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GOAL 3:

**COMPLETE STREETS
& MULTI-MODAL
ACCESS**



GOAL 3: COMPLETE STREETS & MULTI-MODAL ACCESS

Create a more integrated multi-modal transportation system to connect people, places, goods, and services. Make bicycling in Santa Barbara an attractive and convenient choice, through inter-modal connectivity and support facilities that encourage bicycling. (Expanded CE 2011 Intro Goal)

- **Goal:** A broad statement of purpose that supports community-developed priorities. Each goal provides an organizational structure for policies 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.

Including more comprehensive solutions for all modes can be instrumental in preserving the transportation system carrying capacity. Integrating bicycle facilities (parking, bikeshare, etc.) with existing and proposed bicycle networks, commercial corridors, transit stations, and other points of interest provides support for travelers upon arrival at their destinations.

Complete streets are streets that are made accessible for people of all ages and abilities. Complete streets ensure equitable access for people riding a bicycle or motorcycle, driving a car, walking, or taking transit.

Goal 3: Key Measurements of Success

- 1 Increase bike commute mode share to 10% by 2020, 15% by 2030.
- 2 Achieve League of American Bicyclist Gold Status by 2020 (refer to Appendix E).
- 3 Reduce predicted future congestion levels.
- 4 Promote availability of parking downtown by increasing the number of people traveling by bike to downtown for work/commercial/social trips (thereby reducing downtown auto parking demand by 1,000 spaces by 2020).






POLICY 3.1

CONNECTIONS



The City shall work with transit providers to enhance bicycle-transit integration. (BMP 3.4; CE2011 1.3; CE1997 4.2.4)

Implementation Strategies





-  **3.1.1: Inter-modal Connections.** Improve inter-modal connections for public transit, car pools, car-share or bikeshare programs, bicycle, and pedestrian routes. Provide inter-modal connectivity at transit accessible centers, such as the train and bus depots, to support sustainable commute options such as feeder shuttles, bicycle storage facilities, bike-sharing, and car-sharing. (CE2011 1.3)
-  **3.1.2: Bicycle Transport.** Ensure that transit vehicles continue to provide racks for the transport of bicycles and increase capacity as demand increases and rack design improves. (Revised BMP 3.4.7 and CE1997 4.2.4)
-  **3.1.3: Bicycle Parking at Transit Facilities.** Provide safe, secure, short-term bicycle parking and bike lockers at major transit facilities, bus stops, park and ride lots, passenger rail stations, and the Santa Barbara Airport. Continue to add enhanced parking facilities such as outdoor bike shelters and secure indoor parking facilities, especially at high-volume transit facilities (e.g. Santa Barbara Amtrak Station). (Expanded BMP 3.4.8; CE1997 4.2.6)






POLICY 3.2

BICYCLE END-OF-TRIP FACILITIES IN PUBLIC PLACES

The City shall increase the amount of secure, convenient, and accessible bicycle parking on public property. (BMP 3.2)




Implementation Strategies

-  **3.2.1: Design.** Continue to refine design guidelines for on-street and off-street short- and long-term parking facilities. Upgrade bike racks with one point of securement to racks with two points of securement (e.g. U-racks in place of current SB-style hitching posts).
-  **3.2.2: Rack Replacement.** Replace substandard racks with high-quality bicycle racks at public buildings, popular destinations, and City parks. (BMP 3.2.2)
-  **3.2.3: Location.** Locate bicycle racks and lockers so that they are visible, easily accessible, and have a low financial barrier to entry. (Rephrased BMP, 3.2.3)
-  **3.2.4: In-Street Bicycle Parking (Bike Corrals).** Develop a formalized City process for businesses or neighborhood groups to request and assist in the funding and installation of a bike corral.

-  **3.2.5: Schools and Institutions.** Work with local public and private schools and institutions to ensure the provision of high-volume, safe and secure bicycle parking. Encourage the development of enhanced facilities such as bike shelters and indoor parking.
-  **3.2.6: Bicycle Parking at Events.** Continue to work with local organizations to provide bicycle parking services, such as monitored parking at public events.
-  **3.2.7: Maintenance.** Develop an inspection and maintenance program for bicycle parking to keep parking facilities in good condition. (Consolidated BMP 3.2.1 and 2.4.1)
-  **3.2.8: Monitoring.** Monitor the use of bicycle parking facilities to measure the effectiveness of their location and design, and to help gauge where additional bicycle parking facilities are needed. (Revised BMP 3.2.7)
-  **3.2.9: Additional Amenities.** Encourage increased use of amenities, such as full service bike stations, which provide maintenance services, secure bicycle parking, storage lockers, restrooms, showers, and changing rooms.

Bicycle parking and other end-of-trip facilities shall be required in private development, construction, or reconstruction projects, as appropriate. (BMP combined and expanded Policies 3.1 and 3.3)

Implementation Strategies

-  **3.3.1: Bicycle Parking.** Enhance regulations and continue to encourage businesses, employers, residential property owners and others to provide safe and secure short- and long-term bicycle parking such as racks or bike lockers in front of businesses (off of the sidewalk), or to replace one or two parking spaces with grouped bicycle parking. Rack or locker design should conform with the City of Santa Barbara Standards for Bicycle Parking Design.
-  **3.3.2: Minimum Parking Requirements.** Update and improve minimum bicycle parking requirements as defined in the Santa Barbara Municipal Code, and consider further increases as demand warrants.
-  **3.3.3: Local Business.** Involve local businesses and Traffic Solutions in development of bicycle programs such as “guaranteed rides home” in case of emergency, and provision of changing, showering, and storage areas for bicycle commuters, as appropriate. (BMP 3.3.1)

Existing Santa Barbara Bicycle Corrals



POLICY 3.3

BICYCLE PARKING ON PRIVATE PROPERTY







POLICY 3.4

PROMOTION & OUTREACH

The City shall promote Santa Barbara as a world-class [renowned] bicycling destination and a Bicycle-Friendly Community, and support tools such as publicly accessible bike share to achieve this policy.

Implementation Strategies

Encouragement and Promotion Programs

-  **3.4.1: Public Outreach Campaign.** Coordinate with tourism organizations, SBCAG, other agencies, organizations, community groups, schools, and other stakeholders to develop an ongoing multi-lingual outreach program that promotes bicycling as a convenient, healthy, attractive transportation choice.
-  **3.4.2: Transportation Demand Management Programs.** Work with local and regional transportation demand management services, such as Traffic Solutions, to actively promote the advantages and cost savings of bicycling. (BMP 1.3.1)
-  **3.4.3: Encouragement Programs in Schools and Educational Institutions.** Integrate with safety programs. (See Goal 1)
-  **3.4.4: Provide Practical Information.** Support Traffic Solutions in efforts to provide bilingual information and/or maps about bicycle routes, location of parking and other end-of-trip facilities, and taking bicycles on public transit. Revise City-wide bicycle maps every five years.
-  **3.4.5: Commuter Services.** Continue to be a leader in employee commute services and trip planning tools.
-  **3.4.6: Coordination.** Encouragement campaigns should be coordinated with safety programs and campaigns, when applicable.

Bike Sharing




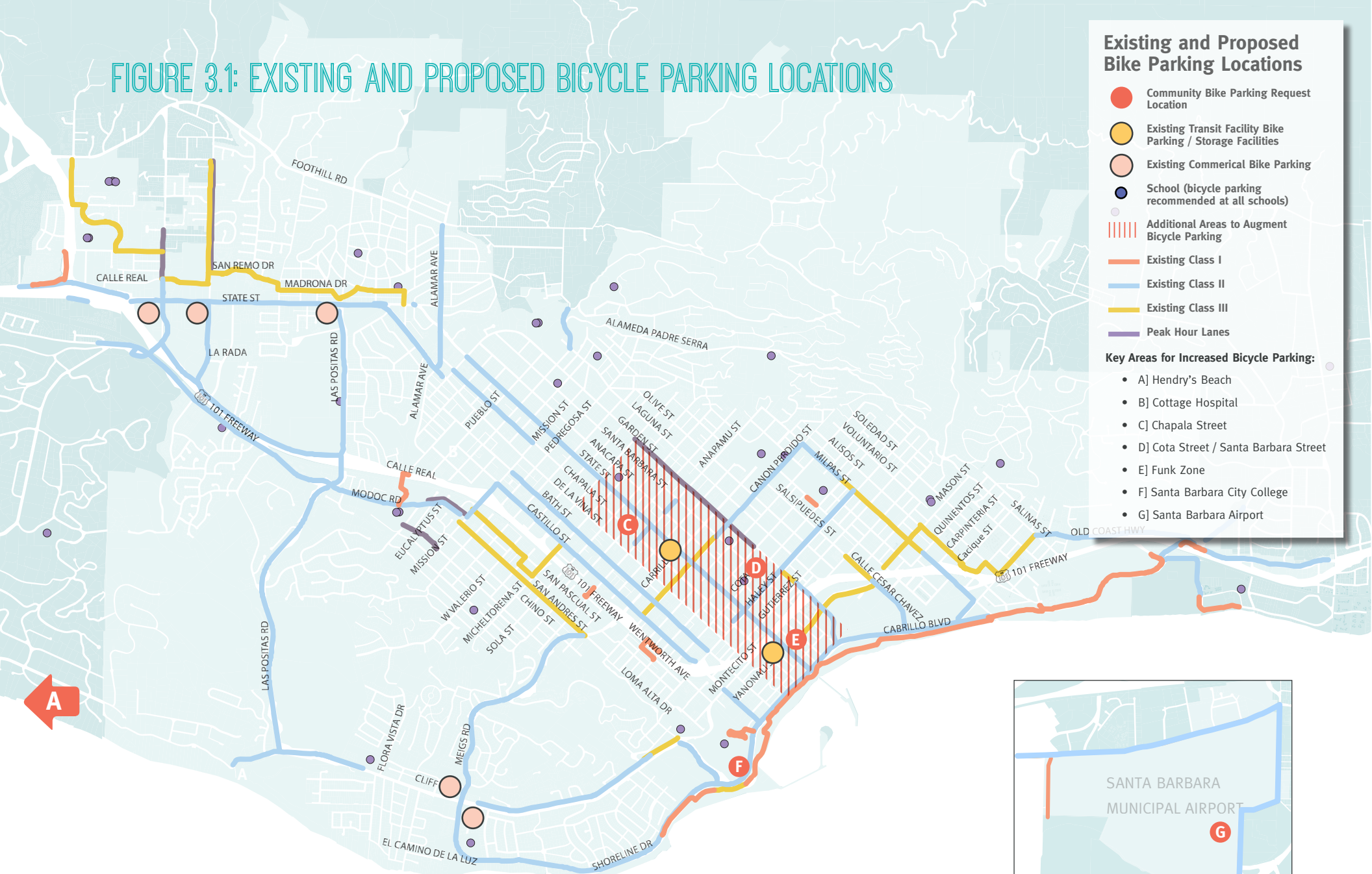
-  **3.4.7: Public Bike Share Program.** In partnership with the private or non-profit sector, pursue the development of a citywide bike share program that serves key destinations.
-  **3.4.8: Private Sector Employee Bike Fleet Program.** Support Traffic Solutions' efforts encouraging employers to provide shared bicycles to employees for local errands and deliveries.
-  **3.4.9: Bike Fleets for City Employees.** Continue to provide communal bicycles for City employees at City office locations, such as City Hall and the Community Development / Public Works Building. (CE1997 4.3.10)

FIGURE 3.1: EXISTING AND PROPOSED BICYCLE PARKING LOCATIONS



Bicycle parking is recommended in the locations requested by community members, as well as near all schools. Additional connections currently exist at Santa Barbara transit facilities and at commercial destinations.











Images: CycleMAYnia/Flickr

POLICY 3.5 EQUITABLE ACCESS

Events



-  **3.4.10: Citywide Bicycle Events.** Continue to support and encourage collaborative efforts such as CycleMAYnia bike month, which is supported by collaboration between organizations, agencies, businesses, and community members.
-  **3.4.11: Open Street Events.** Continue to support “SB Open Streets ¡Calles Vivas!” and support the expansion of the program to occur more frequently throughout the year.
-  **3.4.12: Privately-led Bicycle Events.** Work with bicycle groups and other organizations to ensure ongoing promotion of local events such as “fun rides”, family events, and bicycle races.

Promote a Bicycle Friendly Santa Barbara

-  **3.4.13: Bicycle Friendly Image.** Work with the Convention and Visitor’s Bureau, the Chamber of Commerce, and the Santa Barbara Downtown Organization to promote a bicycle friendly image of the City to residents and tourists. (BMP 1.2.7 and CE 1997 4.5.1)
-  **3.4.14: Bicycle Friendly Community.** Maintain the City’s award status in the national Bicycle Friendly Community program, and, as bicycle enhancements are implemented, seek to improve upon the current Silver-level designation to Gold level by 2020, and Platinum level by 2030.
-  **3.4.15: Promotional Signage.** Install signage at the City’s gateways, along bike routes, and in strategic locations throughout the City announcing Santa Barbara as a bike-friendly city that supports and promotes bicycle use. (Revised BMP 1.2.9)

The City shall ensure equitable access to the bikeway network for all Santa Barbara residents, and support bicycling as an attractive, convenient transportation choice for all demographic groups.

Implementation Strategies



-  **3.5.1: Multi-Lingual.** Public engagement and outreach programs should be multi-lingual, paying particular attention to communities with more speakers of English as a second language.
-  **3.5.2: Equal Access and Maintenance.** The planning, operation, and maintenance of bicycle facilities should ensure that all demographic groups, and disadvantaged and low-income groups, have equal access to transportation facilities and services. (Based on ATP SBCAG 2015)

The City shall enhance the bikeway network through the continued integration and expansion of its established bicycle wayfinding system. (Expanded BMP 2.3.4)

POLICY 3.6

WAYFINDING

Implementation Strategies

-  **3.6.1: Wayfinding Signage (General).** Continue to integrate, expand, and maintain a comprehensive and coordinated signage program to provide bicyclists with route guidance and directions to destinations – especially in conjunction with tourism and cross-town linkages. Consider including distance and/or travel times to destinations.
-  **3.6.2: Wayfinding Signage (In Pavement):** Incorporate wayfinding into pavement markings (e.g. green lanes, greenback sharrows, arrows for left turns). (Expanded CE1997 4.2.5)