraCA.gov/BMP](http://www.SantaBarbaraCA.gov/BMP) Like us on Facebook: [www.facebook.com/BMPSB](https://www.facebook.com/BMPSB)  
Follow us on Twitter: @sbcity  
For more information, contact Peter Brown at [pbrown@santabarbaraca.gov](mailto:pbrown@santabarbaraca.gov) or 805.897.3669



### Roadshow Outreach

Roadshow Outreach consisted of a number of small-scale drop-ins with existing Santa Barbara organizations and other interested groups. There were six organizations (approximately 155 people in total) and two radio interviews where city staff gave a presentation, received input, and answered questions regarding the SB BMP.

### Neighborhood Summits

The project team facilitated five neighborhood summits, each individualized for a specific neighborhood of the city. The summits incorporated creative and interactive activities, such as an analog-version of the geolocating issue mapping as found on the website, and an interactive photobooth that captured individual responses to the question "What is the future of bicycling in Santa Barbara?" Videography and documentation was also available for some of the neighborhood summits, and the footage was used in project materials.

Two of the five neighborhood summits were offered in Spanish (in the Eastside and Westside neighborhoods). 39 people attended the Eastside and Westside meetings, while 151 community members attended the Uptown, Downtown, and Mesa meetings.

### Open Houses

Following the neighborhood summits and early interface with city committees, the project team held three open houses to discuss the potential removal of on-street parking to add bike lanes. Residents and property owners were invited to provide insight and feedback. Micheltorena was the most heavily attended open house with a variety of participants; many of whom were concerned about parking removal.

### Pop Up Alisos

Based on what the City heard from Eastside residents during the Eastside Neighborhood Transportation Planning Effort, a pop-up Bike Blvd was installed on Alisos Street between Cacique Street and Haley Street. During this CycleMAYnia sponsored event, neighborhood residents were invited to ride along the route, which included a series of temporary elements including stop signs, bicycle signage, and a vehicle diverter. The Pop-Up Alisos event was well received and encouraged residents to find out more about

the project process. The image below shows a group of enthusiastic participants riding along the temporary Alisos Street Bike Boulevard installation.

### Intercept Surveys

Intercept surveys were taken over the course of a Saturday in February 2015. Local residents were asked to participate in a video-taped dialogue regarding key transportation concerns in the City of Santa Barbara. These intercept surveys were included in the project documentary video.





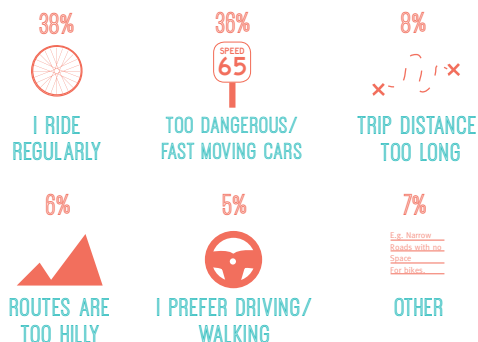
# SURVEY RESULTS

The Bicycle Master Plan survey proved helpful in gathering and quantifying community preferences regarding the future of bicycling in Santa Barbara. The survey was self-selected, online, and had a high rate of participation (1440 responses). While useful and informative, as a result of the online format, it is not a random selection of the entire population of Santa Barbara. However, the results do show a diversity of Santa Barbara road users, businesses, and age groups. Additionally, the survey findings are indicative of a strong community desire to enhance existing bicycle facilities and safety for all road users in Santa Barbara. The following pages outline the findings from the survey.

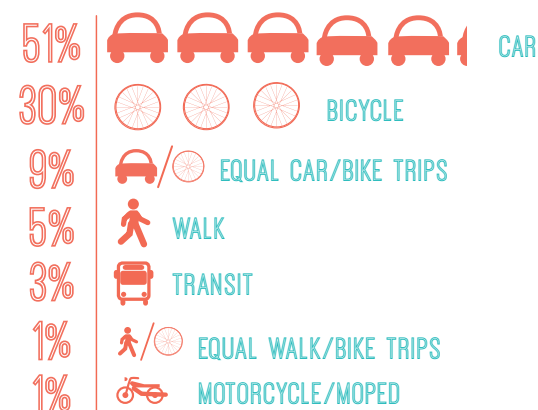
## WHO WERE THE RESPONDENTS?



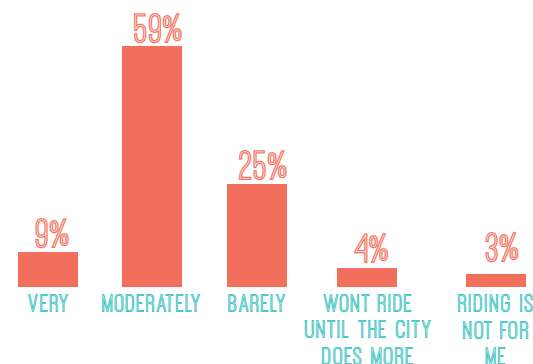
## WHAT MOST PROHIBITS YOU FROM RIDING A BIKE IN SB?



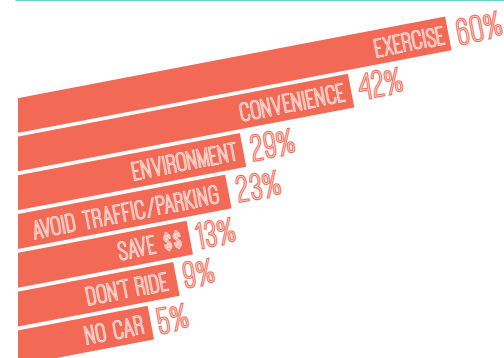
## WHAT IS YOUR PRIMARY MODE OF TRANSPORTATION?



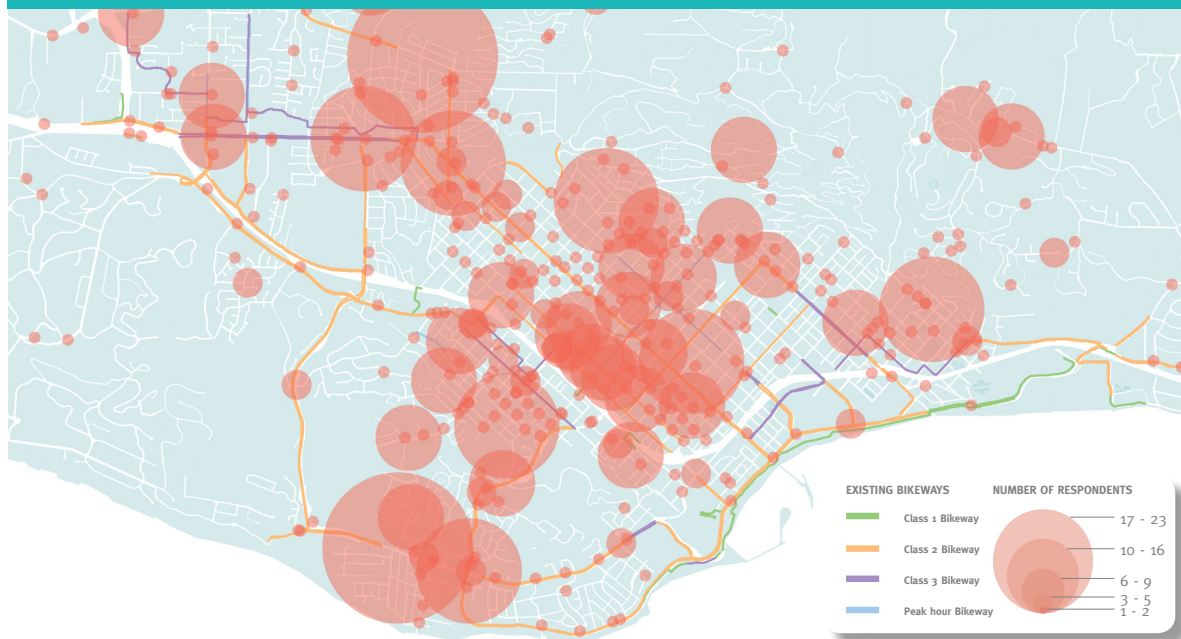
## DO YOU THINK SB IS A SAFE PLACE TO RIDE A BIKE?



## WHY DO YOU RIDE A BIKE?

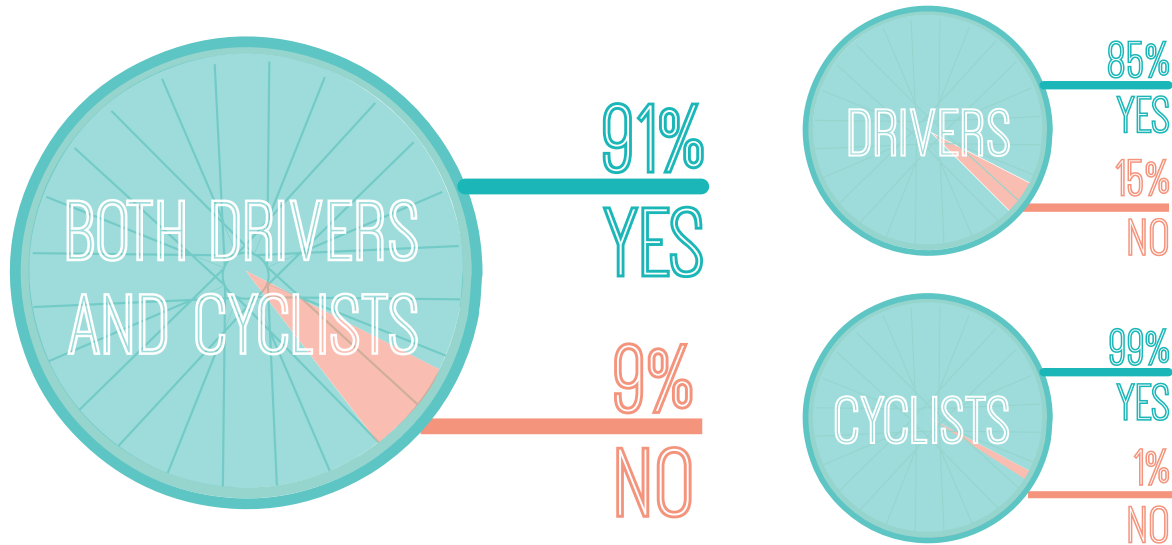


## WHAT IS THE NEAREST INTERSECTION TO WHERE YOU LIVE?





DO YOU THINK IT SHOULD BE A GOAL TO ACCOMMODATE MORE PEOPLE TO RIDE BIKES FOR WORK AND RECREATIONAL TRIPS?

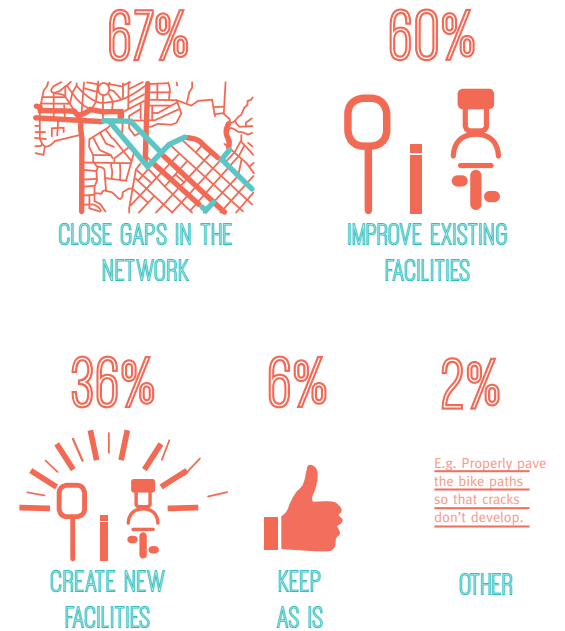


Of all respondents, 91% think it should be a goal to accommodate more people to ride bikes for work and recreational trips. Of those that stated that they used a vehicle as a primary mode of transportation in the last 7 days, 85% voted yes to this question. Of those that stated that they used a bicycle as a primary mode of transportation in the last 7 days, 99% voted yes to this question.

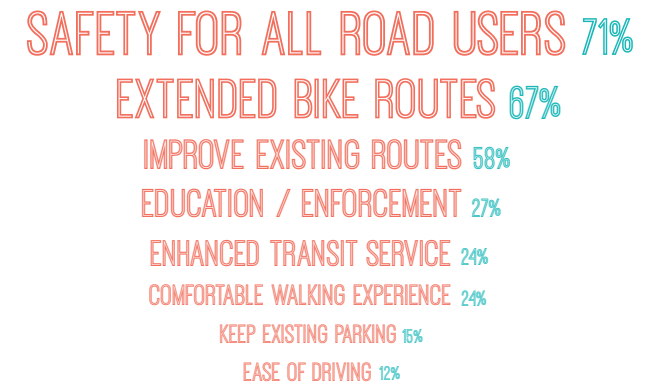
WHAT TYPES OF BIKE FACILITIES WOULD YOU LIKE TO SEE MORE OF IN SANTA BARBARA?  
(RESPONDENTS CHOSE TOP 3 - ANSWERS DON'T EQUAL 100%)



WHAT ARE YOUR PRIORITIES FOR THE SB BIKE PLAN?  
(RESPONDENTS CHOSE TOP 2 - ANSWERS DON'T EQUAL 100%)



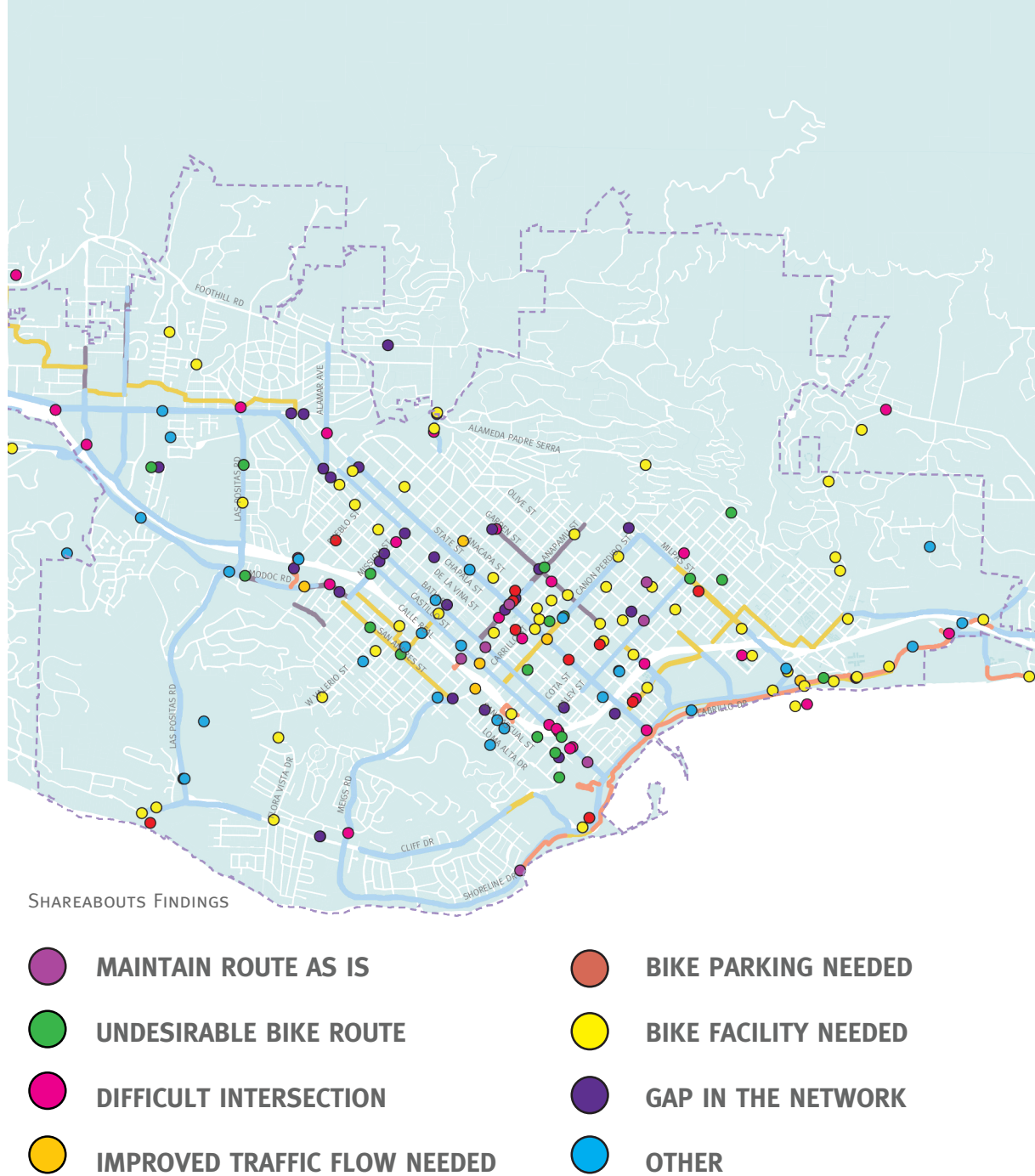
WHAT ARE YOUR TRANSPORTATION PRIORITIES FOR SB?  
(RESPONDENTS CHOSE TOP 3 - ANSWERS DON'T EQUAL 100%)



## INTERACTIVE MAPPING RESULTS

On the SB BMP project website, an interactive map prompted visitors to geolocate issue areas with regards to cycling in Santa Barbara. The activity allowed community members to analyze existing bikeways and conditions of bicycling throughout the City of Santa Barbara. Participants were able to choose one of seven phrases (e.g., "Maintain Route As Is, Difficult Intersection, and Bike Facility Needed) to identify areas of concern related to bicycling. Participants were also able to propose ideas for additional improvements that could be made for cyclists. Additionally, participants were able to "like", discuss, and comment on previously submitted comments. 179 participants submitted individual comments, while an additional 200+ participants commented on previously submitted responses.

Of all responses, “gaps in the network” and “bicycle facilities needed” were identified as top areas of concern. Responses were mapped throughout the City, and they provided key insights into the conditions of bicycling in Santa Barbara. Specific details of the findings can be found in the comprehensive outreach summary in Appendix B.



## NEIGHBORHOOD SUMMITS

Five neighborhood summits took place in different neighborhoods in the City of Santa Barbara (Uptown, Downtown, Mesa, Eastside, and Westside) from May 16th to May 20th, 2015. The purpose of the neighborhood summits was to elicit direction from the community regarding the future of bicycling in Santa Barbara. Each summit covered the same materials, yet focused on neighborhood-specific bike routes that were chosen based on preliminary survey findings, project goals, roadshows, intercept surveys, and safety analysis. These routes were then tested and vetted with participants at each neighborhood summit. In order to better engage the community, the workshops were highly interactive and held in Spanish or English depending on those in attendance (with translators available). Of the two Spanish language summits, one was held in English. A photo booth made the summits fun for attendees of all ages. Overall, 190 participants signed into the neighborhood summits, and located their place of residence on a map (Figure 2.2).

### Community Take-Aways

In addition to identifying routes and intersections that need improvement, community members also helped guide the development of the goals and standards for the SB BMP. These goals were refined and clarified in conjunction with the goals identified in the community survey and the city's adopted Circulation Element of Plan Santa Barbara. The goals are depicted in Figure 2.1, and reflect the following priorities: enhanced safety for all road users, close gaps in the [bicycle] network, improve existing facilities, improve routes across 101 Freeway, create strong east/west connectors, create better connections to schools, and enhance safety at intersections.

FIGURE 2.1: CONSOLIDATED GOALS (FROM NEIGHBORHOOD SUMMITS AND COMMUNITY SURVEY)

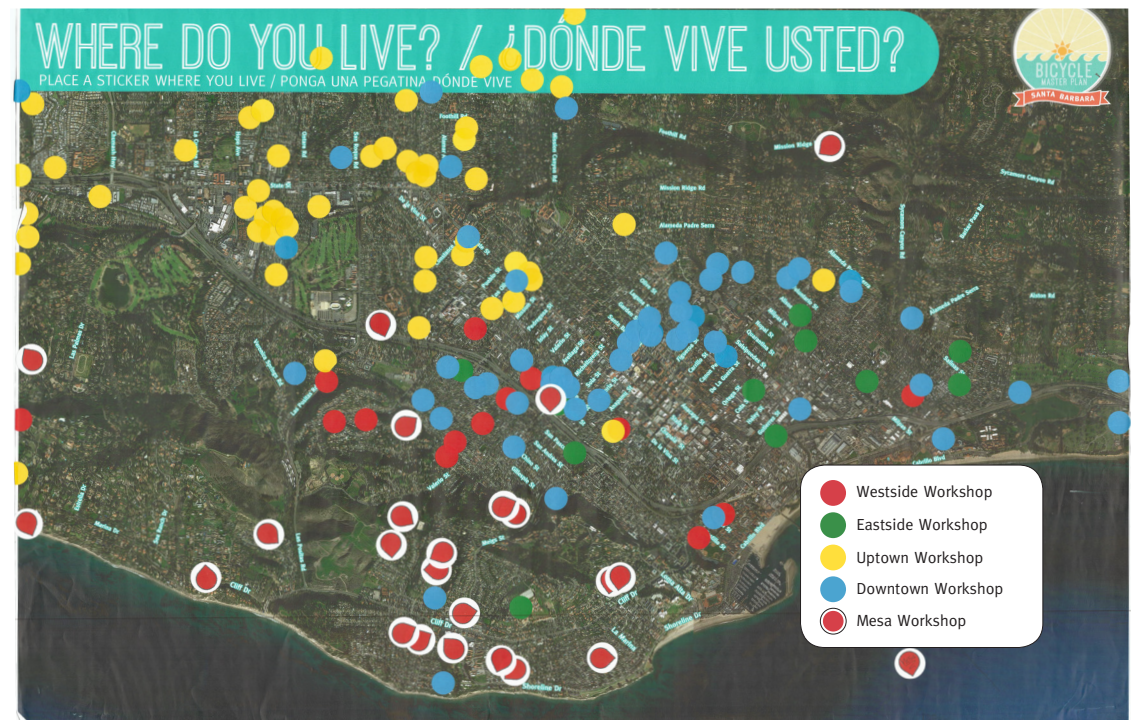
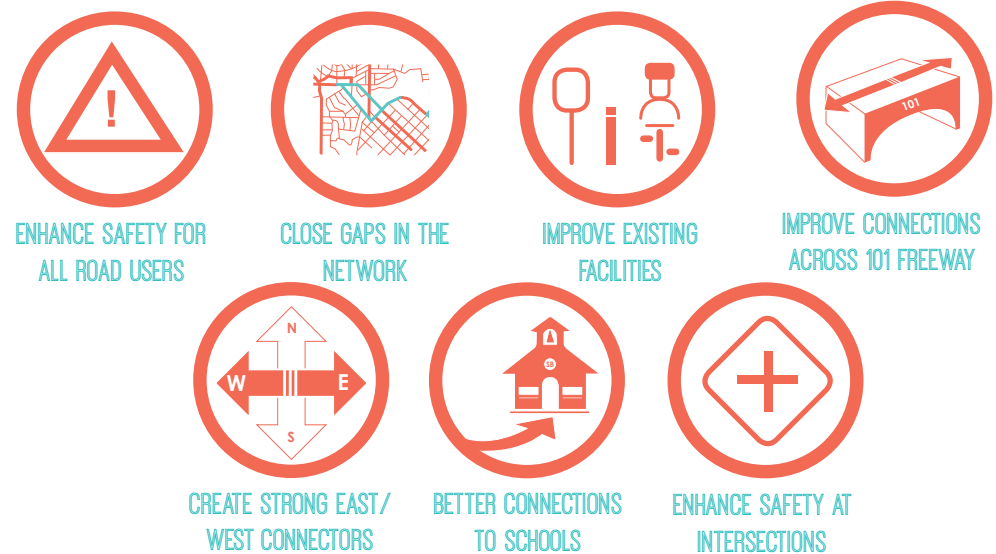
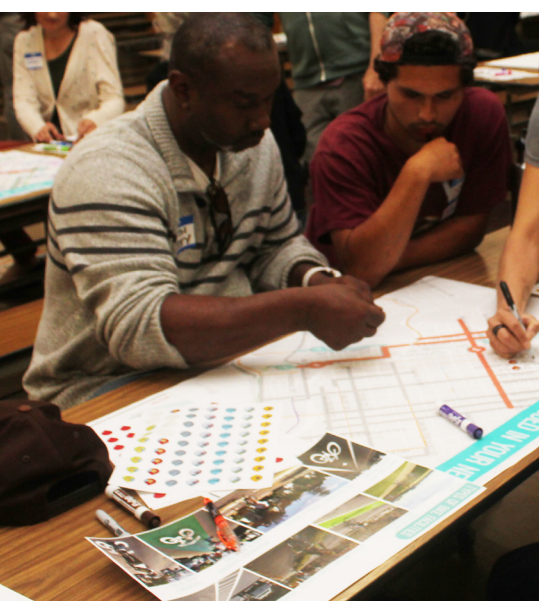


FIGURE 2.2: NEIGHBORHOOD SUMMIT PARTICIPANT MAP





NEIGHBORHOOD SUMMIT IMAGES