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GOAL 1:

**SAFETY FOR
ALL ROAD
USERS**



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.

- **Goal:** A broad statement of purpose that supports community-developed priorities. Each goal provides an organizational structure for polices and implementation strategies.
- **Measurement of Success:** A quantifiable measure that can be used to evaluate the achievement of a goal.
- **Policy:** A specific principle that guides implementation of the Bicycle Master Plan.
- **Implementation Strategy:** An action or set of actions that can be considered for implementation.

During the community engagement process, Santa Barbara residents indicated that safety concerns are a key factor in inhibiting them from riding a bicycle in Santa Barbara. Many of today’s safety problems exist because of confusion about the appropriate use of the bicycle on City streets, and because of conflicts resulting from existing roadway design that does not fully address the safety needs of all road users, including bicyclists, pedestrians, and motorists.

The implementation of the 2016 SB BMP will address safety through improved education and awareness, increased enforcement of traffic laws, improved evaluation of safety measures, and the development of enhanced bicycle facilities such as protected bike lanes and bike-friendly streets. The

policies and implementation strategies presented on the following pages encompass the five “E’s” introduced on page 5: Education, Enforcement, Evaluation, Encouragement, and Engineering.

Goal 1: Key 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 & MAINTENANCE



The City shall integrate the safety needs of people bicycling into all City roadway projects.

Implementation Strategies

- 1.1.1: Ensure Access on All Roads.** Because people bicycling have the right to use all roads, require that whenever a road is repaired or resurfaced, it is upgraded to meet minimum bike safety standards. (This applies to all roads, not just those that already have bicycle facilities).
- 1.1.2: Best Practices.** Incorporate the most up-to-date best practices for safe bicycle facilities into applicable road projects (See Policy 4.1 “Design of Bicycle Facilities”).
- 1.1.3: Loading Zones.** Plan and locate commercial vehicle loading zones to minimize conflicts with people riding bicycles.
- 1.1.4: Construction Detours.** Enhance bicycle access or provide on-street detour information during construction affecting roadways (SB BMP 2.2.3).
- 1.1.5: Inspection and Repair.** Continue to refine and implement procedures for roadway and bicycle facility inspection, maintenance, and repair (See Policy 4.2 “Maintenance of Bicycle Facilities”).

POLICY 1.2 SAFETY EVALUATION AND MONITORING

The City shall conduct City-wide evaluation and monitoring of collisions involving bicyclists and pedestrians. (Expanded SB BMP 2.4.3)







Implementation Strategies

- 1.2.1: Collision Report.** Work with the Police Department on a better collision reporting template to make sure all major variables regarding collisions are included on reports.
- 1.2.2: Monitor Collisions.** Develop a comprehensive monitoring program for bi-annual review and analysis of bicycle- and pedestrian-involved collisions, in order to identify and implement safety strategies and priority projects for all road users.
- 1.2.3: Monitor Safety.** Monitor safety metrics such as vehicle speeds and changes in all collision types, before and after bicycle facility implementation.

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. (Rephrased and broadened SB BMP Policy 1.1; CE1997 4.5.4).

Implementation Strategies

Safety Awareness for the General Public

-  **1.3.1: Third-Party Bike Education.** Continue to support and encourage third-party bicycle education programs, such as Street Skills clinics and employee workshops, while also continuing to work with regional, state and national organizations (such as the Santa Barbara Bicycle Coalition, Traffic Solutions, Coalition for Sustainable Transportation (COAST), and the League of American Bicyclists) to provide bicycle education.
-  **1.3.2: Distribution of Materials.** Work with bicycle retailers to display and/or distribute educational materials to patrons and people purchasing new bicycles (Expanded SB BMP 1.1.4).
-  **1.3.3 Tourism.** Encourage tourist-oriented organizations and businesses (especially bike rental businesses) to provide tourists with City of Santa Barbara developed bike safety information, by including safety basics on contracts, and distributing handouts and destination maps (Expanded CE1997 4.5.1).
-  **1.3.4: Business Incentives.** Support Traffic Solutions’ incentives for employers and Business Improvement Districts (BIDs) to provide bicycle safety training workshops, and take advantage of existing resources such as Traffic Solutions training workshops.
-  **1.3.5: Ongoing Outreach.** Collaborate with bicycle organizations, relevant agencies, community groups, schools, and other stakeholders to develop an ongoing multi-lingual outreach program that uses print, social media, and broadcast (e.g. public safety videos and public service announcements). The program should provide consistent messages to road users about how to “share the road” and act safely and responsibly, and the campaign should be well-branded in order to provide an intriguing and coordinated theme across all media types (Revised SB BMP 1.1.1 and 1.1.9).
-  **1.3.6. Multi-Modal Safety Awareness.** Promote safety awareness for people on bikes, drivers sharing the road with bicyclists, skateboarders riding in bike lanes, and pedestrians crossing roadways.

POLICY 1.3 SAFETY EDUCATION

PEDESTRIAN AND BICYCLIST SAFETY GO HAND-IN-HAND.

Safety outreach and training efforts should consider integrating all active transportation modes – including walking, rolling (e.g. rollerblading, using a scooter or wheelchair, etc.), and bicycling.

Many of the bicycle safety-oriented policies and implementation strategies presented here mirror those included in the 2006 Pedestrian Master Plan. Policies from both plans, working in tandem, provide a broader framework for people using any active transportation mode.

SAFE ROUTES TO SCHOOL IMPLEMENTATION STRATEGIES

The Santa Barbara Pedestrian Master Plan (PMP), completed in 2006, provides several implementation strategies related to establishing and enhancing Safe Routes to School (SR2S) programs. Because SR2S programs promote safety for both walking *and* bicycling, it is not necessary to create new SR2S policies and strategies for inclusion in the Bicycle Master Plan.

The following strategies were included in the 2006 Pedestrian Master Plan and also support the goals and objectives of the Bicycle Master Plan:

- *Provide Coordination between local organizations, schools, the community, parents, neighborhoods, and City departments (PMP Strategy 2.1.1)*
- *Implement citywide and school specific education and encouragement programs (PMP Strategy 2.1.2)*
- *Implement enforcement, operational, and engineering measures as feasible on identified routes (PMP Strategy 2.1.3)*
- *Identify and develop education and encouragement projects working with the school community through the Safe Routes to School program (PMP Strategy 2.3.1)*
- *Apply for Safe Routes to School state funding and other grants to construct and implement educational and encouragement programs and capital improvements (PMP Strategy 2.3.3)*

Safety Programs in Schools



1.3.7: Fund Safe Routes to School and Bicycle Education. Identify and fund programs and improvements that will make it safer and more attractive for students to walk and bike to school. This may be accomplished through annual safety hazard assessments for each Santa Barbara school. Support, encourage, and coordinate efforts to instruct students in public and private schools and educational institutions about proper motorist, bicyclist, and pedestrian behavior. In addition to in-classroom education, the bicycling curriculum should include on-road training, bicycle repair, bicycle economics, and environmental awareness (Expanded 2006 SB Ped Plan and CE 2011 C6.6).



1.3.8: Giveaway Program. Continue to conduct giveaway programs that provide Santa Barbara students with safety helmets and bicycle lights.



1.3.9: Bicycle Maps. Develop and distribute maps to students and parents that identify suggested routes for walking and bicycling.

Professional Driver Training



1.3.10: Professional Driver Training. Work with the Santa Barbara Metropolitan Transit District (MTD), SBCAG, SBBIKE, and other transit providers to ensure ongoing training for transit vehicle drivers, and on-demand transportation driver training about bicycle safety issues and sharing the road with bicyclists. Encourage the State Legislature to require bike safety training as part of truck driving schools.



Source: SBBIKE



Source: SBBIKE

The City shall strive for consistent enforcement of the rules of the road to decrease bicyclist and motorist traffic law violations. (Revised SB BMP 1.1.7 and 1.1.8)

Implementation Strategies

Traffic Enforcement

1.4.1: Targeted Patrol for Bicyclists, Pedestrians and Motorists. Continue to fund targeted 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: Targeted 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)

POLICY 1.4 RULES ENFORCEMENT



COLLABORATION & COORDINATION

The strategies included here are collaborative in nature, affording the City opportunities to partner with a wide variety of Santa Barbara area organizations and agencies to provide education about proper bicyclist and motorist behavior. The City can support and encourage the growth of existing third-party safety awareness programs, and it can help coordinate these efforts in order to provide a streamlined and comprehensive approach to road safety education.