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INTRODUCTION



Circulation Element Guiding Vision:

“While sustaining or increasing economic vitality and quality of life, Santa Barbara should be a city in which alternative forms of transportation and mobility are so available and attractive that use of an automobile is a choice, not a necessity. To meet this challenge, the City is rethinking its transportation goals and land use policies, and focusing its resources on developing balanced mobility solutions...”
(2011 Circulation Element Update)

WHAT IS THIS PLAN?

The community-driven 2016 Santa Barbara Bicycle Master Plan (also referred to as the SB BMP) outlines the goals, policies, and implementation strategies that will improve bicycle safety, convenience, facilities, and infrastructure in the City of Santa Barbara. The plan will also enhance and preserve Santa Barbara’s circulation system for all road users by increasing the number of trips taken by bicycle; reducing future traffic congestion levels and parking demand. The plan implements other General Plan goals and policies such as Healthy Communities and Greenhouse Gas (GHG) Reduction.

Since the 1998 Bicycle Master Plan, the City has expanded the bicycle network by nearly 27 miles.

The number of Santa Barbara residents who bicycle to work has also doubled since approval of the 1998 Bicycle Master Plan.

As the City of Santa Barbara continues to invest in equitable access to all transportation modes, a thoughtful implementation plan that considers the unique and historic context of the City is required. This Plan was founded on strong community involvement, attention to reducing bicycle-related collisions, sound transportation practices, the leadership of boards and commissions, and overall support of other Santa Barbara goals and policies.



OVERVIEW OF THIS DOCUMENT

Chapter 1: Introduction

Provides an overview of the Bicycle Master Plan, explains the vision and goals of the project, lists relevant plans and policies, and presents factors that lay the foundation for the development of this Plan such as local context and the existing transportation network.

Chapter 2: Community Engagement

Provides an overview of the outreach completed for the 2016 Bicycle Master Plan, along with a description of the online platforms, surveys, and neighborhood summits. Brief summaries of findings are documented here. For a more extensive summary of all outreach findings, see the document Appendix.

Chapter 3: Goal 1. Safety for All Road Users

Provides policies and strategies to reduce collision rates and provide a comprehensive educational bicycle safety campaign. This goal was influenced directly by the community, which prioritized safety for all road users as the most important goal of the 2016 Bicycle Master Plan.

Chapter 4: Goal 2. Closing Gaps in the Network

Provides policies and strategies to close gaps in the existing bicycle network. The recommendations provided here define specific streets and corridors recommended for an expanded bicycle facility network.

Chapter 5: Goal 3. Complete Streets and Multimodal Access

Provides policies and strategies to encourage multi-modal transfers and connections. This chapter also outlines strategies to coordinate City efforts to enhance streets for all road users: pedestrians, bicyclists, motorists, and transit users.

Chapter 6: Goal 4. Santa Barbara Style Infrastructure

Provides policies and strategies to develop infrastructure based on best practices, with a careful eye towards the Santa Barbara context and design aesthetic.

Chapter 7: Recommended Bicycle Projects

Provides more-specific information on key bike projects that were introduced in Chapter 4. Preliminary design considerations for six recommended bike facilities are also introduced.

Chapter 8: Making it Happen: Financing and Implementation

Provides criteria for prioritizing and costing bicycle facilities recommended in this document. This chapter includes a cost-benefit analysis, and it also refers to regular funding programs that may be available for implementing bicycle facility projects.

Appendices

The Appendices include additional information regarding the project background and research completed. The following elements have been included:

- Appendix A: Outreach & Media Strategy
- Appendix B: Public Outreach Findings
- Appendix C: Traffic Safety and Impact Assessment (CEQA Exemption)
- Appendix D: General Plan (GP) Element Goals/Policies Consulted
- Appendix E: Additional Background Documentation
- Appendix F: Bicycle Collision Analysis

COMMUNITY DEVELOPED GOALS

Through the multi-faceted community engagement process, community members shared their aspirations and priorities for the Bicycle Master Plan. Findings from community surveys, neighborhood summits, technical analysis of existing conditions, and a review of existing policies shape the four overarching goals of the Plan, which are:

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 regularly evaluate safety conditions. Safe Routes to School (SR2S) is the City's top program priority, ensuring that young people are not exposed to unsafe conditions.

2. Closing Gaps in the Network

Make bicycling in Santa Barbara an attractive, comfortable, and convenient choice for all through inter-modal connectivity, high-quality end-of-trip facilities, and programs that encourage and promote bicycling.

3. Complete Streets & Multi-Modal Access

Make bicycling a safe and convenient mode of transportation by developing a continuous network of safe bikeways that connect communities and destinations.

4. Develop Santa Barbara Style Infrastructure

Make Santa Barbara a model for innovative roadway and bikeway design that is both leading-edge and responsive to local context.

Existing Plans and State Legislation

Given the many existing plans and policies that relate to bicycle infrastructure in Santa Barbara, this Plan seeks to complement and build upon existing policies. Figure 1.3 describes relevant City plans, policies, and programs, outlining each policy's intent and its direct relationship to this Plan. Of additional consideration is the City of Santa Barbara's 2016-2021 Capital Improvements Plan (CIP), which outlines projects, funding, and a vision for future bicycle-related facilities.

The State of California's Active Transportation Program (ATP) Guidelines for Bicycle and Pedestrian Master Plans were consulted throughout the development process of the SB BMP. This will help position the City of Santa Barbara to apply for project-related funding through the Active Transportation Program.

This Bicycle Master Plan is intended to be used by the public, city staff, developers, and decisions-makers to guide future capital development projects and programs in the City of Santa Barbara.

FIGURE 1.2: DEVELOPMENT OF PLAN GOALS

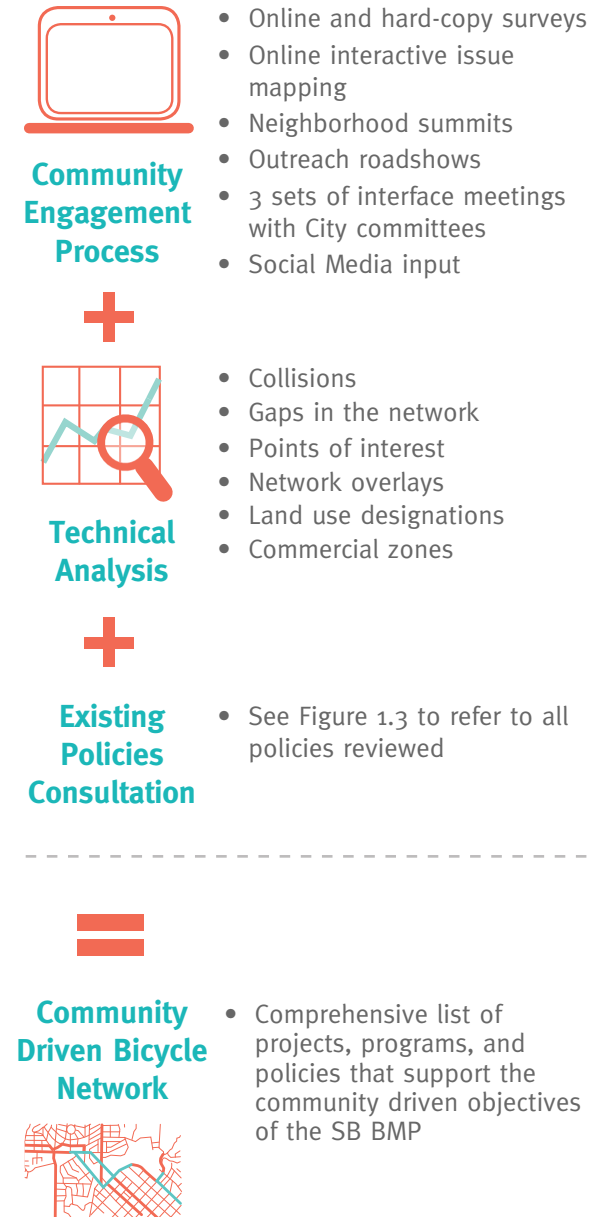


FIGURE 1.3. CONTEXT: RELEVANT PLANS, POLICIES, AND PROGRAMS

City of Santa Barbara Bicycle Master Plan (1998) The 1998 Bicycle Master Plan served as a key starting point for the development of the 2016 SB BMP. While most of the key bicycle projects recommended in the 1998 Plan have been executed, many of the goals, policies and strategies regarding safety, community engagement, accessibility, and infrastructure shape those included in the 2016 SB BMP. 	City of Santa Barbara General Plan (2011) In December 2011, the Santa Barbara City Council completed the updated General Plan. The General Plan serves as a basis for future land use, housing, historic resources, open space, environment, circulation, and safety. The circulation, land use, open space, and environment elements have been referred to throughout the 2016 SB BMP development. 	City of Santa Barbara Circulation Element (2011) In December 2011, the City Council completed the updated General Plan, incorporating the Circulation Element and its related Local Coastal Plan Amendment into the City’s General Plan. The Circulation Element overarching vision states that “Santa Barbara should be a city in which alternative forms of transportation and mobility are so available and attractive that use of an automobile is a choice, not a necessity.”
City of Santa Barbara Pedestrian Master Plan (2006) The Santa Barbara Pedestrian Master Plan seeks to “entice people to walk more for short trips, enhance the environment for people with disabilities and children walking to school, and lead to an overall increase in the number of pedestrian trips.” The 2016 SB BMP uses this 2006 plan as a basis for the development of key pedestrian and bicycle routes; in addition, the SB BMP incorporates key policies from the Pedestrian Master Plan. 	Santa Barbara Eastside Neighborhood Transportation Plan (2013) The Santa Barbara Eastside Transportation Plan utilized a bilingual community engagement effort to help neighborhood residents identify areas of concern and to generate action steps to address those concerns. Specific projects from the Eastside Neighborhood Transportation Plan have been included in the recommended Bicycle Network in Chapter 4. 	Santa Barbara County Bicycle Master Plan (2012) In 2012, the County of Santa Barbara adopted the Bicycle Master Plan, which guides the construction of new bicycle related infrastructure. The County Bicycle Master Plan provides guidance for developing regional linkages, and considerations for cross-county trips.
Santa Barbara Regional Active Transportation Plan (2015) The Santa Barbara Regional Active Transportation Plan was prepared by the Santa Barbara County Association of Governments (SBCAG) with input from various stakeholders. The Plan creates a “regional vision for improving the bicycle and pedestrian network by integrating the bicycle and pedestrian planning of the region’s nine member governments.”	2040 Santa Barbara Regional Transportation Plan (2013) The Regional Transportation Plan (RTP) is a “long-range planning document that defines how the region plans to invest in the transportation system over 20+ years based on regional goals, multi-modal transportation needs for people and goods, and estimates of available funding.”	State Active Transportation Program (2013) & CA Complete Streets Act (2008) As part of the State of California’s effort to encourage active transportation and the creation of Complete Streets, the State ATP program seeks to increase the number of trips taken by bicycling and walking, increase multi-modal safety, and enhance public health.

ESSENTIAL ELEMENTS IN THE SANTA BARBARA BICYCLE MASTER PLAN

The League of American Bicyclists, a national organization founded in 1880, recognizes five key elements that contribute to a positive environment for bicycling. The five elements, referred to as the “5 E’s,” are referenced throughout the policies and strategies defined in this Plan. Implementation strategies presented in Chapters 3-6 outline additional ways for the city to consider expanding upon the Five E’s throughout Santa Barbara. The Five E’s, described below, are engineering, education, encouragement, enforcement, and evaluation.

Engineering

The primary element of ensuring a bicycle-friendly community is the adequate provision of bicycle facilities, safety, and convenience. The SB BMP addresses engineering by proposing a series of key network gap closures that ensure access to common city destinations and points of interest. This Plan also encourages the use of best practice bicycle facilities and roadway design to increase levels of safety and comfort for all road users.

Education

Programs and strategies concerning rules-of-the-road safety education, motorist training, and public engagement are hallmarks of this Plan. Each of these outwardly-facing programs will provide community members with increased confidence to ride a bicycle on city streets and increase awareness to drive safely. Encouragement does not stop with the local government; this Plan promotes city-led local business incentives

to increase awareness and provide convenient facilities for residents. Learn about some of the robust bicycle education classes already existing in Santa Barbara on page 15.

Encouragement

Designated a Bicycle Friendly Community by the League of American Bicyclists, the City of Santa Barbara has a history of promoting bicycling as an attractive form of transportation. Continued encouragement through incentive programs, transportation demand management programs, dissemination of route information, promotion of bicycling at city-sponsored events, and increased wayfinding signage are Santa Barbara-specific examples of encouragement campaigns. Continued community perception of bicycling in Santa Barbara as a safe and efficient mode-choice will encourage more community members to choose to ride. Learn more about some of the bicycle encouragement programs existing in Santa Barbara on page 16.

Enforcement

Traffic laws that pertain to all modes must be enforced for all road users. The Santa Barbara Police Department should consider special officer trainings, may also consider increasing targeted enforcement, and should seek ways to increase staffing. Consistent enforcement of the rules-of-the-road is an integral part of creating safer streets, making bicycling a more-attractive transportation option for those considering to ride a bicycle.

Evaluation

Measuring results before and after improvements are made is essential. This Plan organizes the goals, policies, and implementation strategies around a series of “Key Metrics of Success”. These metrics will allow the city to measure specific changes before and after implementation of the included policies. Statistics that result from the evaluation period may be used by the city to continue the promotion of bicycling as an attractive transportation option. For example, statistics may provide information regarding a decline in collisions or an increase in ridership. Ongoing evaluation also ensures transparency between the local government and the community.

[Funding]

Although not part of the “Five E’s”, funding and implementation are a critical element of ensuring the success of the Santa Barbara Bicycle Master Plan.

Note: The icons shown next to each of the headings on this page are revisited throughout the policy section of this document (Chapters 3-7). Each implementation strategy outlined in this document can be tied back to the fundamental principals exhibited by the 5 E’s.

COMMUNITY PROFILE

Bicycling in Santa Barbara Today

Since the mid-1880s, bicycling has been a major part of the Santa Barbara culture. Although society has become much more automobile-oriented, Santa Barbara's circulation system still relies on bicycle trips to function properly and minimize vehicle congestion. Increased ridership is anticipated and presents an opportunity for the city to capitalize and leverage increased usage of the bicycle network to achieve a variety of its goals and further enhance Santa Barbara's quality of life.

In 2013, the League of American Bicyclists designated Santa Barbara a silver-level "Bicycle Friendly Community" for exhibiting a "strong commitment to cycling." That commitment is supported by a growing bicycle network, enhanced facilities, and effective bicycle-related programs. The city's commitment to bicycling is indicated by statistical data showing increasing numbers of Santa Barbarans commuting by bicycle. Data from the American Community Survey states that there are approximately 6.1% of 45,906 workers that commute to work in Santa Barbara by bike. Santa Barbara is also ranked 3rd in the nation for the percentage of bicycle commute trips for cities of its size (65,000 to 100,000 people), and 8th overall. Continuing this trend will help Santa Barbara achieve another goal to decrease future traffic congestion for people who choose to drive.

In terms of bicycle planning, the 1974 Bicycle Master Plan was a pioneering document that laid the groundwork for the 1998 Bicycle Master Plan. Since 1998, the bicycle network has expanded from 13 to 40 lane miles. The number of bicycle

facilities and encouragement programs has increased dramatically over the years. Successful programs in Santa Barbara include Bike-to-Work-Week, Bike to School Days, Team Bike Challenge, CycleMAYnia, and "Take a Vacation from your Car." (More information on these educational programs can be found on page 16). Through implementation of the 2016 Bicycle Master Plan, the community envisions that bicycling will become an even larger part of everyday life in Santa Barbara and a celebrated hallmark of the City's unique culture.

EXISTING BICYCLE NETWORK

Santa Barbara has a unique land use and transportation network shaped by geography, history, architecture and the points in time during which areas were developed. For example, Downtown Santa Barbara and Upper State Street have different densities, roadway widths and building types to them. Downtown is "pedestrian-friendly" with traditional short blocks and active streetfronts. In order to achieve this, the City of Santa Barbara rebuilt State Street downtown by taking out travel lanes, removing on-street parking, widening sidewalks and rebuilding the streetscape. In contrast, Upper State Street has a more conventional street system with arterials and collector roadways instead of a grid. The commercial buildings are often set behind large parking lots. With this type of development, community members are less likely to choose

walking and bicycling as a primary mode of travel.

Figure 1.1 shows the way land uses are currently zoned in Santa Barbara. As shown and affirmed in the community outreach process, the current bicycle network does not fully span across these varying land uses, limiting the number of destinations that cyclists can access using bicycle infrastructure. This Plan intends to guide the development of a well-connected bicycle network between these different land uses in order to reduce automobile dependency and provide a greater range of transportation choices.

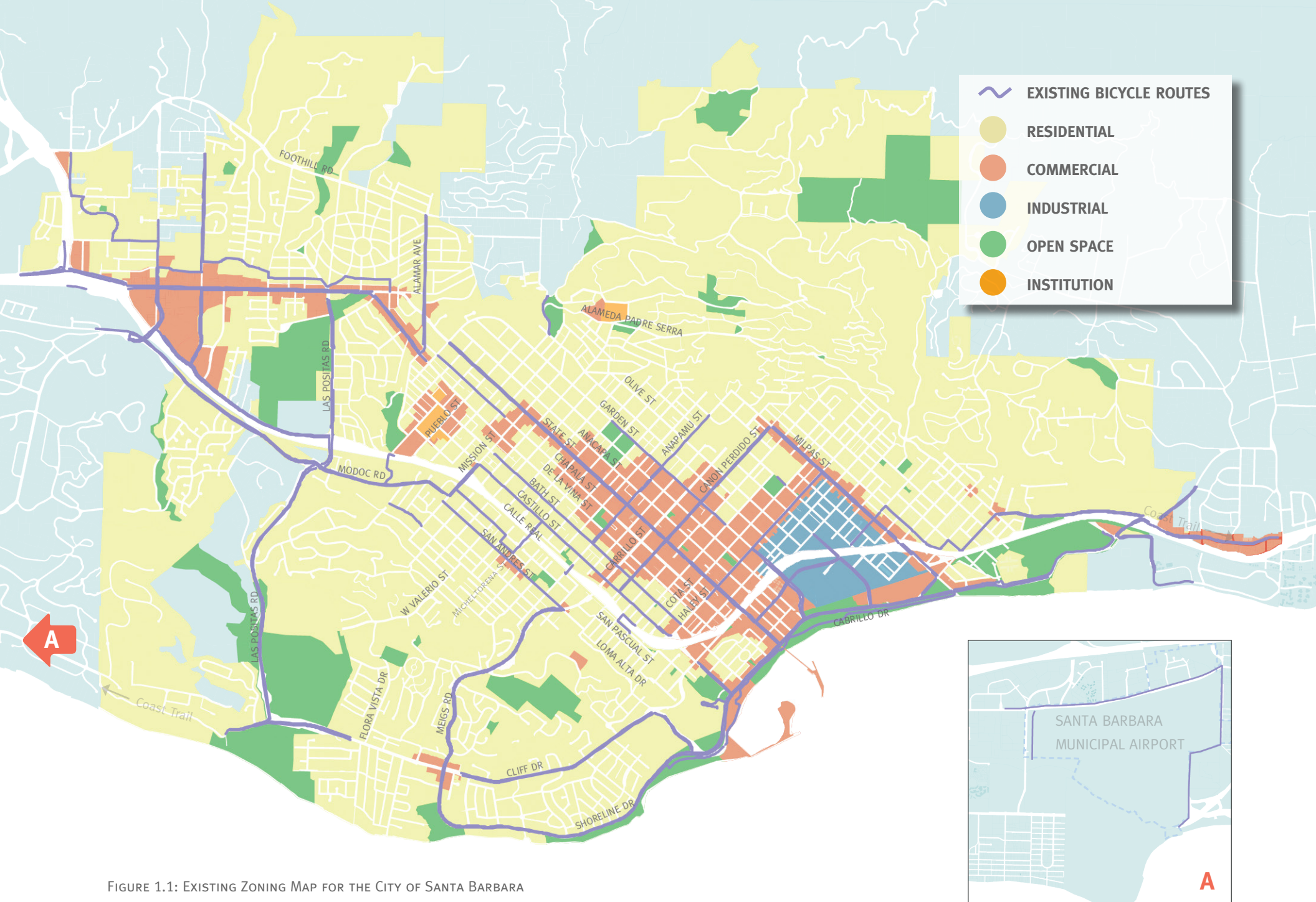


FIGURE 1.1: EXISTING ZONING MAP FOR THE CITY OF SANTA BARBARA

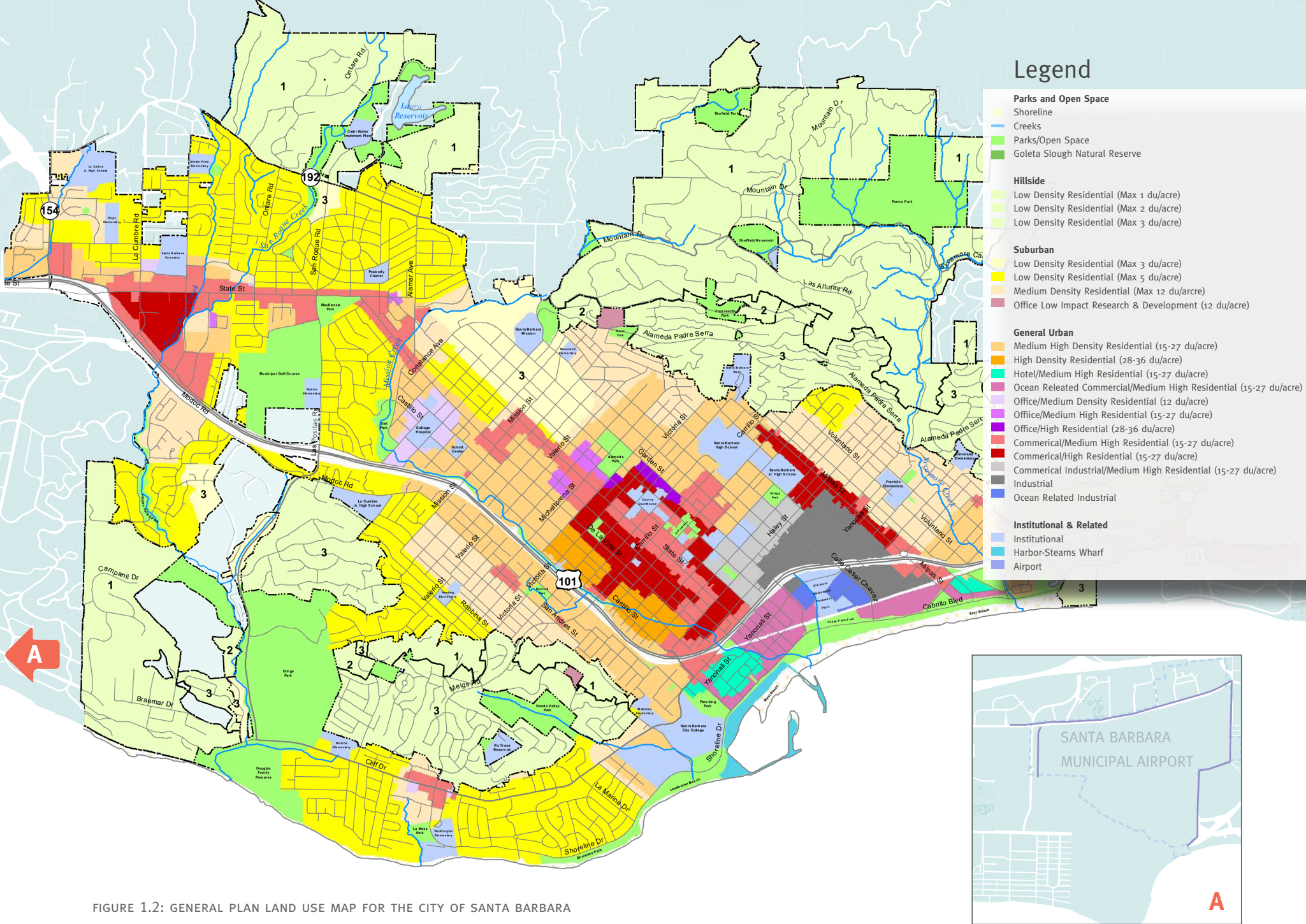
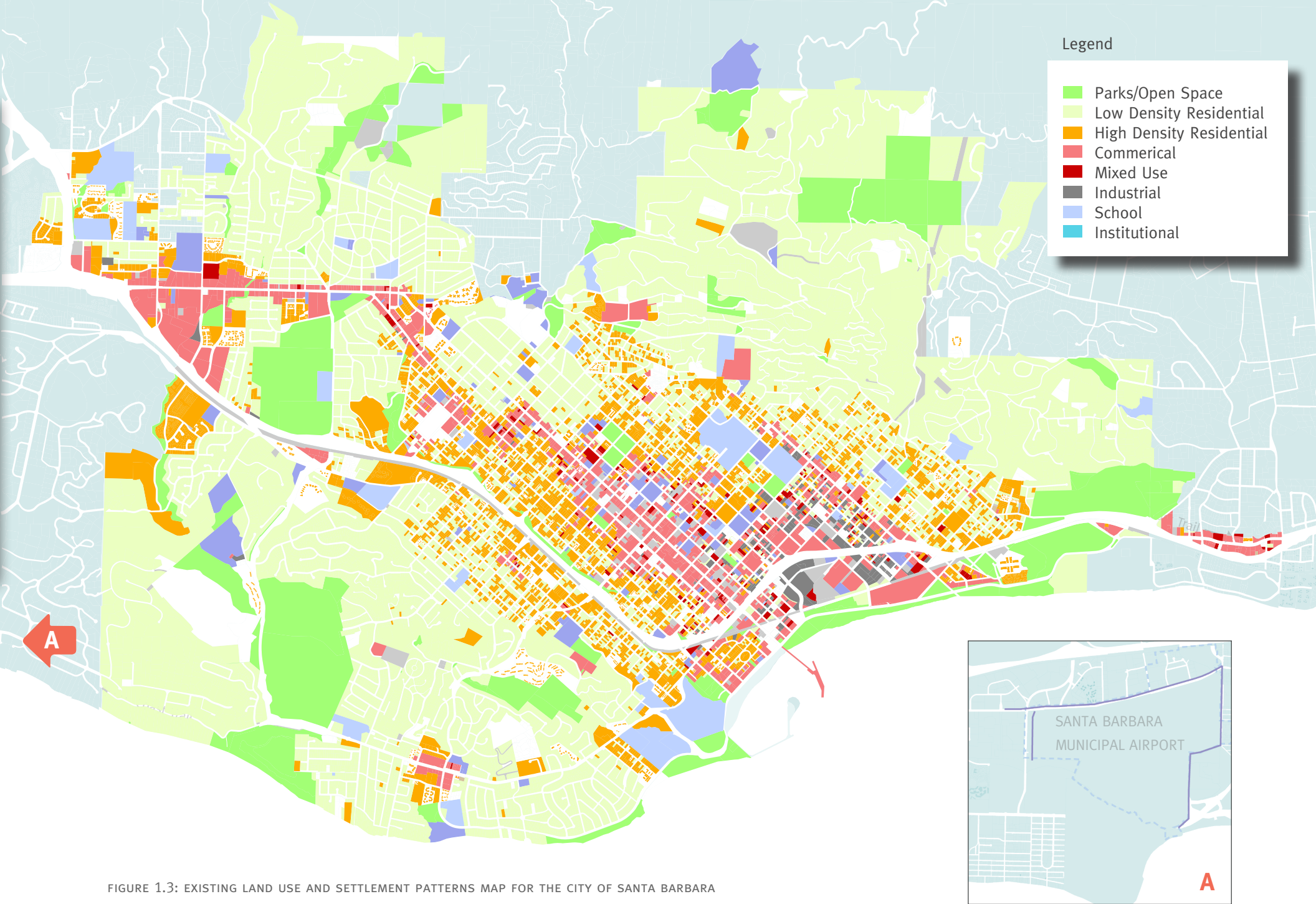


FIGURE 1.2: GENERAL PLAN LAND USE MAP FOR THE CITY OF SANTA BARBARA



EXISTING BICYCLE NETWORK (CONT.)

Circulation Context

Figure 1.4 shows the city's existing transportation network, including bicycle routes, bus routes, and rail lines. Overlaying these routes reveals potential areas to improve connections and build an integrated multi-modal transportation system, which is a major goal identified in the city's Circulation Element. Linking the bicycle network with other transportation modes can improve the first and last mile of a person's trip, helping to reduce vehicular traffic congestion and greenhouse gas emissions. Areas with high levels of pedestrian activity such as the Central Business District and the MTD Transit Center should be prioritized for multimodal integration.

Existing Gaps in the Bikeway System

Figure 1.4 also shows the existing bicycle network and the gaps in the network. One of the 2016 SB BMP's four goals is to create a complete bicycle network by filling in these gaps and improving the existing bicycle routes. This is also consistent with the Circulation Element's goal of providing a comprehensive street network that safely serves all transportation modes.

Policies 2.1 and 2.2 of the 1998 Bicycle Master Plan describe expanding and maintaining the bikeway network. A total of 29 bicycle projects were proposed, with 22 of them designed to fill network gaps. Another major goal in the 1998 Plan was to add bike lanes during city paving projects when sufficient right-of-way existed. Due to issues of funding, right-of-way acquisition, etc., some projects were not realized, resulting in gaps that this Plan proposes to fill.



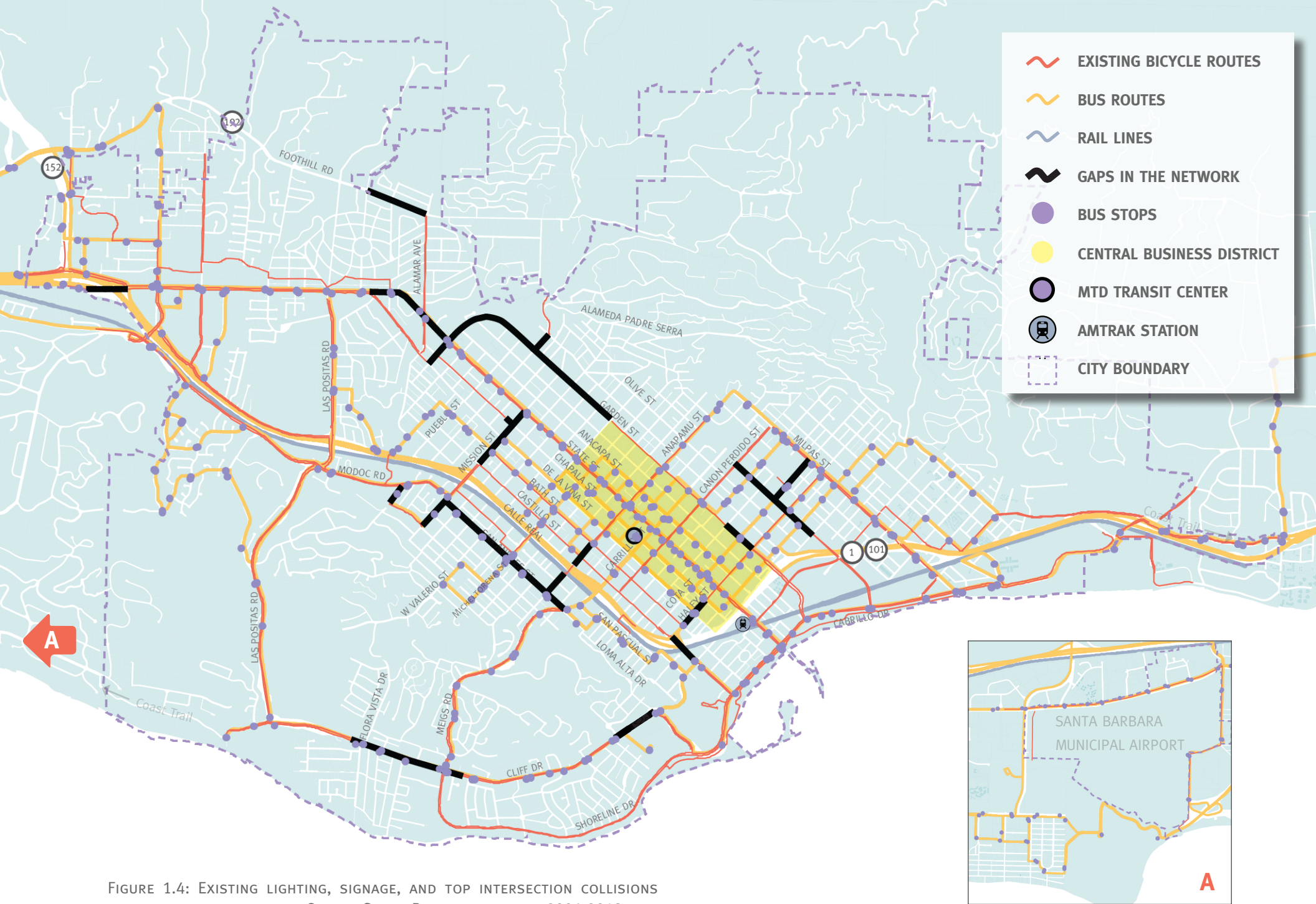


FIGURE 1.4: EXISTING LIGHTING, SIGNAGE, AND TOP INTERSECTION COLLISIONS INVOLVING A CYCLIST IN THE CITY OF SANTA BARBARA BETWEEN 2004-2013

EXISTING BICYCLE NETWORK (CONT.)

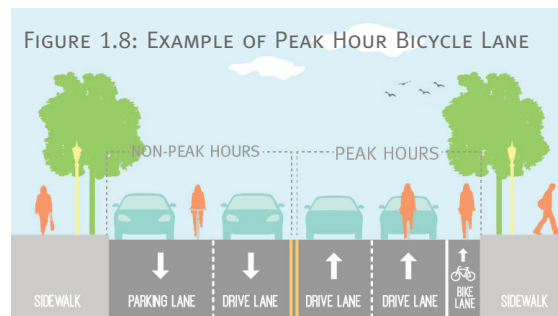
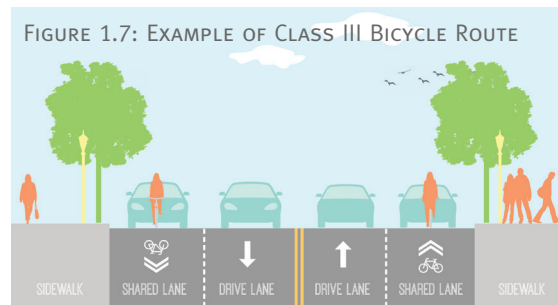
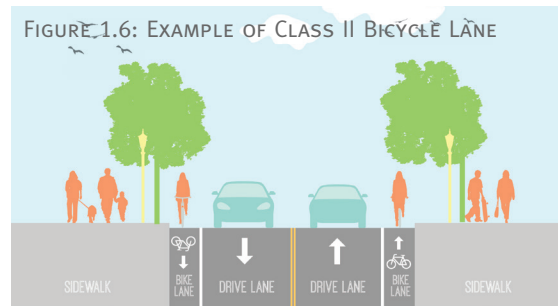
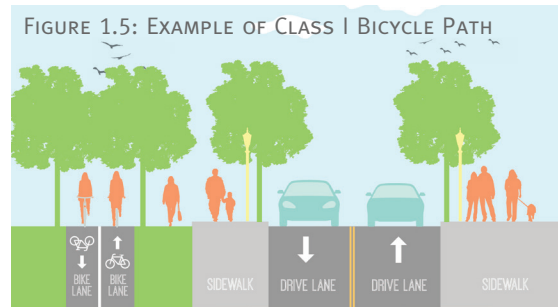
Existing Bicycle Network and Facilities

Examining the current bicycle network in more detail, Figure 1.9 shows the existing facilities and their specialized classifications:

- Class I: bicycle paths that have a fully separated right-of-way for the exclusive use of bicycles and pedestrians (Figure 1.5)
- Class II: bicycle lanes alongside automobile travel lanes, demarcated by striping (and sometimes by painted buffers) (Figure 1.6)
- Class III: bicycle routes without a designated bicycle lane, where cyclists and motorists have shared use of the roadway (Figure 1.7)
- Peak-Hour: automobile parking lanes that become exclusively used for bicyclists during peak travel times of the day (typically 7-9am and 2-4pm; some parking allowed from 6pm to 7am in residential zones) (Figure 1.8)

Safety improves for all road users when the level of separation between bicyclists and motorized traffic is more pronounced. Generally, Class I bicycle paths are safer than Class II bicycle lanes, and Class II bicycle lanes are safer than Class III bicycle routes. A street can have multiple classifications; for example, one road segment could have bicycle lanes (Class II) while another is a shared route (Class III). The classification is usually determined by the surrounding local context, road width, and traffic patterns. The majority of the existing facilities in the city are designated as Class II.

A successful bicycle network has a variety of support facilities – both capital and programmatic – along the network and at local destinations.



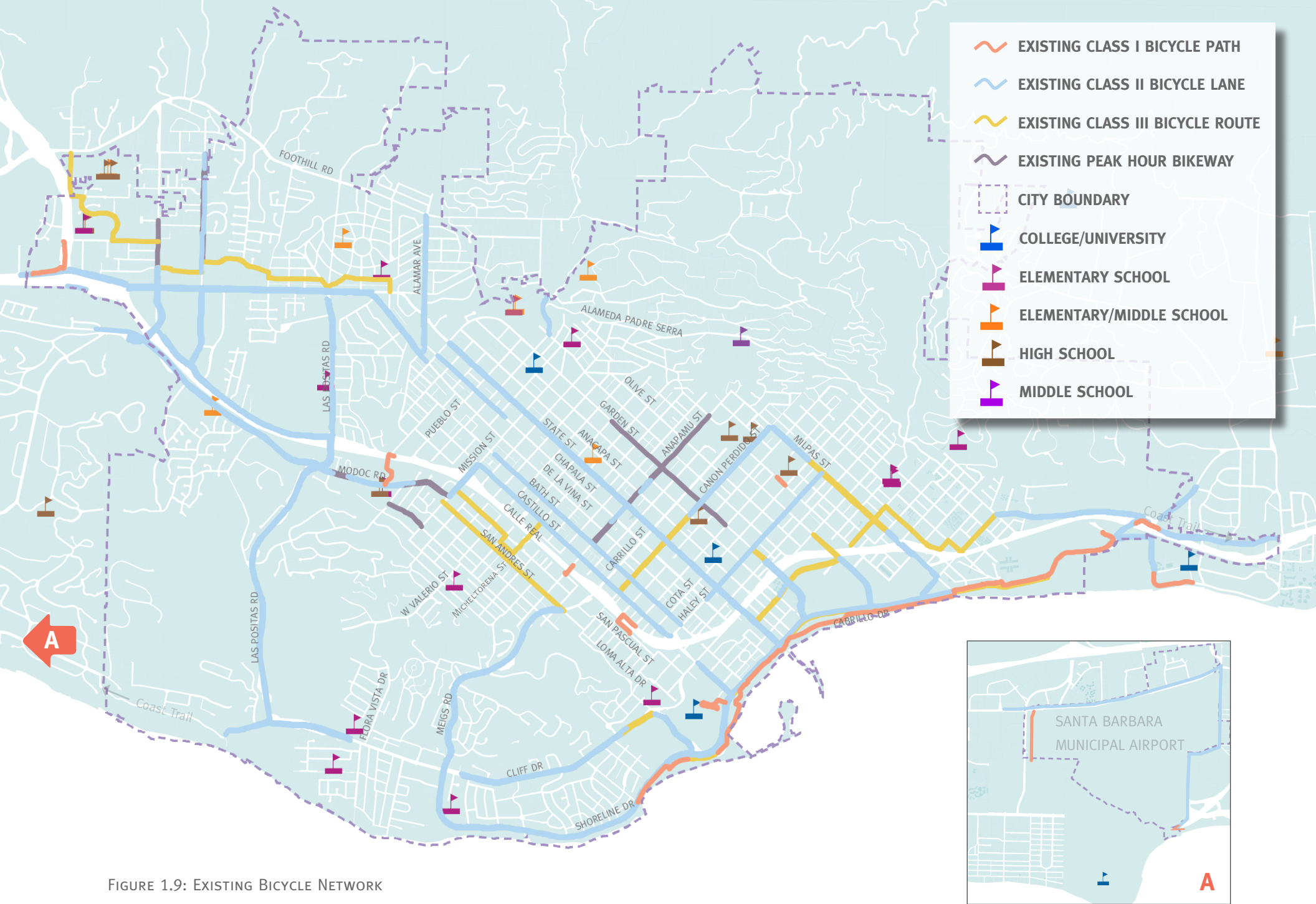


FIGURE 1.9: EXISTING BICYCLE NETWORK

NAVIGATING THROUGH SANTA BARBARA

Existing Bicycle Signage and Lighting

All of Santa Barbara's existing bicycle signage can be found on Figure 1.10. This Plan recommends coordination with the city's comprehensive wayfinding directional sign program. As recommended SB BMP facilities are implemented, appropriate signage can be added.

During the night, sufficient lighting is important to ensure bicycle safety. The California Office of Traffic Safety reported that in 2012, there were 57 nighttime bicycle-related collisions (9:00pm to 2:59am) in Santa Barbara, which was the third highest percentage of cities with similar-sized populations in California. Figure 1.10 shows all of the City's street lighting. There are areas along the bicycle network, including where some of the top collision hotspots are located, that do not have adequate street lighting. Therefore, it is recommended that bicycle signage and street lighting be placed along the proposed bicycle network so that bicyclists can travel both sensibly and safely.

Existing Roadway Maintenance Repaving and Repainting Programs

The City is currently struggling to balance streets-fund budgets and keep up with regular demands for painting and maintaining existing roadways. Programs such as transportation mitigation fees for development should be considered to provide the key financial resources needed to ensure that new development proportionally contributes to transportation enhancements and maintenance and to enhance the city's dwindling financial resources.

SAFETY

Bicycle Collision Data (2004 to 2013)

Throughout the public outreach process, community members repeatedly emphasized their concern for improving safety. The project team examined bicycle-involved collisions in Santa Barbara from 2004 to 2013. In total, 1,051 bicycle-involved collisions were reported, which included:

- 434 collisions occurring at intersections
- 420 collisions occurring at midblock locations
- 197 collisions occurring less than 75 feet from an intersection
- Collisions were also grouped into categories, such as: bicycle at fault, left-hook, signalized, and unsignalized collisions.

Figure 1.10 shows the top bicycle collision locations and the number of collisions that have occurred at each intersection highlighted. The larger the red circle is, the more collisions have occurred at that intersection. The larger the red circle is, the more collisions have occurred at that intersection. Analyzing collisions at midblock locations was not possible within the scope of the SB BMP project due to limitations of Geographic Information Systems (GIS) collision locations. Therefore, the City and the project team focused on collisions occurring at intersections or at locations less than 75 feet from an intersection. The latter collisions were assigned to their nearest intersection since they can be considered to have occurred within the intersection approach area.

These maps help identify where specific physical modifications, targeted enforcement, or education may be most beneficial.

In reviewing the 10-year bicycle-involved collision history for Santa Barbara, the following themes emerge:

- The majority of bicycle-involved collisions were reported in the greater Downtown area and on the Eastside, which may be explained by generally high bicycle use in these areas.
- Of the various collision types, "Bicyclist at Fault – Unsignalized Intersection" (138 incidents) and "Bicyclist on Wrong Side of Road or Traveling on Sidewalk" (127 Incidents) were the most commonly reported.
- "Vehicle at Fault – Signalized Intersection" (63 incidents) and "Vehicle at Fault – Left Hook" (64 incidents) were the least reported collision types.
- "Vehicle at Fault – Left Hook", "Vehicle at Fault – Right Hook", and "Vehicle at Fault – Dooring" collisions tended to be less clustered. In other words, it was less likely for multiple collisions of these types to occur at a single location.

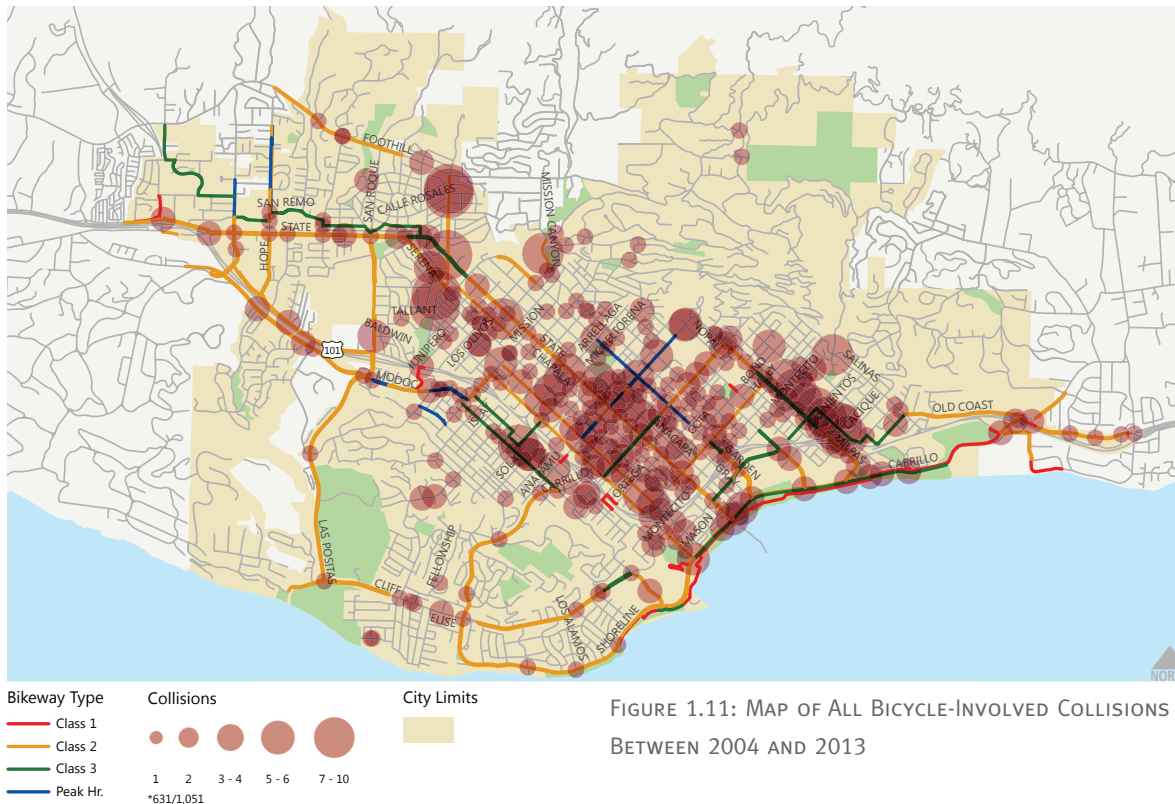


FIGURE 1.11: MAP OF ALL BICYCLE-INVOLVED COLLISIONS BETWEEN 2004 AND 2013

Top 10 Collision Locations

- De La Vina Street & Mission Street
- Carrillo Street & Highway 101
- Castillo Street & Montecito Street
- Micheltorena Street & State Street
- Mission Street & Highway 101
- Carrillo Street & State Street
- Cabrillo Boulevard & Helena Avenue
- De La Vina Street & Figueroa Street
- De La Vina Street & Victoria Street

Key Corridors to Consider

- State Street
- Anapamu Street
- Alisos Street
- De La Vina Street
- Haley/Cota Street
- Cabrillo Street
- 101 Crossings
- Castillo & Montecito

Possible Solutions

Note: This does not encompass all recommended facilities. Additional facility recommendations can be found in Chapter 7)

- State Street Green Lanes
- Anapamu Green-Backed Sharrows
- Alisos/Chino Bike Boulevard
- De La Vina Bike Lanes
- Haley/Cota Green Lanes
- Cabrillo Bike Lanes and Sharrows
- Enhanced Intersections (e.g. Castillo/Montecito)

All Bicycle-Involved Collisions

Figure 1.11 shows all bicycle-involved collisions regardless of collision type. In total, 1,051 bicycle-related collisions were reported in the City of Santa Barbara between 2004 and 2013; 631 occurred at or within 75 feet of an intersection and were mapped. The citywide locations with the highest concentrations of collisions are shown in the table below. Each location experienced six or more bicycle-related collisions between 2004 and 2013. Many of these top-collision locations are near freeway ramps or along principal routes between freeways and major activity centers (e.g. Downtown or Santa Barbara City College [SBCC]).

The suggested actions, facilities, and implementation strategies outlined throughout this document are based on key takeaways from this safety analysis. In summary, high collision rates at intersections and along key commuting streets such as State Street and Alisos Street, have directly influenced the recommendation of heightened facilities on these streets. A comprehensive list of recommended facilities can be found in Chapter 7: Recommended Bike Projects. Additional programmatic recommendations have also been developed to enhance and increase traffic law enforcement throughout the city (see Chapter 3: Safety For All Road Users).

Many of the top collision locations are at intersections along principal routes like State Street. The engineering solutions for these collisions are to improve and buffer bike lanes and improve visibility with green paint. In addition to engineering solutions, the traveling public will also benefit from continued education programs and targeted enforcement to ensure that all road users are behaving safely.

EXISTING SAFETY PROGRAMS

Education

There are several existing adult bicycle education programs in Santa Barbara. The Santa Barbara Bicycle Coalition (SB Bike) offers Street Skills clinics in both Spanish and English, teaching the basic rules of the road when bicycling. SB Bike and Traffic Solutions have also hosted Lunch and Learn sessions teaching bicycle safety at workplaces and community groups. SB Bike's Bici Centro, a local community bicycle shop, offers workshops called Learn Your Bike which cover the full range of beginning to intermediate level bicycle mechanics, along with week-long clinics for students during the summer. Bici Centro also offers Do-It-Yourself bicycle repair with their parts, tools, and guidance. Lastly, online training resources are also available to anyone at California Bicycle Coalition's www.BikeSafeCalifornia.org.

The City of Santa Barbara and the Santa Barbara Bicycle Coalition have also started the "Give Respect Get Respect" public service message campaigns to improve bicyclist and driver behavior and adherence to traffic safety laws. The idea is to give respect to all users of the road with the understanding that everyone has interest in a safe Santa Barbara.

There are several educational programs for Santa Barbara's youth as well. SB Bike and Coalition for Sustainable Transportation (COAST), have a Safe Routes to School Program which is discussed in more detail below. The City of Santa Barbara, Santa Barbara County Association of Governments (SBCAG), the City of Goleta, the City of Carpinteria, and other cities sponsor COAST's Safe Routes to School Programs. Bici Centro also hosts the Earn-A-Bike / Pedal Power program

where youth participants learn bike mechanics, bike handling skills, signage, and go on field trips with other participants. SB Bike and COAST also work with local schools to host Cycling Camps and Bici Familia for youth which are taught by certified League Cycling Instructors.

Enforcement

One of the ways the City of Santa Barbara is reducing bicycle-related collisions and promoting safe bicycling is by better enforcing rules and regulations for all road users. With grants from the California Office of Traffic Safety, the Santa Barbara Police Department, in coordination with the Santa Barbara Bicycle Coalition, conducts regular targeted enforcement efforts throughout the city.

Evaluation

Safe Routes to School

Santa Barbara's Safe Routes to School (SR2S) programs seek to make walking and bicycling to and from school safe, convenient, and attractive transportation choices for students and parents. SR2S is a multifaceted approach that includes four primary components:

- Education: Teaching traffic safety skills to students and parents



- Encouragement: Promoting bicycling through events and creating incentives to bike or walk to school
- Enforcement: Ensuring compliance with traffic laws around school areas
- Engineering: Making safety improvements to infrastructure, such as protected bike lanes, enhanced crosswalks, and other measures to improve bicycle and pedestrian safety

SR2S programs are accomplished by collaborating with schools to provide safety education to students, identifying safety conditions around school areas, incorporating stricter law enforcement, and improving roadway designs that encourage pedestrian and bicycle safety. Refer to Chapter 3 and the Santa Barbara Pedestrian Plan for more information on SR2S.

An example of a successful SR2S program is the Walk and Roll program at La Cumbre Junior High School. Growing out of a partnership with Traffic Solutions (SBCAG), the Community Environmental Council, SB Bike, and the Santa Barbara Air Pollution Control District, COAST has led a weekly schoolwide and inter-classroom competition challenge for the last four years that is designed to increase biking, walking, carpooling, and transit use.



MULTI-MODAL CONVENIENCE

Points of Interest

Santa Barbara has many popular destinations that serve both local and regional needs. Limited accessibility to these destinations may generate an increased number of automobile trips, which can cause traffic congestion for all users of the road. Providing a range of safe and convenient mobility options with well-connected routes can help to reduce traffic congestion. Figure 1.12 shows key points of interest, including educational, commercial, community, recreational, transportation, and public open space destinations. The existing bicycle network can be enhanced and expanded to increase the bicycle connectivity to these destinations.

PARKING AND OTHER END-OF-TRIP FACILITIES

What is the City Doing?

At the end of a trip, bicyclists need a secure and convenient place to leave their bicycle. The number of places to lock a bicycle has expanded by an estimated 2,000 locations in the public realm and in new commercial and multi-family developments since 1998. The hitching post bicycle rack was developed by the city to address the issue of short-term bicycle parking. The city has also begun to install several bicycle corrals, or in-street bicycle parking areas that typically replace one or two automobile spaces in commercial areas where a significant number of bicycle trips occur. Long-term parking solutions are also being addressed with the completion of two Bike Stations, which provide secure indoor bicycle parking, with one location providing lockers, tools, workstands, bicycle and public

transit information, vending machines, valet bike repairs, security cameras, air pumps, restrooms, changing rooms, and members-only showers. The Bike Stations are conveniently located at or near areas of multi-modal transit use or pedestrian activity. The City plans to continue enhancing end-of-trip facilities, such as the bike corral program, to allow for more strategically-placed parking, storage, and changing facilities.

EXISTING PROMOTION PROGRAMS AND SERVICES

Encouragement

Traffic Solutions: Bike Challenge

Traffic Solutions, a division of the Santa Barbara County Association of Governments, hosts a friendly competition with five-member teams that make round-trips by bicycle instead of by car. The Team Bike Challenge is open to anyone who lives or works in Santa Barbara County, as well as local businesses. Teams log each day they bicycle and at the end of the competition, teams who rank the highest earn charitable contributions for organizations in Santa Barbara County.

Bike Month

CycleMAYnia, a program of Traffic Solutions, is an annual month-long celebration of bicycling which features events that attract thousands of bicyclists and other community members. Local organizations, City agencies, businesses, and community volunteers in Santa Barbara County collaborate to organize these popular bicycling events.

County and City Bicycle Pools

Community members in Santa Barbara have scheduled coordinated bike commute rides so that new riders experience safety in numbers.

Employee Encouragement Campaigns

Since January 1, 2009, bicycle commuters have been eligible for a monthly \$20 reimbursement from participating employers, equating to \$240 a year to be applied toward the costs of commuting by bicycle. Many local businesses have already started to participate in this encouragement program, some even offering to buy their employees bicycles.

Bike Share (2017 to 2021)

Bike Share is a service in which bicycles are made available on an hour-by-hour rental basis for shared use. Bikes may be returned at any Bike Share Station around the city. Bike Share would increase the convenience of bicycling at a low-cost for tourists and locals alike. Bike Share implementation is a recommended component of this Plan. Public private partnerships have been keys to success in other cities, and would be welcomed in Santa Barbara.

Tourism Services

Hotels that Provide Bicycles

Several hotels have started accommodating bicyclists by renting bicycles out to their guests, providing secure bicycle storage, and providing information about bicycle-friendly destinations.

Bicycle Rental Businesses

There are several bicycle rental businesses located throughout the city. Support and coordination with these businesses may help to promote bicycling beyond just recreational use.

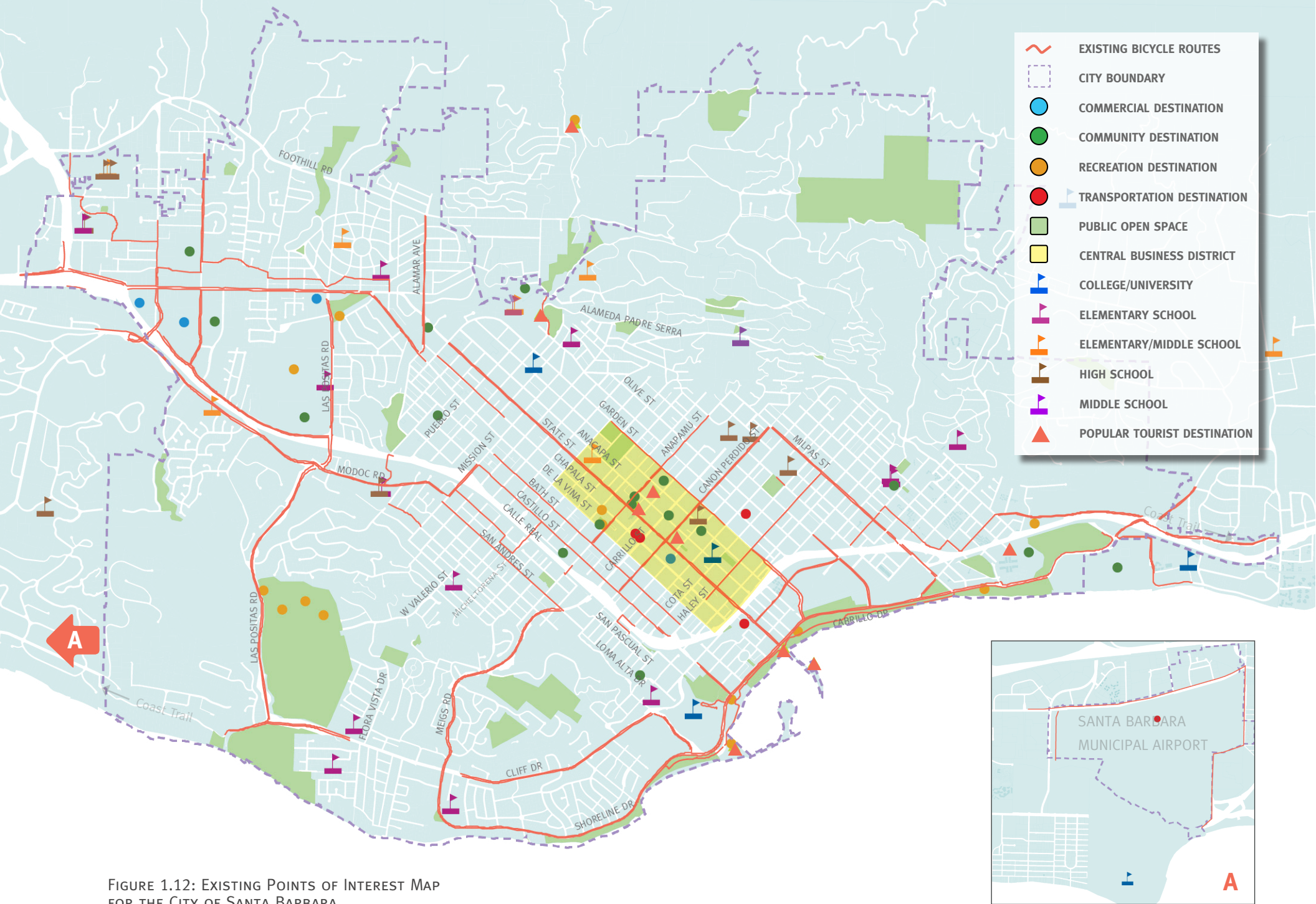


FIGURE 1.12: EXISTING POINTS OF INTEREST MAP FOR THE CITY OF SANTA BARBARA