

Goal 2 *STRIVE TO ACHIEVE EQUALITY OF CONVENIENCE AND CHOICE AMONG ALL MODES OF TRANSPORTATION*

Emphasize alternative modes in order to provide real options and opportunities for people to choose among different forms of transportation rather than relying exclusively on the automobile.

BACKGROUND

Currently, the automobile holds a position of prominence among mobility choices. This is based on the historical pattern of development since the advent of the automobile, and the perpetuation of its use through street, highway and other infrastructure improvements and funding. While strides have been made to make other modes of transportation attractive, equality of convenience among all modes of transportation does not exist today.

Too often, transportation facilities are designed to serve a singular purpose. For instance, many roads are designed to accommodate mainly automobile traffic, paths are designed solely for walking, and bike lanes are solely for bicycles. This system may have been feasible and appropriate in the past, but as the population of Santa Barbara increases and the circulation needs of the community change, our circulation system will need to respond in ways it has never been asked to before. We are being challenged to develop an integrated, intermodal circulation system which will serve the future needs of the community with limited financial resources and a limited ability or willingness to expand the physical system as it exists today. Planning for this future will not only involve recognizing the transportation needs of residents and businesses, but also prioritizing mobility goals.

CONSTRAINTS

The two biggest constraints to achieving equality among different modes of transportation are: 1) limited funding and resources available without shifting funds away from existing programs and street maintenance funds, and 2) the perception that the automobile will always be the most convenient mode of transportation.

People are reluctant to try shifting travel modes when other convenient choices, such as shuttles, vanpools, transit, bike lanes, and walking paths, are not readily available to them. Until alternative forms of travel become as convenient and easy to use as the automobile, most people will not take advantage of the opportunities to use alternate modes of transportation. In addition, if people are limited in their transportation choices, they tend to be more protective of the limited transportation opportunities that exist. For example, people are more resistant to paying for parking at work or shopping areas when other areas in the region offer unlimited free parking.

Finally, as Santa Barbara nears buildout, with much of the City's land use pattern fully established, alternative strategies and creative solutions must be explored in order to expand the availability of alternative transportation facilities and services. These strategies and solutions may include expansion of the existing transit systems and creation of new alternatives. As with most

significant policy paradigm shifts, this may require the City to assess the value of compromises and trade-offs between existing mobility systems and alternative strategies.

OPPORTUNITIES

Santa Barbara can build upon its existing development patterns and travel systems to create an environment where all modes of travel can be conveniently used. For example, bicycle lanes already exist on many City streets, landscaped sidewalks exist along most of our streets to help make a pleasing pedestrian environment, and various forms of transit are presently available for travel within the City. Additionally, the existing grid system of roadways which is present downtown and in the older residential neighborhoods disperses traffic and provides a number of routes to any given destination.

Santa Barbara is also fortunate to have a climate which is conducive to outdoor activities, including walking and cycling. As a result, Santa Barbarans are already more accustomed to using different modes of transportation than residents of many other communities. Emphasis should be placed on further exposure of residents and visitors to the non-motorized transportation opportunities that are currently available to them.

In addition, some of the existing barriers to using alternative modes of transportation can be eliminated. For example, providing bus benches and shelters with posted schedules may reduce inconvenience and confusion surrounding the use of transit. Posting visible signs to alert drivers to the presence of pedestrian paths or completing gaps in existing sidewalks may eliminate barriers to walking. However, in order to remove these obstacles, careful analysis, community discussion and the development of creative solutions will be required. While recognizing that automobiles will remain an important mode of transportation, changes can be made to the existing circulation system to make it more inviting to those who may choose travel by other means.

POLICIES AND IMPLEMENTATION STRATEGIES

EQUALITY OF CONVENIENCE AND CHOICE

- 2.1 Work to achieve equality of convenience and choice among all modes of transportation.**
- 2.1.1 Work with transit providers to enhance and expand transit services throughout the City of Santa Barbara and the surrounding region.
- 2.1.2 Expand and enhance the infrastructure for and promote the use of the bicycle as an alternative form of travel to the automobile.
- 2.1.3 Create an integrated pedestrian system that promotes safe and convenient pedestrian travel throughout the City.
- 2.1.4 Work with outside agencies, employees, and employers to optimize the use of alternative travel modes to reduce the use of the automobile, especially during peak periods of congestion.
- 2.1.5 Manage the supply of parking on a City-wide basis and suggest methods to better utilize existing parking or to provide additional parking.
- 2.1.6 Manage the parking supply and work to increase the use of alternative forms of travel to increase the availability of parking and access to the Downtown area.
- 2.1.7 Address transportation issues and the provision of parking in the portion of the Coastal Zone that is within Santa Barbara city limits.
- 2.1.8 Develop a new classification and service system that focuses on all forms of travel and considers the needs of the land uses served by the system.
- 2.1.9 Explore ways to continue the concentration of development Downtown and along transit corridors to facilitate the use of transit and alternative modes of transportation.
- 2.1.10 Develop urban design standards that will facilitate the use of alternative means of travel and reduce dependency upon the automobile. The standards shall address linkages throughout the City, such as walkways, bikepaths, and transit.
- 2.1.11 Participate in an active and leadership role in regional transportation planning efforts through cooperation and communication with regional agencies.

- 2.1.12 Continue to provide and maintain adequate storm drainage, water supply and distribution, and wastewater collection systems to meet existing and projected demands. In addition, continue to work with electric, gas, and communications suppliers to maintain and provide service.
- 2.1.13 Continue to support the movement of people, goods, and services by transportation modes such as air, rail, and water. Continue to regulate the movement of trucks and hazardous materials to ensure safety.
- 2.1.14 Create a program to coordinate the execution and review of Implementation Strategies addressing signage (see Index B for a comprehensive list). The program should be reviewed by the Sign Committee, Historic Landmarks Commission, and Architectural Board of Review.

MONITORING

- 2.2 **To assure that the community is moving towards the Vision articulated in this Circulation Element, the City shall monitor changes in traffic volumes, travel patterns and mobility choices through a program which:**
- **establishes a baseline of traffic volumes and travel patterns,**
 - **establishes performance benchmarks related to the policy statements and implementation strategies within each chapter of the Circulation Element,**
 - **assesses the impacts of policy implementation and progress against these benchmarks, and**
 - **includes City response strategies if the outcomes of policy and project specific decisions are not consistent with the Vision articulated within this Circulation Element.**
- 2.2.1 The City Administrator shall direct staff to develop and implement a monitoring program and submit reports every two years to the Planning Commission and City Council regarding the effectiveness of achieving the Goals and Policies of the Circulation Element. These reports shall include, but not be limited to, information on the following topics:
- the effectiveness of land use policies in meeting the City's mobility goals,
 - the effectiveness of the policies of the Circulation Element towards increasing the use and effectiveness of transit programs,

- the attainment of regional air quality standards, and
- ridership patterns and use of alternative forms of transportation. Continue to obtain this information from responsible agencies, such as MTD. In areas where no information is available, conduct surveys.

2.2.2 Prior to each annual adoption of the Capital Improvement Program, public work sessions shall be held with the Planning Commission and the City Council to develop project priorities for funding.

ENVIRONMENTAL QUALITY

2.3 The development and maintenance of mobility and utility systems should include consideration of the impacts and enhancements to Santa Barbara's environmental quality.

2.3.1 Continue to review proposed mobility and utility projects for compliance with relevant documents such as the California Environmental Quality Act (CEQA), Santa Barbara General Plan, Santa Barbara Municipal Code, Santa Barbara Master Environmental Assessment, and Local Coastal Plan. The review should include, but not be limited to, an examination of the potential negative impacts of water runoff from streets and parking lots.

2.3.2 Continue to review proposed mobility and utility projects for compliance with the Santa Barbara County Clean Air Plan and Air Quality Plan.