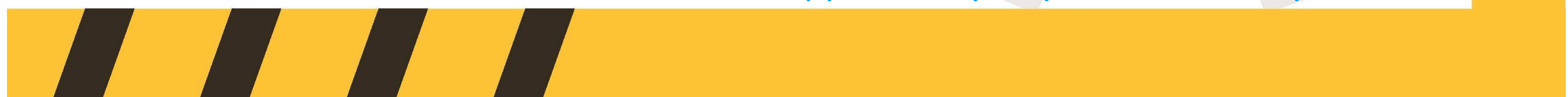




Eastside Neighborhood Transportation Management Plan

City of Santa Barbara
Public Works Department
Transportation Division
July 2013

Approved by City Council on July 23, 2013



Introduction

To improve pedestrian and traffic safety in Santa Barbara's Eastside Neighborhood, the City of Santa Barbara Public Works Department, Transportation Division conducted a bilingual outreach effort to help the neighborhood identify areas of concern and action steps to address those concerns. This booklet describes the process in which the neighborhood participated, the input they provided, and the plan of action they determined to address its concerns. Although not every neighbor of the Eastside participated, the Eastside Neighborhood Transportation Management Plan includes a representative cross section of the community.

Project Team:

Jessica W. Grant, Project Planner (Eastside Neighborhood Transportation Management Project Manager)

Christine Andersen, Public Works Director

Browning Allen, Transportation Manager

Rob Dayton, Principal Transportation Planner

Derrick Bailey, Supervising Transportation Engineer



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Activation of the Eastside Neighborhood Transportation Management Plan

On September 18, 2012, City Council directed the Transportation Division of the Public Works Department to move forward with the Eastside Neighborhood Transportation Management Planning effort. The Eastside neighborhood is approximately bounded by Canon Perdido to the north, Salinas to the west, Highway 101 to the south and Milpas to the east. Council directed that the Eastside Neighborhood Transportation Management Plan should include a Traffic Safety Analysis and a Neighborhood Transportation Management Plan.

A Traffic Safety Analysis was conducted by the Supervising Transportation Engineer who analyzed the Police Department Traffic Collisions Reports within the Eastside neighborhood to determine if intersection adjustments were needed. Safety improvements are typically implemented based on standard traffic engineering practices and do not normally involve neighborhood consensus.

A Neighborhood Transportation Management Plan includes the steps taken in a Traffic Safety Improvement Plan, but also attempts to address neighborhood pedestrian quality or comfort. A Neighborhood Transportation Management Plan can address neighborhood concerns with engineering, enforcement and educational approaches.

Eastside Neighborhood Transportation Management Plan: Goal

The goal of the Eastside Neighborhood Transportation Management Plan is to improve neighborhood livability by addressing pedestrian and traffic safety issues.

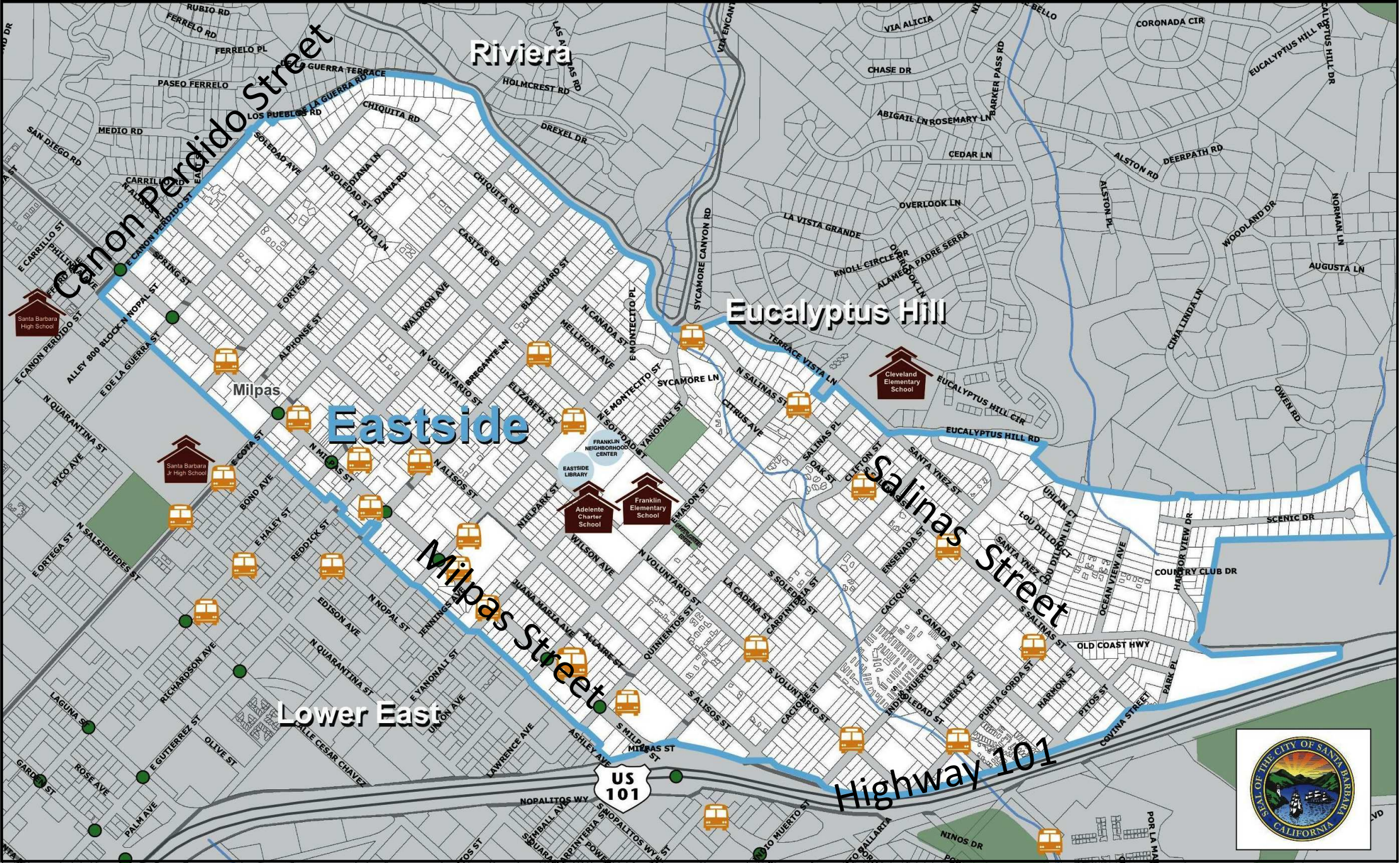
Eastside Neighborhood Transportation Management Plan: Objectives

1. Engage the diverse Eastside neighborhood regarding pedestrian and traffic safety concerns by using a multi-media approach and innovative communication strategies.
2. Identify existing traffic safety issues through a crash analysis and provide traffic engineering solutions to address those issues.
3. Establish and prioritize the neighborhood's pedestrian and traffic safety concerns.
4. Inform and educate the adjacent neighborhoods about this Eastside Neighborhood Transportation Management Plan process and the potential effects on other neighborhoods.
5. Propose short and long term improvements that are responsive to the neighborhood and address safety issues.

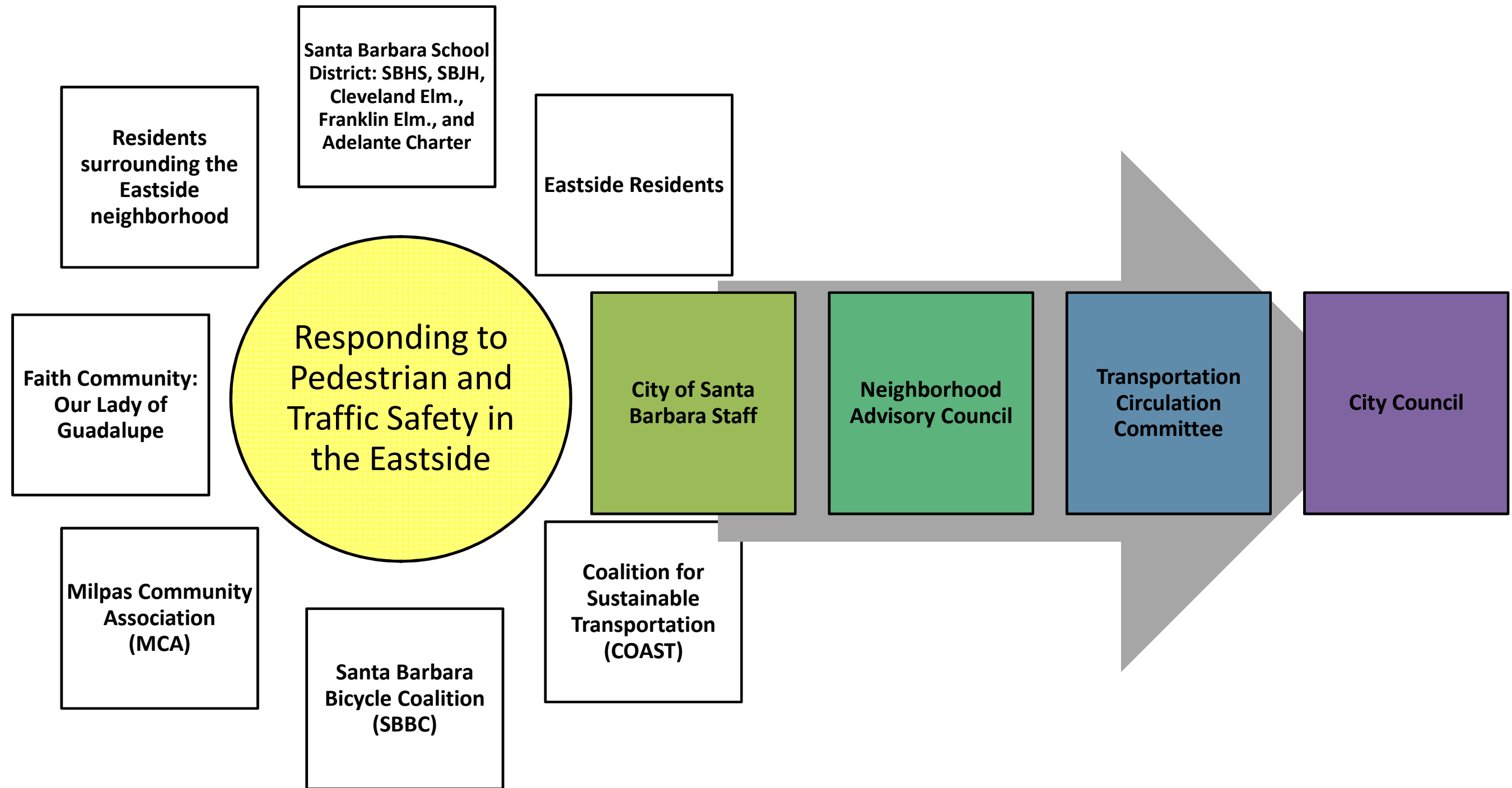


Eastside Neighborhood Defined

Approximately bounded by Canon Perdido to the north, Salinas to the west, Highway 101 to the south and Milpas to the east.



Eastside Neighborhood Transportation Plan: Stakeholders for Process Planning and Implementation



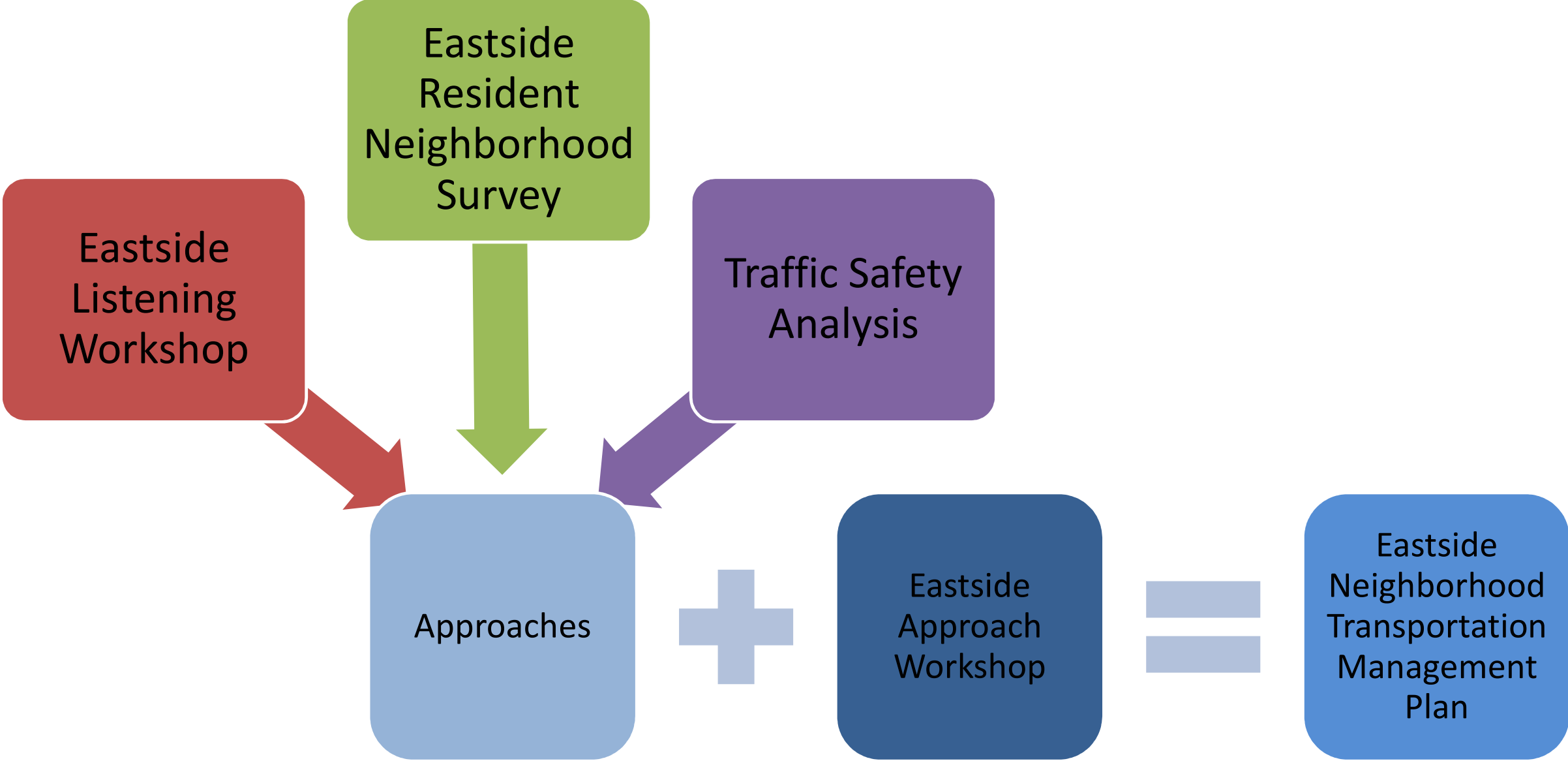
Eastside Neighborhood Transportation Plan: Stakeholders for Process Planning and Implementation

When it comes to pedestrian and traffic safety issues in the Eastside neighborhood, there are many stakeholders involved. The eight primary stakeholders in this effort are described below:

- 1. City of Santa Barbara:** The City of Santa Barbara is responsible for the safe movement of people and goods throughout the community. Santa Barbara City Council initiated the Eastside Neighborhood Transportation Management Plan as a focused effort to address the issue of pedestrian and traffic safety. City Council is ultimately responsible for the outcomes of the Eastside Neighborhood Transportation Management Plan. The Transportation Circulation Committee provides a recommendation to City Council as to whether the Eastside Neighborhood Transportation Management Plan capital improvements are consistent with the City's Circulation Element. The Neighborhood Advisory Council provides a recommendation to City Council on the Eastside NTMP's funding plan.
- 2. Eastside Residents:** Eastside residents' input is the primary ingredient to indentifying pedestrian and traffic safety concerns and solutions.
- 3. Santa Barbara School District:** The Santa Barbara School District supports the shared community goal of safely and efficiently moving children to and from school. The principals at Santa Barbara High School, Santa Barbara Junior High School, Cleveland Elementary School, Franklin Elementary School and Adelante Charter Elementary School are instrumental in providing a communication outlet to Eastside families about pedestrian and traffic safety issues and providing input on safety concerns.
- 4. The Coalition for Sustainable Transportation (COAST):** COAST is a non-profit organization that provides advocacy, education, and outreach to improve transportation options in the Santa Barbara and Ventura regions, promoting rail, bus, bike, and pedestrian access. In January 2011, COAST started the Eastside Walks project to improve walking conditions in the Eastside. Many Eastside families provide feedback at COAST meetings regarding pedestrian and traffic safety issues in the Eastside. COAST is also responsible for educating students through a partnership with the Santa Barbara School District about pedestrian and bicycle safety.
- 5. Santa Barbara Bicycle Coalition (SBBC):** The SBBC is a countywide advocacy and resource organization that promotes bicycling for safe transportation and recreation. SBBC provides the bicycling community a voice for bicycle safety and infrastructure needs in the community.
- 6. Milpas Community Association (MCA):** The MCA is comprised of residents, business owners, and community activists that seek to improve the quality of life in the Milpas Street corridor. Milpas Street is the major arterial and gateway street to the Eastside neighborhood.
- 7. Our Lady of Guadalupe:** This church is located in the Lower East neighborhood and is attended by many Eastside residents. The Priest is an active leader in the Eastside on pedestrian safety and traffic issues.
- 8. Residents surrounding the Eastside neighborhood:** Residents from surrounding neighborhoods, such as the East Beach, Lower East, Laguna, Lower Riviera, Riviera and Eucalyptus Hill neighborhoods, are also likely to travel through the Eastside neighborhood. Addressing pedestrian and traffic safety issues in the Eastside neighborhood could have positive or negative impacts to residents in surrounding neighborhoods.



Eastside Neighborhood Transportation Plan: Plan Inputs



Eastside Listening Workshop

The first neighborhood workshop called the "Eastside Listening Workshop" was held at Franklin Elementary School on February 2, 2013. The objective of the workshop was to hear directly from the Eastside residents on what their pedestrian and traffic related concerns are.

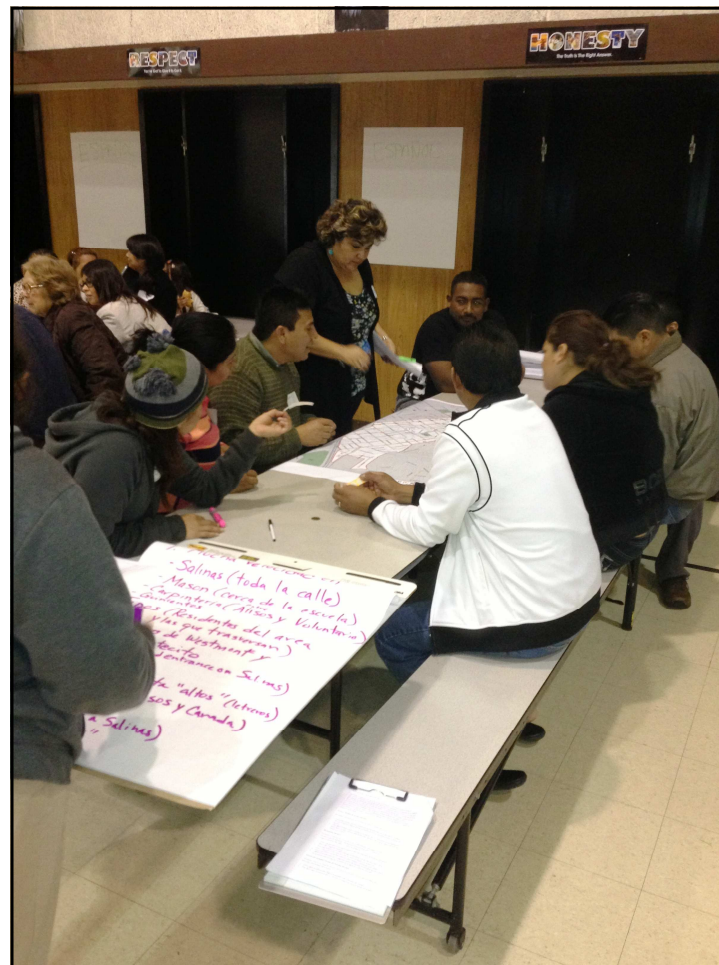
The workshop was in facilitation format. There was a staff facilitator at each table where there could be no more than ten Eastside residents per table. The staff facilitator had a list of questions to prompt Eastside resident feedback. The main topics discussed for resident feedback were:

- 1) Speeding and Traffic Laws
- 2) Neighborhood Lighting
- 3) Missing Access Ramps and Sidewalks
- 4) Bicycling
- 5) Getting to the bus and bus stops

Each topic had a corresponding map for residents to use to mark their concerns on.

The main discussion points identified by the Eastside residents included the following :

- Speeding (10 streets cited)
- Poor stop sign compliance or pedestrian yielding by motorists(24 intersections cited)
- Poor crossing skills by pedestrians
- Lack of neighborhood lighting
- Obstructions/modifications to existing street lighting
- Missing sidewalk links (5 areas cited)
- Obstructions/impediments to existing sidewalks
- Missing access ramps (29 ramps cited)
- Bicyclists not abiding by the rules of the road
- Bicycle infrastructure inadequacies
- Bus stop inadequacies or concerns



we're listening!

Help improve pedestrian and traffic safety in Santa Barbara's Eastside Neighborhood.

A workshop is being hosted by the **City of Santa Barbara Transportation Division of the Public Works Department** to improve pedestrian and traffic safety and to better understand Eastside resident concerns. Your thoughts and opinions are important and will help the City make important decisions about pedestrian and traffic safety.

➤ **Please join us.** ◀ Refreshments will be served.

Workshop Date: Saturday February 2, 2013 from 10am to noon

Where: Franklin Elementary School Auditorium (1111 East Mason St.)

Who should attend: Eastside Residents (children are welcome to participate)

Questions?

Contact Jessica Grant at the Transportation Division at 805-564-5513 or via email at eastsideNTMP@santabarbaraca.gov



¡Su opinión es muy importante!

Ayude a mejorar el tráfico y la seguridad de los peatones en el vecindario de la Zona Este de Santa Bárbara.

La División de Transporte del Departamento de Trabajo Público de Santa Bárbara está organizando un taller de trabajo para mejorar el tráfico y la seguridad del peatón, así como para entender mejor las inquietudes de los residentes de la zona este de Santa Bárbara. Sus ideas y opiniones son importantes y ayudarán a que la Ciudad realice decisiones importantes acerca del tráfico y la seguridad del peatón.

➤ **Está usted cordialmente invitado** ◀ Habrán refrescos y bocadillos.

Fecha del Taller: Sábado 2 de Febrero, 2013 de 10am al medio día.

Donde: Auditorio de la Escuela Primaria Franklin (1111 East Mason St.)

Quién está invitado: Todos los residentes de la Zona Este (los niños son bienvenidos a participar)

¿Preguntas?

Contacte a Jessica Grant de la División de Transporte al 805-564-5513 o por email al eastsideNTMP@santabarbaraca.gov



Eastside Resident Neighborhood Survey

To better understand and serve the needs of the Eastside Neighborhood, the City of Santa Barbara's Transportation Division of the Public Works Department conducted a study to gather insight about resident perceptions and concerns relating to traffic and pedestrian safety. The study was designed to provide multiple ways for Eastside residents to participate and express viewpoints, including an online survey, a written survey, and community workshops.

The insight gathered is generally intended to help determine which aspects of current City transportation policy are and are not working well and to guide planning for future improvements to traffic and pedestrian safety, such traffic signals, street lighting, curb painting, pedestrian walkways and others.

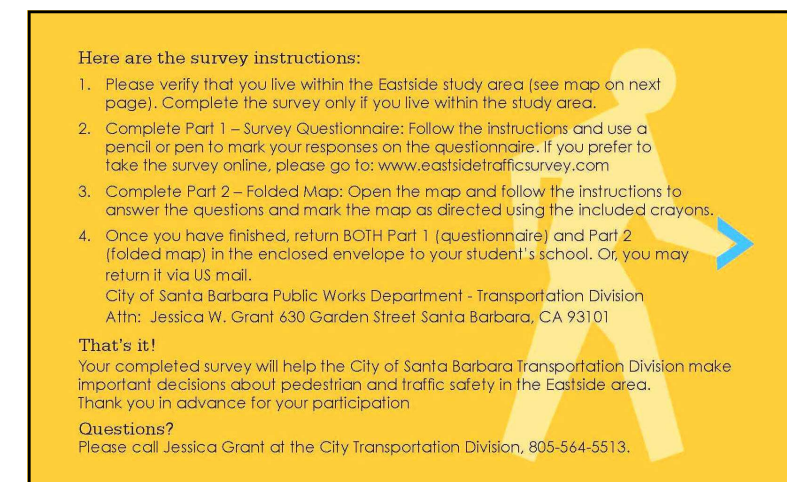
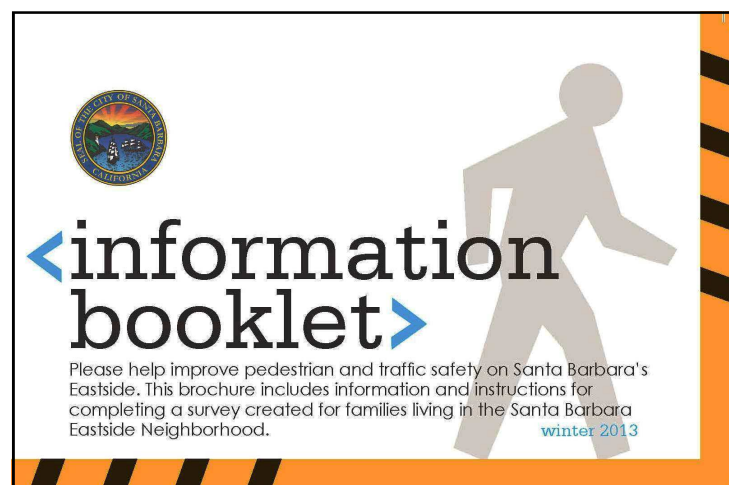
The Survey consisted of two components: 1) The Online Survey, and 2) The Elementary School Survey Packet.

The Online Survey Methodology

An online survey with access via either computer or smart phone was created and was made available from late January until April 1, 2013. A link to the survey was promoted at the Eastside Listening Workshop, through the schools in the Eastside (Santa Barbara High School, Santa Barbara Junior High School, Cleveland Elementary School, Franklin Elementary School and Adelante Charter Elementary School), through the City's Electronic Newsletter, through the COAST, SBBC and MCA websites/list serves and through Our Lady of Guadalupe. The respondent was given the choice to complete the online survey in either English or Spanish.

The Elementary School Survey Packet

A bilingual survey packet was sent home with students who attend school in the Eastside area. The packet consisted of an instruction booklet and a survey questionnaire, along with a folded map of the Eastside Neighborhood on which to mark preferred routes, parking and areas of interest or concern. The completed survey questionnaire and map were returned to the school or mailed to the Public Works Department. A couple members from the Neighborhood Advisory Council also distributed surveys to neighbors. City of Santa Barbara staff working at the Franklin Center that is located in the Eastside distributed surveys during the food distributions.



< part 1: survey questionnaire

Please help improve pedestrian and traffic safety by completing a special survey for families living in Santa Barbara's Eastside Neighborhood.

Survey questionnaire for residents of the Eastside Neighborhood of Santa Barbara.

Presented by the City of Santa Barbara Public Works, Transportation Division.

This is a survey for people who live in the Eastside Neighborhood of the City of Santa Barbara, in the area indicated by the map (next page). Your thoughts and opinions are important to us and will help make improvements to your neighborhood related to pedestrian and traffic safety.

Please complete the following questionnaire by marking your response to each question. Thank you.



1. Do you live within the Eastside Neighborhood indicated on the map above? (choose one response)
 - a. Yes
 - b. No

2. Please write the name of the street intersection nearest to where you live. Or write your residence address if you prefer.

(ex. "Alisos Street and Montecito Street" ,
" _____ and _____ ")

3. What is your gender? (choose one response)
 - a. Male
 - b. Female

4. What is your age? (choose one response)
 - a. Under 18
 - b. 19-25
 - c. 26-34 years
 - d. 35-44 years
 - e. 45-55 years
 - f. 56-65 years old
 - g. 65+

5. What is your race? (choose one response)
 - a. Asian / Pacific Islander
 - b. Black or African American
 - c. Hispanic or Latino
 - d. Native American
 - e. White
 - f. Other

6. Including yourself, how many people live within your household? (choose one response)
 - a. 1 person
 - b. 2 persons
 - c. 3 persons
 - d. 4 persons
 - e. 5 persons
 - f. 6 persons
 - g. 7 persons
 - h. 8 persons
 - i. 9 persons
 - j. 10 or more persons

7. Do you have school-age children living at home? (circle all that apply)
 - a. Yes, I have one or more Preschool age
 - b. Yes, I have one or more Elementary age
 - c. Yes, I have one or more Junior High age
 - d. Yes, I have one or more High School age
 - e. Yes, I have one or more College age
 - f. No, I have no school age children living at home.

8. What is the primary form of transportation your student(s) normally takes to get to and from school? (choose one response)
 - a. Walking
 - b. Bicycle
 - c. Bus
 - d. Car/Van/Truck
 - e. Other

9. What do you like best about living in your neighborhood?
(please answer using no more than 50 words)

10. What do you like SECOND best about living in your neighborhood?
(please answer using no more than 50 words)

11. What do you believe is the biggest challenge facing people who live in the Eastside Neighborhood? (choose one response)

- a. Crime
- b. Drugs
- c. Traffic
- d. Housing
- e. Jobs and the economy
- f. Environmental issues
- g. Other: _____

12. What do you believe is the SECOND biggest challenge facing people who live in the Eastside Neighborhood? (choose one response)

- a. Crime
- b. Drugs
- c. Traffic
- d. Housing
- e. Jobs and the economy
- f. Environmental issues
- g. Other: _____

Please indicate the number days per week that you use each the following modes of transportation:

13. Walk one block or more	0	1	2	3	4	5	6	7
14. Bicycle	0	1	2	3	4	5	6	7
15. Ride the bus	0	1	2	3	4	5	6	7
16. Drive a private car or truck	0	1	2	3	4	5	6	7
17. Carpool/Vanpool	0	1	2	3	4	5	6	7

Next, here are some statements people have made about traffic and pedestrian safety in the Eastside Neighborhood. Please indicate if you agree or disagree with each statement.

18. "Motorists need to do a better job of sharing the road with pedestrians and bicyclists."
(choose one response)

- a. Strongly Agree
- b. Somewhat Agree
- c. Neutral/No opinion
- d. Somewhat Disagree
- e. Strongly Disagree

19. "Pedestrians often do not look for oncoming traffic when crossing the street."
(choose one response)

- a. Strongly Agree
- b. Somewhat Agree
- c. Neutral/No opinion
- d. Somewhat Disagree
- e. Strongly Disagree

20. "Bicyclists often ignore traffic signals such as stop signs and stoplights."
(choose one response)

- a. Strongly Agree
- b. Somewhat Agree
- c. Neutral/No opinion
- d. Somewhat Disagree
- e. Strongly Disagree

21. "I would walk more in my neighborhood if improvements were implemented such as better lighting, sidewalks and access ramps."
(choose one response)

- a. Strongly Agree
- b. Somewhat Agree
- c. Neutral/No opinion
- d. Somewhat Disagree
- e. Strongly Disagree

22. "It is difficult to find on street parking in my neighborhood."
(choose one response)

- a. Strongly Agree
- b. Somewhat Agree
- c. Neutral/No opinion
- d. Somewhat Disagree
- e. Strongly Disagree

23. "Finding on street parking in my neighborhood is MORE difficult than it used to be."
(choose one response)

- a. Strongly Agree
- b. Somewhat Agree
- c. Neutral/No opinion
- d. Somewhat Disagree
- e. Strongly Disagree

24. What factor concerns you most when walking across streets in your neighborhood? (choose one response)

- a. Width of the street
- b. The "walk" signal not providing enough time
- c. Parked vehicles obstructing the view
- d. Curb wheelchair access ramps
- e. Vehicle traffic not stopping for pedestrians
- f. I have no concerns when walking across the street in my neighborhood
- g. Other: _____

25. What factor concerns you most when riding a bicycle? (choose one response)

- a. Sharing the road with motor vehicles
- b. Lack of bike lanes
- c. Lack of secure places to park/store my bike
- d. Other: _____
- e. I do not ride a bicycle.

26. Have you ever visited or called the City of Santa Barbara Public Works Department to ask a question or express a concern? (choose one response)

- a. Yes, more than once
- b. Yes, one time
- c. No, never

27. On a scale of 1-10, with 10 being the best, please rate how well the City of Santa Barbara Public Works Department listens to the people living in your neighborhood?
(circle your response)

1 2 3 4 5 6 7 8 9 10

Please return your completed survey in the enclosed envelope to your student's school.
Or, you may return it via US mail:

City of Santa Barbara Public Works Department - Transportation Division Attn: Jessica W.
Grant 630 Garden Street, Santa Barbara, CA 93101

THANK YOU!



part 2: the map

survey for santa barbara's eastside neighborhood

This is a map of the Santa Barbara Eastside Neighborhood. Please read the instructions and then answer the following questions by marking the map using the provided crayons. Your responses will help the City of Santa Barbara Public Works, Transportation Division to improve traffic safety in your neighborhood. Once you complete the questions, please return the map in the provided envelope.

Getting To & From School

- Using the **RED** crayon, please mark an "x" on the map to indicate where you live.
- What route does your student usually take to school? Using the **RED** crayon, please mark the route by drawing a line from your residence to your student's school.

Sidewalks & Access Ramps

- Where would you like to see a new sidewalk installed? Please use the **BLUE** crayon to mark up to three (3) blocks where you believe a new sidewalk would most benefit the neighborhood. Please mark no more than three blocks.
- Where would you like to see a new wheelchair access ramp installed? Please use the **BLUE** crayon to circle up to three (3) corners where you believe a new wheelchair access ramp would most benefit the neighborhood.

Street Lighting

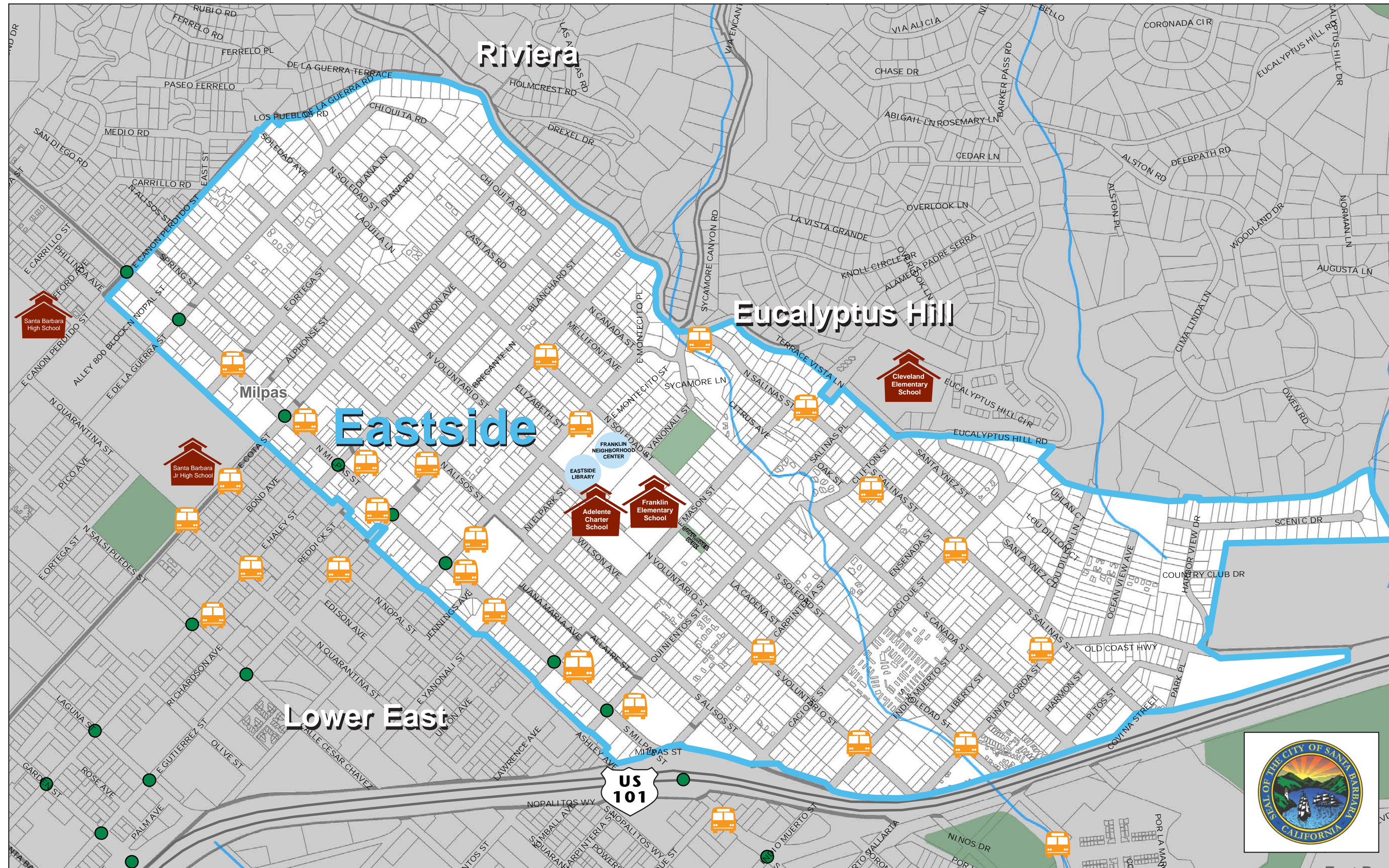
- Some people have said that the Eastside is too dark and needs more lighting. Please use the **GREEN** crayon to circle up to three (3) spots where you believe a new streetlight would most benefit the neighborhood.

Traffic Speed

- Some people have said that motorist traffic is too fast in some parts of the Eastside. Please use the **YELLOW** crayon to mark up to three (3) streets where you believe traffic speed is too fast and should be slowed.

What Else?

- Do you have another concern about pedestrian and traffic safety in the Eastside Neighborhood? In your own words, use the space below to indicate your concern.



parte 2: el mapa

cuestionario para el vecindario de la zona este de santa bárbara

Este es el mapa del vecindario de la Zona Este de Santa Bárbara. Por favor lea las instrucciones y conteste las siguientes preguntas marcando el mapa usando los crayones incluidos. Sus respuestas ayudaran a la División del Transporte de la Ciudad de Santa Bárbara a mejorar el tráfico y seguridad del peatón en su vecindario. Una vez que conteste las preguntas, por favor regrese el mapa en el sobre incluido.

Llegar y Regresar de la Escuela

- Usando el crayón **ROJO**, marque por favor una "x" en el mapa indicando donde vive.
- ¿Qué camino utiliza el estudiante regularmente para ir a la escuela? Usando el crayón **ROJO**, marque por favor la ruta dibujando una línea de su casa a la escuela del estudiante.

Aceras y Rampas de Acceso

- ¿Dónde le gustaría que se instalara una nueva acera? Por favor use el crayón **AZUL** para marcar hasta tres (3) cuadras donde crea que se beneficiaría más una nueva acera para el vecindario. Por favor no marque más de tres cuadras.
- ¿Dónde le gustaría que se instalara un nuevo acceso para silla de ruedas? Use por favor el crayón **AZUL** para circular hasta tres (3) esquinas donde crea que una nueva rampa de acceso para silla de ruedas sería de más beneficio.

Luces en las calles

- Algunas personas dicen que la Zona Este es muy oscura y necesita más luz. Por favor use el crayón **VERDE** para circular hasta tres (3) puntos en el mapa donde crea que luces nuevas beneficiarían al vecindario.

Velocidad del Tráfico

- Algunas personas dicen que el tráfico vehicular es demasiado rápido en algunas partes de la Zona Este. Por favor use el crayón **AMARILLO** para marcar hasta tres (3) calles donde crea que la velocidad del tráfico es de masiado rápida y debería ser reducida.

¿Algo Más?

- ¿Tiene alguna otra preocupación acerca del tráfico o la seguridad del peatón en el vecindario de la Zona Este? En sus propias palabras, use el espacio a continuación para indicar su inquietud.

Your name: _____

Your address: _____

What school does your student attend: _____

Nombre: _____

Dirección: _____

Escuela del estudiante: _____

Once you have finished, return BOTH Part 1 (questionnaire) and Part 2 (folded map) in the enclosed envelope to your student's school. Or, you may return it via US mail.

City of Santa Barbara Public Works Department - Transportation Division
Attn: Jessica W. Grant 630 Garden Street Santa Barbara, CA 93101

Thank you!

Una vez terminado, regrese las DOS partes 1 (cuestionario) y parte 2 (mapa) en el sobre incluido a la escuela del estudiante de su casa. O lo puede enviar por correo a la dirección:

City of Santa Barbara Public Works Department - Transportation Division
Attn: Jessica W. Grant 630 Garden Street Santa Barbara, CA 93101

¡Gracias!

Eastside Resident Neighborhood Survey: Key Findings

1) Eastside Residents Express Community Pride and See Area As Unique & Special

Generally people living on the Eastside are proud of their community and use positive terms to describe it. The following is a list of responses answering the question: "What do you like best about living in your neighborhood?" (Size indicates popularity of word choice...)

Beach Downtown Enjoy Ethnic Friendly Little Location Look Love Milpas Nature
Neighborhood Neighbors Ocean Quiet Safe Schools Shopping Street

"What do you like second best about living in your neighborhood?"

Beach Bus Close to Work Community Freeway Location Milpas Neighborhood
Neighbors Peace Proximity Quiet Safe Safety Shops Walk Weather

2) Eastside Residents Generally Perceive Users Of All Modes of Transportation Need To Do Better Job With Safety

A majority of respondents agree that vehicles, bicyclists, and pedestrians could all be doing a better job of following safety laws and procedures. No transportation mode can be singled out as the perceived primary problem.

90% of online survey respondents said that motorists could do a better job of sharing the road.

96% of school packet survey respondents agree that motorists could do a better job of sharing the road.

66% of online survey respondents agree that pedestrians do not look for traffic when crossing the street.

79% of school packet survey respondents agree that pedestrians do not look for traffic when crossing the street.

83% of online survey respondents agree that bicyclists often ignore traffic signals.

85% of school packet survey respondents agree that bicyclists often ignore traffic signals.

3) Let There Be (More) Light

For many Eastside residents, better street lighting equates to greater safety. Many indicated that more street lighting would encourage them to walk more. Lighting is also perceived as symbol of the City's general care for and interest in the well being of the area.

4) Larger Household Than National Average

Nearly three quarters of respondent households have more residents than the national average of 2.5 people per household

69% of online survey respondent households have 3-5 residents

27% of online survey respondent households have 1 or 2 residents

80% of school packet survey respondent households have 3 more residents

Eastside Resident Neighborhood Survey: Key Findings

5) Disparity About Walking

There is wide disparity between respondents to the online survey and the school packet survey in how much they walk to work and how often school age kids walk to school. Three-quarters of school packet survey respondents said they walk to work 3 or more times per week. Conversely, three-quarters of online survey respondents say they never walk to work. Also, 62% of school packet survey respondents have school aged kids who primarily walk to school, while only 18% of online survey respondents indicated they have a school aged child who primarily walks to school. The reason for this disparity is unclear.

75% of school packet survey respondent households walk to work 3 or more days per week.

73% of online survey respondents indicated they NEVER walk to work.

15% of online survey respondents indicated they walk to work 3 or more days per week.

18% of online survey respondents indicated they have a school age child who primarily walks to school, while 52% primarily are driven by private vehicle.

6) Parking is Tough...Getting Tougher for Some

Generally, Eastside residents agree it is difficult to park in the neighborhood. However, they do not agree that parking is worse than in the past or getting worse.

65% of online survey respondents agree Eastside parking IS difficult.

48% of online survey respondents agree Eastside parking IS MORE difficult than in the past.

86% of school packet survey respondents agree Eastside parking IS difficult.

85% of school packet survey respondents agree Eastside parking IS MORE difficult than in the past.

7) Traffic Is Perceived As Major Problem For Eastside Residents

While issues such as crime, housing and jobs/economy are rated as serious issues facing the community, respondents rated "traffic" as the top challenge facing the Eastside.

66% of school packet survey respondents indicated traffic as either the first or second most important issue facing the community.

58% of online survey respondents indicated traffic as either the first or second most important issue facing the community.

8) The Need Appears To Be About Re-Education & Reinforcing Existing Safety Concepts Rather Than Developing New Concepts and Policies

No glaring new issue or community need came to light from survey respondents. However, most respondents agree that users of all types of transportation to be more aware and diligent about established safety procedure in the Eastside Neighborhood. This suggests there is a need for re-education and reinforcement of safety concepts of rule of the road rather than a need to develop new concepts.

9) Communication Preferences

The vast majority of respondents to the non-online School Packet Survey indicated their race as Hispanic or Latino. Conversely, 2/3 of respondents to the online indicated their race as white while only ¼ indicated their race as Hispanic or Latino.

92% of school packet survey respondents indicated their race as Hispanic or Latino

27% of online survey respondents indicated their race as Hispanic or Latino, while 66% indicated their race as white.



Traffic Safety Analysis

The City's Supervising Transportation Engineer conducted a traffic safety analysis for the Eastside neighborhood. When performing a traffic safety analysis, collision data from the police department is used to identify trends and patterns. When collisions with similar characteristics are repeated over and over, that may be an indication of a safety issue that may be correctable by some type of improvement.

The traffic collision map represents collisions associated with each intersection and includes collisions that may have happened between intersections. When preparing a collision report, the police officer associates the collision with the nearest intersection. The size of the dots on the map represent the number of collisions. The larger the dot, the more collisions are associated with that intersection, both intersection and non-intersection related. The map is used as a visual tool to identify problem spots.

The Milpas Street intersections had the highest number of associated collisions in the Eastside neighborhood. This was expected, as Milpas Street is by far the busiest street in the neighborhood. Safety improvements were recently made to Milpas Street, including the following:

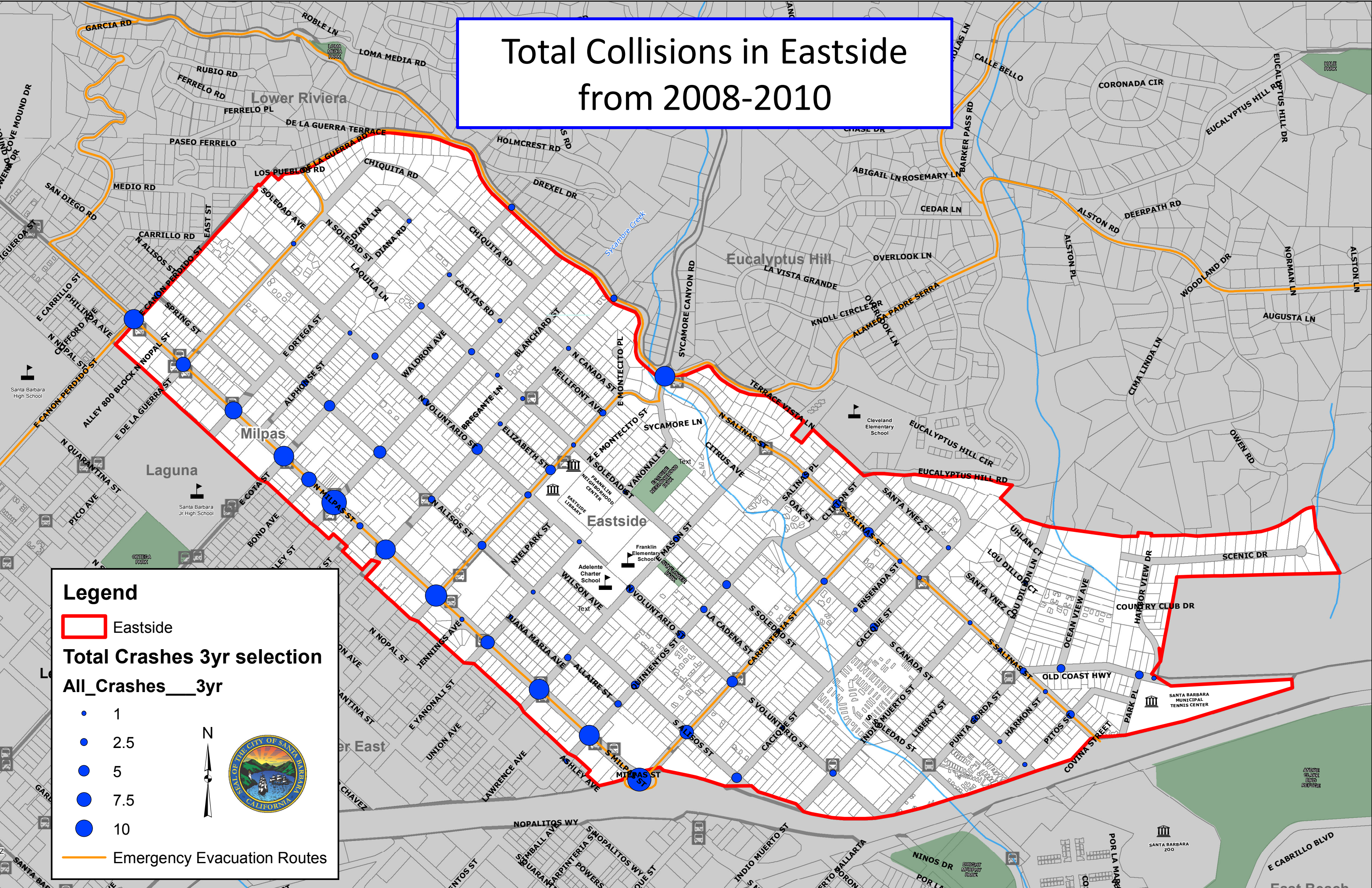
- Restriping Milpas Street between Cota Street and Canon Perdido Street to include bicycle lanes, wider traffic lanes, and wider parking lanes.
- Installation of a median refuge island and pedestrian activated flashers at Ortega Street.
- Installation of pedestrian activated flashers at Yanonali Street.
- New larger and brighter LED traffic signal indications at all signalized intersections on Milpas Street.
- Installation of pedestrian countdown timers for crossings parallel with Milpas Street between Montecito Street and Canon Perdido Street (the other signals on Milpas Street already had countdown timers).

In reviewing the collision data for the Eastside neighborhood, few patterns were identified that suggest safety problems. This is based on collision data alone, and not the experiences shared with City staff by the neighborhood. The following are the key findings from the City's collision data review:

- The intersection with the highest number of collisions (other than those intersections on Milpas Street) was the five points roundabout where Alameda Padre Serra, Sycamore Canyon Road, Montecito Street and Salinas Street intersect. However, most of the collisions occurred in the curved sections away from the roundabout itself. In 2012, the City added raised pavement markers along the centerline of Salinas Street to discourage lane departures. Future improvements will include the edgelines on Salinas Street to further delineate the travel lane (to be done in conjunction with Salinas and Cacique Streets improvements).
- The intersections with the highest number of pedestrian-involved collisions were Carpinteria and Alisos Streets, and Carpinteria and Voluntario Streets. Both intersections would benefit from enhanced pedestrian features. Short term, the intersection of Carpinteria and Alisos would benefit from additional red curb on Carpinteria Street to improve sight lines. Long term, hardscape improvements may be considered, depending on availability of funding and desired functional operating characteristics of the intersection that may be identified as part of the Bicycle Master Plan update. The intersection of Carpinteria and Voluntario Streets is all-way stop controlled, yet continues to experience collisions. Curb extensions would likely improve stop compliance and visibility at the intersection, resulting in fewer collisions.
- A marked crosswalk is recommended across Montecito Street at Alisos Street due to high pedestrian volumes.




Total Collisions in Eastside from 2008-2010



Legend

- Eastside
- Total Crashes 3yr selection**
- All_Crashes ___ 3yr**
- 1
- 2.5
- 5
- 7.5
- 10
- Emergency Evacuation Routes

N



Eastside Approach Workshop

A follow-up workshop, the "Eastside Approach Workshop", was held at Franklin Elementary School on April 6, 2013. The objectives at this workshop included the following:

- 1) Review what the City heard from the community via the initial Listening Workshop, survey and email/phone;
- 2) Discuss the engineering analysis;
- 3) Present possible approaches and immediately receive feedback from the workshop participants; and
- 4) Identify the next steps of finalizing the Eastside Neighborhood Transportation Management Plan.

At the Approach Workshop, Staff had an interactive portion of the workshop where Staff distributed ten questions to residents that were in attendance. The questions centered around capital improvements only and the purpose of the questions was to see where residents stood on a particular capital improvement approach. The residents privately filled out the questionnaires. The following is the priority identified by those residents that attended the approach workshop. These items are consistent with what we have heard from the Eastside Listening Workshop, Eastside Resident Survey, and from COAST's Eastside Walks Program.

1. Neighborhood lighting installation
2. Enhanced pedestrian crossing features (pedestrian refuge islands and curb extensions for identified intersections for better visibility)
3. Construct bike lanes
4. Extend red striping at identified intersections for better visibility of motorist and pedestrian sight lines
5. (Tie) Access ramp installation (27 ramps) and Installation of traffic calming: mini traffic circles
6. Construct bicycle boulevards
7. (Tie) Replace Cacique Bridge over Sycamore Creek and Sidewalk infill (6 areas)



hello eastside, we heard you!!

Over the past several weeks, Eastside residents have provided valuable input about pedestrian and traffic safety concerns in the Eastside neighborhood by attending the initial Eastside Listening Workshop or taking a special "Pedestrian & Traffic Survey*." If you have not provided your concerns yet, please complete the online survey at eastsidetrafficsurvey.com. The survey is available in English and Spanish and will be open till April 1, 2013.

A second workshop to discuss the ideas for improving pedestrian and traffic safety is being hosted by the City of Santa Barbara Transportation Division of the Public Works Department.

> Please join us. < Refreshments will be served and Spanish translation will be provided.

Workshop Date: Saturday April 6, 2013 from 10am to noon

Where: Franklin Elementary School Auditorium (1111 East Mason St.)

Who should attend: Eastside Residents
(children are welcome to participate)

Questions?

Contact Jessica Grant at the Transportation Division at 805-564-5513 or via email at eastsideNTMP@santabarbaraca.gov



¡hola vecinos de la zona este, los escuchamos!

Las últimas semanas los residentes de la Zona Este han proporcionado información muy valiosa acerca del tráfico y la seguridad peatonal en el vecindario de la zona este por medio de su participación en el taller inicial o respondiendo un cuestionario especial acerca del "Tráfico y la seguridad peatonal". Si usted todavía no nos ha dado su opinión, por favor complete el cuestionario en línea en eastsidetrafficsurvey.com. El cuestionario está en inglés y español y estará disponible hasta el 1 de Abril del 2013.

Un segundo taller de seguimiento para hablar de las ideas para mejorar el tráfico y la seguridad peatonal será ofrecido por la División de Transporte del Departamento de Trabajo Público.

> Esta cordialmente invitado < Habrán refrescos y bocadillos

Fecha del Taller: Sábado 6 de Abril, 2013 de 10am al medio día

Donde: Auditorio de la Escuela Primaria Franklin (1111 East Mason St.)

Quién está invitado: Todos los residentes de la Zona Este
(los niños son bienvenidos a participar)

¿Preguntas?

Contacte a Jessica Grant de la División de Transporte al 805-564-5513 o por email aleastsideNTMP@santabarbaraca.gov



Eastside Neighborhood Transportation Management Plan – Strategies

Below are the main strategies identified in the Eastside Neighborhood Transportation Management Plan as a result of the Approach Workshop followed by the tasks needed to accomplish each strategy. The text in red means that grant funding is required to complete the improvements. The next pages of the Plan explore each of these strategies in detail.

Strategy	Tasks								
Improve Street Lighting	<ol style="list-style-type: none"> 1 Retrofit existing lights and/ or increase wattage as needed. 2 Trees along Milpas Street will be trimmed in summer 2013. 3 Neighborhood LED lighting study and design. 4 Neighborhood LED lighting installation. 								
Enhance Walking Experience	<ol style="list-style-type: none"> 5 Focused enforcement at identified intersections for stop sign compliance & pedestrian yielding by motorists. Next targeted enforcement in September 2013. 6 Intersection realignment at Salinas at Clifton and Salinas at Cacique Safe Routes to Cleveland Project (construction to begin in summer 2014). 7 Install pedestrian refuge islands at 6 intersections with Measure A SRTS Grant Funding (construction to begin summer 2016). 8 Extend red striping at intersection of Carpinteria and Alisos for better visibility of motorist and pedestrian sight lines (summer 2013). [TRAFFIC SAFETY IMPROVEMENT]. Extend red striping at Eastside concerned intersections on a case by case basis. 9 Paint crosswalk at the intersection of Montecito and Alisos (summer 2013). [TRAFFIC SAFETY IMPROVEMENT] 10 7 sidewalk obstructions to be removed (summer/fall 2013). 11 Enforcement for overgrown vegetation that creates a traffic safety concern or obstructs a sidewalk- (If alleged violation is verified, enforcement letters will be sent by summer 2013). 12 Install curb extensions at the intersection of Carpinteria and Voluntario for better visibility of motorist and pedestrian sight lines. [TRAFFIC SAFETY IMPROVEMENT]. 13 Enhanced pedestrian crossing features (pedestrian refuge islands and curb extensions) at Eastside concerned intersections. 14 Sidewalk infill (6 areas). 15 Access ramp installation (27 ramps). 16 Replace Cacique Bridge over Sycamore Creek. 								
Reduce Vehicle Speeds	<ol style="list-style-type: none"> 17 Place speed radar trailer at the ten identified streets (twice per year at each street from 9/13-9/14). 18 Remove 30mph signs on Mason and post 25mph signs near the schools (summer 2013). 19 Residents sign pledge and install “Slow Down Santa Barbara” signs at their property. Distributed at workshop, available as needed. 								
Add Bicycle Amenities	<ol style="list-style-type: none"> 20 Repaint existing sharrows (summer/fall 2013). 21 Install bike lane along Haley from Chapala to Alisos (constructed fall 2013). 22 Include following suggestions for future consideration with the upcoming City’s Bicycle Master Plan Update: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">Construct bike lanes at:</td> <td style="width: 50%; border: none;">Construct bicycle boulevards at:</td> </tr> <tr> <td style="border: none;">1. Mason</td> <td style="border: none;">1. Alisos</td> </tr> <tr> <td style="border: none;">2. Montecito</td> <td style="border: none;">2. Soledad</td> </tr> <tr> <td style="border: none;"></td> <td style="border: none;">3. Cacique</td> </tr> </table> 	Construct bike lanes at:	Construct bicycle boulevards at:	1. Mason	1. Alisos	2. Montecito	2. Soledad		3. Cacique
Construct bike lanes at:	Construct bicycle boulevards at:								
1. Mason	1. Alisos								
2. Montecito	2. Soledad								
	3. Cacique								
Increase Outreach on Rules of the Road (motorists, pedestrians, cyclists)	<ol style="list-style-type: none"> 23 Develop Rules of the Road Brochure in FY 2014. 24 Public Service Announcements on Rules of the Road in FY 2014. 25 Work with Police Department/Courts to establish a Bicycle Safety Class to be taken in lieu of bicyclists paying a fine for violations in FY 2014. 26 Focused enforcement of bicyclist violations in FY 2014. 								
Improve Bus Stops	<ol style="list-style-type: none"> 27 Install modified bus shelters at Milpas @ Mason and Milpas @ Yanonali. 28 Install trash receptacles at all bus stops. 								

Improve Street Lighting

Improving street lighting is a top priority for Eastside residents. For many Eastside residents, better street lighting equates to greater safety. Many indicated that more street lighting would encourage them to walk more. Lighting is also perceived by residents as symbol of the City's general care for and interest in the well being of the area.

The majority of the Eastside is comprised of street lights owned and operated privately by Southern California Edison (SCE) with the exception of City street lights along Milpas and Montecito Streets, which were installed over the past ten years. (Please see map for the existing street light locations.)

Residents have expressed concerns about the lack of lighting in the Eastside and its impacts to circulation and safety as residents walk, bicycle, or drive in the neighborhood in the early morning, dusk and evening hours. The demographic in this neighborhood is predominately Latino, low to moderate income families who have a strong preference for walking and biking. A large school-aged population lives in the Eastside neighborhood, with three elementary schools, one junior high school, and one high school located within or immediately adjacent to the neighborhood. In 2011, approximately 1,179 elementary students, 841 junior high students, and 2,168 high school students were enrolled. Enhanced lighting would improve the experience and safety for children getting to and from school, around the neighborhood, and commercial corridors. Increased residential street lighting can also serve as a deterrent to loitering, illegal activity, and graffiti.

For the past two years, COAST has been working with the Eastside neighborhood on pedestrian and traffic related issues as part of their Eastside Walks Program. Lighting continues to be a top priority of Eastside residents and the map shows the priority street locations. City Staff and the Neighborhood Advisory Council have been on night walks with Eastside residents around the neighborhood. Minor light repairs have been made as a result of these walks. What is needed now is a comprehensive lighting plan for the neighborhood.

If funding becomes available, the City could perform a lighting study and subsequently design lighting improvements in the Eastside neighborhood. An electrical consultant would provide electrical design work for new LED-based street lighting to provide well lit streets and sidewalks, improving pedestrian and vehicular safety.

The comprehensive lighting study and design will cost approximately \$120,000. It is typical for lighting projects to be installed in phases due to funding constraints. In general, it costs about \$91,000* to light a street intersection and about \$195,000* per block (*construction and construction administration).

The majority of the City's streets capital revenue goes towards maintaining existing City streets. Any funding for street lighting will directly compete for road maintenance funding unless non-road maintenance grants can be identified. Currently, the City's available funding is \$2 million annually on pavement maintenance efforts. Based on the current Pavement Condition Index, maintaining the pavement condition at a standard level of care is estimated to cost approximately \$7 million annually. That said, securing grant funding will be a major focus for improved street lighting in the Eastside.

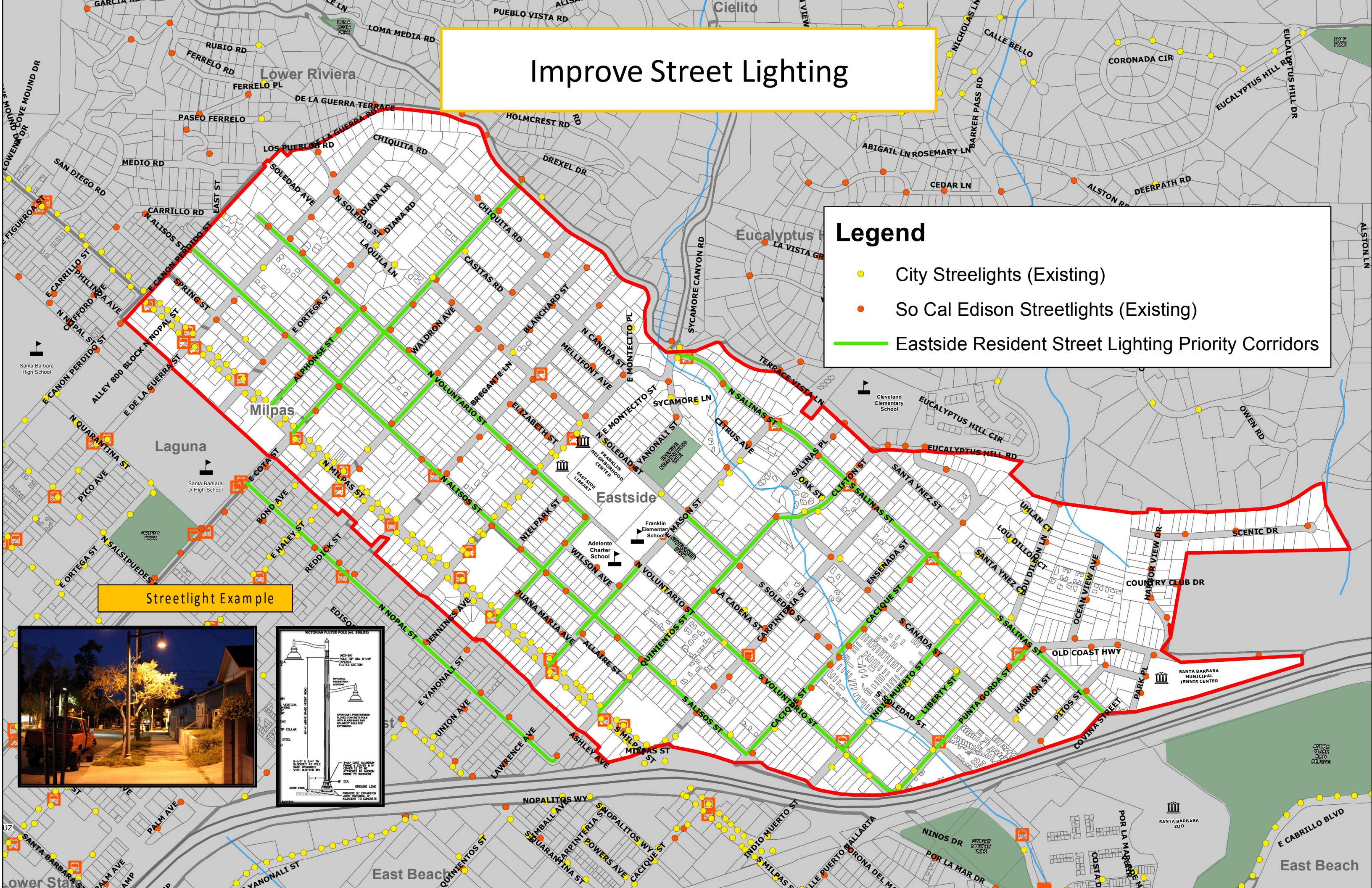
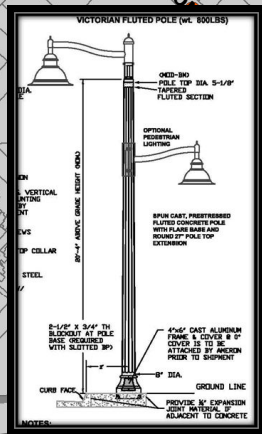


Improve Street Lighting

Legend

- City Streetlights (Existing)
- So Cal Edison Streetlights (Existing)
- Eastside Resident Street Lighting Priority Corridors

Streetlight Example



Enhance Walking Experience

The Eastside is a neighborhood that walks. The Eastside already benefits from a vast amount of existing sidewalk infrastructure and access ramps due to targeted City efforts to identify and prioritize funding for improvements. Despite the amount of infrastructure in place, there are still missing sidewalk links and access ramps. The Eastside residents highlighted locations needing sidewalk infill and access ramps installed (see map). The Eastside residents' recommendations were similar to the City's adopted method for sidewalk and access ramp prioritization. City staff has been successful in obtaining grant funding for the installation of 83 access ramps and installing about seven blocks of sidewalk over the past decade. The access ramps recently constructed last year and the locations that are currently under design are noted on the map. The cost of one access ramp is approximately \$17,500 (design and construction) or just under \$500,000 for the Eastside priority ramp installations. The Eastside prioritized missing sidewalk links would cost approximately \$1.6 million.

The Eastside residents also expressed concerns about the difficulty of crossing various streets in the Eastside. The map indicates the intersections where crossing is a concern for residents. Crossing at these locations is a concern primarily because motorists are not stopping at stop signs or are failing to give right of way to pedestrians. The intersection controls at these locations are a mix of two way stops, all way stops and traffic lights. Fortunately, some of the concerned intersections are currently under design for intersection improvements, such as the intersection of Salinas and Cacique Streets. Other intersections will benefit from pedestrian refuge islands that are scheduled to be installed near Franklin and Adelante Schools in 2014.

There are three recommended treatments for the remaining intersections: 1) Extending the red curb at intersections to increase visibility sight lines, 2) Installing pedestrian refuge islands, and/or 3) Installing curb extensions. Extending the red curb at the intersections, which is the least expensive treatment, would significantly help with visibility of the intersections but it would result in the loss of four to eight parking spaces per intersection. The Eastside residents have expressed that on street parking is very important. The Supervising Transportation Engineer is recommending that the red striping be extended at the intersection of Carpinteria and Alisos. Installing pedestrian refuge islands helps to increase motorist awareness of crossing and create a center refuge for pedestrians. Like extending the red curb, pedestrian islands can result in the loss of approximately four to eight parking spaces and cost approximately \$49,000 per intersection (design and construction). Installation of curb extensions increases the potential motorist yielding by more visibly positioning pedestrians and decreases crossing distance for pedestrians. Curb extensions do not result in the loss of parking but are the most expensive treatment to install at approximately \$203,000 per intersection (design and construction). At the Approach Workshop, Eastside residents supported the concept of enhanced pedestrian crossing treatments of pedestrian refuge islands and curb extensions. The Supervising Transportation Engineer is recommending the installation of curb extensions at the intersection of Carpinteria and Voluntario. The remaining Eastside concerned intersections will be handled on a case by case basis as funding becomes available.

The majority of the City's streets capital revenue goes towards maintaining existing City streets. Any funding for access ramps, sidewalk infill or enhanced pedestrian crossings will directly compete for road maintenance funding unless non-road maintenance grants can be identified. Currently, the City's available funding is \$2 million annually on pavement maintenance efforts. Based on the current Pavement Condition Index, maintaining the pavement condition at a standard level of care is estimated to cost approximately \$7 million annually. That said, securing grant funding will be a major focus enhancing the walking experience in the Eastside.

The City Police Department has been given the list of intersections the Eastside residents are concerned about. In April 2013, approximately 22 citations were issued to motorists failing to stop at stop signs. One citation was issued for motorist failure to yield to a pedestrian. Another focused enforcement is scheduled when school begins in late August 2013.



Enhance Walking Experience

Complete sidewalks

Enhanced Street Crossing Toolbox

Red Curb Extension

Pedestrian Refuge Islands

Curb Extensions

Install access ramps

Legend

- SRTS Cleveland Project - Rapid Flashing Beacon (RFB)
- SRTS Cleveland Project - Intersection Realignment and RFB
- Pedestrian Refuge Islands - Measure A SRTS Grant
- Eastside Resident - Remaining Street Crossing Concern Locations
- City Traffic Engineer Recommended Enhanced Street Crossings
- Eastside Resident Missing Sidewalk Priorities
- Additional Missing Sidewalk
- 2012-2013 CDBG Access Ramps - Constructed in 2012
- 2013-2014 CDBG/Streets Capital Access Ramps - Construction in 2014
- Eastside Resident Missing Access Ramps
- Additional Missing Access Ramps



Reduce Vehicle Speeds

The Eastside residents have cited ten areas where speeding is a concern (see map). The majority of the streets in the Eastside are posted at 25 to 30 miles per hour, which is a reasonable standard for residential streets. Speed limits are regulated by State law and are largely dependent on the actual speed of the drivers, so changing the speed limit is typically not a viable option. The City is current on the Eastside routine speed surveys, and the City is not proposing to change any of the posted speeds, with the exception of Mason Street adjacent to Franklin and Adelante Elementary Schools. The speed is currently posted at 30 mph and the City will reduce the speed limit to 25 mph adjacent to the elementary schools.

During the month of April 2013, the City Police Department did not issue any citations during their targeted enforcement for speeding in the Eastside neighborhood. The Police Department will do another focused enforcement when school begins in late August of 2013. In addition to focused enforcement, the City also plans to place a speed radar trailer displaying the speed of vehicles and the posted speed limit on the street, to remind motorists of the speed limit and their own speed. Rotating this trailer among the ten cited areas in the Eastside that residents were concerned about could be effective in encouraging self-enforcement of the speed limit.

The City also encourages Eastside residents to come pick up a free “Slow Down Santa Barbara” sign at the City’s Public Works Counter, located at 630 Garden Street, to post in their front yard (see map for picture of sign). Before the resident can post the sign, they are asked to sign a pledge committing to safe driving habits. Many Eastside residents took this sign home with them at the last Eastside Approach Workshop to place in their yards.

Aside from the above speed –reduction approaches, the City is not proposing any other traffic calming measures at this time. Given limited funding, the Eastside Neighborhood Transportation Management Plan focuses on other strategy areas of Improve Street Lighting, Enhance Walking Experience, Add Bicycle Amenities, Increase Outreach on Rules of the Road and Improve Bus Stops. Once the tasks under those strategies have been completed, the City would evaluate then if any physical traffic calming measures need to be installed. Staff anticipates in FY 2016 , Staff would evaluate the need for physical traffic calming measures.



Reduce Vehicle Speeds

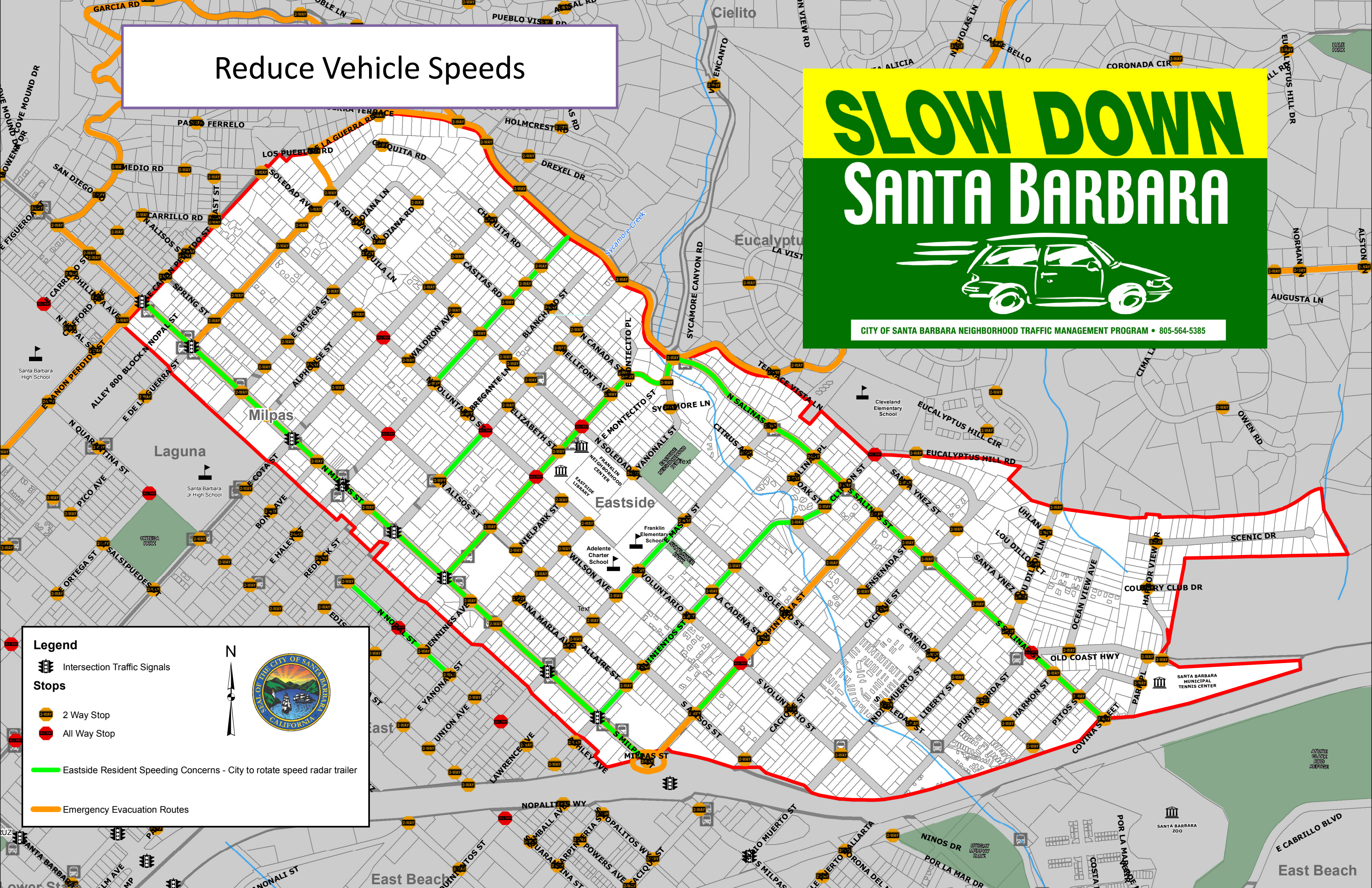


SLOW DOWN SANTA BARBARA



CITY OF SANTA BARBARA NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM • 805-564-5385

Legend

- Intersection Traffic Signals
- Stops**
 - 2 Way Stop
 - All Way Stop
- Eastside Resident Speeding Concerns - City to rotate speed radar trailer
- Emergency Evacuation Routes



Add Bicycle Amenities

Lack of bicycle amenities was another topic of concern for Eastside residents at the Listening Workshop. Many residents feel uncomfortable riding in the street due to vehicular traffic and motorists not sharing the road with bicyclists. While riding on the sidewalk is not permitted in our City, some residents said they would rather receive a ticket than ride in the street.

Eastside residents requested that several Eastside streets be investigated for bikeway infrastructure (see map). Eastside residents also requested to have bike lanes from the Eastside to State Street and from the Eastside to the beach. Starting in July 2013, the City will be moving forward with updating the Bicycle Master Plan. At that time, the entire City's bikeway system will be evaluated. In the meantime, the City staff asked residents about a few bike lane opportunities along Haley, Montecito and Mason streets at the Approach Workshop. The Haley Street bike lane will be constructed with the City's Zone 6 Pavement Maintenance Project in 2013, with little effect to existing parking. The Haley Street bike lane will begin downtown at Chapala Street and end at Alisos Street in the Eastside. Haley Street is a one-way street providing cyclists a way to get to the Eastside from downtown. The bike lane will only result in the loss of two on street parking spaces. The City will continue to investigate the most appropriate street for bikeway infrastructure to bring residents from the Eastside to downtown.

Mason and Montecito Streets are also possibilities for bike lanes. These streets were proposed because they serve school, library, and community center destinations. Unfortunately, installation of bike lanes at these locations would result in the loss of 45 on-street parking spaces along Mason and 28 on-street parking spaces along Montecito. Eastside residents were not unanimous in support of bike lanes at these locations due to the amount of on-street parking that would be lost. The upcoming Bicycle Master Plan update will be an opportunity to revisit the discussion with the Eastside residents.

One infrastructure improvement that the Eastside residents were receptive to was the concept of bicycle boulevards (see map for potential bicycle boulevard locations). A bicycle boulevard is a low-speed street that has been optimized for bicycle traffic. By design, the bicycle boulevard gives priority to bicyclists as through-going traffic and discourages cut-through motor-vehicle traffic. The bicycle boulevard is intended to improve bicyclist comfort and safety. There are many different ways to design a bicycle boulevard. The bicycle boulevard possibilities in the Eastside are not envisioned to be capital intensive and would range about \$100,000 per street corridor.

The majority of the City's streets capital revenue goes towards maintaining existing City streets. Any funding for bicycle amenities will directly compete for road maintenance funding unless non-road maintenance grants can be identified. Currently, the City's available funding is \$2 million annually on pavement maintenance efforts. Based on the current Pavement Condition Index, maintaining the pavement condition at a standard level of care is estimated to cost approximately \$7 million annually. That said, securing grant funding will be a major focus for bicycle amenities in the Eastside.



Add Bicycle Amenities

Legend

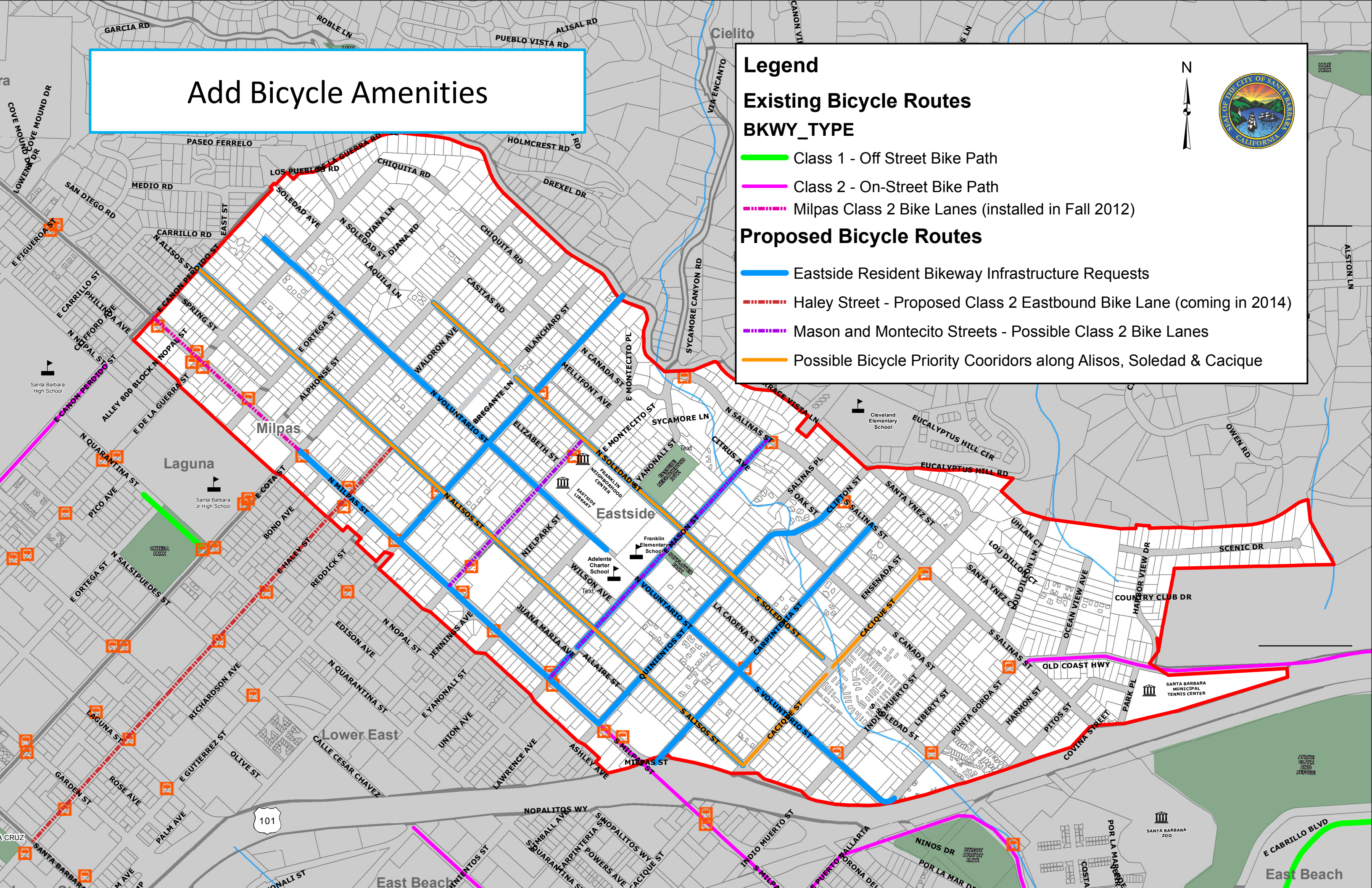
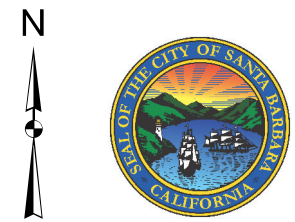
Existing Bicycle Routes

BKWKY_TYPE

- Class 1 - Off Street Bike Path
- Class 2 - On-Street Bike Path
- - - Milpas Class 2 Bike Lanes (installed in Fall 2012)

Proposed Bicycle Routes

- Eastside Resident Bikeway Infrastructure Requests
- - - Haley Street - Proposed Class 2 Eastbound Bike Lane (coming in 2014)
- - - Mason and Montecito Streets - Possible Class 2 Bike Lanes
- Possible Bicycle Priority Corridors along Alisos, Soledad & Cacique



Increase Outreach on Rules of the Road

Pedestrians, Bicyclists and Motorists

From the Eastside survey and workshops, the majority of Eastside residents agree that vehicles, bicyclists, and pedestrians could all do a better job at following safety laws and procedures. No transportation mode was singled out as the primary problem.

Given the feedback from Eastside residents, brochures and public service announcements describing the rules of the road and how they apply to pedestrians, bicyclists, and motorists will be created and distributed. The City will partner with the Santa Barbara School District, Traffic Solutions, Santa Barbara Bicycle Coalition (SBBC), and Coalition of Sustainable Transportation (COAST) on the content and distribution of these items.

With respect to bicyclists following the rules of the road, City staff teamed up with Traffic Solutions, SBBC, and COAST and held a pilot outreach effort for Eastside families called “Eastside Rides”. Eastside Rides was part of Traffic Solutions’ CyclcMAYnia, which is a month long celebration reaching thousands of Santa Barbara cyclists and community members with wide-ranging bike events for all. The Eastside Rides event was held on May 18, 2013 ,and it was a success! There were 57 participants (37 youth and 20 adults). The event consisted of a bilingual presentation on bicycle skills and rules of the road, helmet fittings, bicycle parking lot drills, and a neighborhood ride. The City is interested in making this event more frequent in the Eastside and as a model to use in other City neighborhoods, in partnership with local organizations and community groups.



Increase Outreach on Rules of the Road – Eastside Rides Event

Pedestrians, Bicyclists and Motorists

EASTSIDE RIDES

Saturday, May 18, 2013: 9am-noon

Franklin Neighborhood Center: 1136 E Montecito St



FREE bike skills class for families

Fun bilingual event for parents & kids: Learn to drive your bike!
Practice what you learned riding around the block.

Raffle prizes: FREE bikes, helmets, lights & locks!

Bring a bike & a helmet if you have one.

Everybody is welcome!

Pre-register at www.bicicentro.org/events
or at the Franklin Neighborhood Center



Improve Bus Stops

Santa Barbara Metropolitan Transit District's (MTD) provides public transportation for the South Coast of Santa Barbara County. Public transit is a vital part of local transportation system and is very important to many Eastside residents.

During the Listening Workshop, City staff solicited feedback from the residents to determine if there were any major issues getting to and from the bus stops in the Eastside and what was their experience when they arrived at the bus stop. Some uplifted sidewalks were reported along routes to bus stops that are now scheduled to be repaired prior to the start of next school year.




The Eastside residents have enjoyed the bus shelters installed in their neighborhood, stating that they are an important component to passenger comfort and safety. The City and MTD have been successful over the years in obtaining Community Development Block Grant funding for shelters in the Eastside. The bus shelters currently needed in the Eastside have been prioritized along high demand routes by bus boarding numbers and surrounding neighborhood density. The Eastside residents requested that shelters be installed at the Milpas and Mason and Milpas and Yananoli intersections. The City and MTD have previously investigated shelters at these locations and it was determined that the standard MTD pre-fabricated bus shelter could not fit due to right of way constraints. The City and MTD will investigate a modified shelter at these locations.

Smoking and too much trash at the bus stops were other concerns cited by Eastside residents. The City and MTD will investigate adding more trash cans at the bus stops. In the past, some of the trash cans had to be removed from existing bus stop locations because the trash cans were getting overloaded with trash from adjacent residential homes. The City and MTD will install trash cans where appropriate. With respect to smoking at bus stops, all MTD bus stop signs have a no smoking rule. Targeted enforcement at a couple high traffic bus stops will take place by Police over the next few months.




Improve Bus Stops

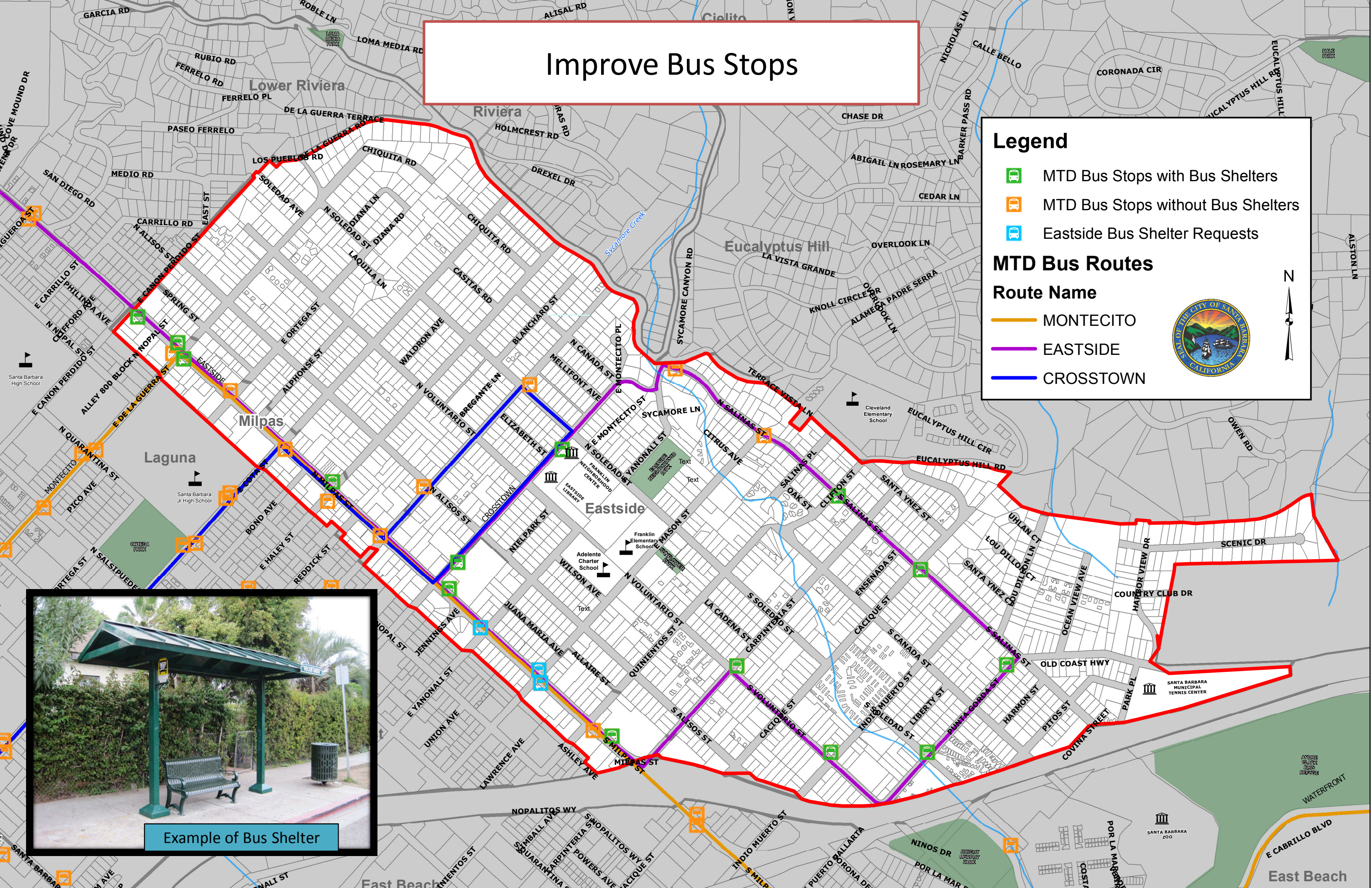
Legend

-  MTD Bus Stops with Bus Shelters
-  MTD Bus Stops without Bus Shelters
-  Eastside Bus Shelter Requests

MTD Bus Routes

Route Name

-  MONTECITO
-  EASTSIDE
-  CROSSTOWN



Eastside Neighborhood Transportation Management Plan – Planned Tasks For FY 14

Strategy	Tasks - Funded by Streets Capital	Responsible Department/Division
Improve Street Lighting	1 Retrofit existing lights and/ or increase wattage as needed. 2 Trees along Milpas Street will be trimmed in summer 2013.	Public Works - Facilities Parks & Recreation - Facilities
Enhance Walking Experience	3 Focused enforcement at identified intersections for stop sign compliance & pedestrian yielding by motorists. Next targeted enforcement in September 2013. 4 Intersection realignment at Salinas at Clifton and Salinas at Cacique Safe Routes to Cleveland Project (construction to begin in summer 2014). 5 Install pedestrian refuge islands at 6 intersections with Measure A SRTS Grant Funding (construction to begin summer 2016). 6 Extend red striping at intersection of Carpinteria and Alisos for better visibility of motorist and pedestrian sight lines (summer 2013). [TRAFFIC SAFETY IMPROVEMENT] . Extend red striping at Eastside concerned intersections on a case by case basis. 7 Paint crosswalk at the intersection of Montecito and Alisos (summer 2013). [TRAFFIC SAFETY IMPROVEMENT] 8 7 sidewalk obstructions to be removed (summer/fall 2013). 9 Enforcement for overgrown vegetation that creates a traffic safety concern or obstructs a sidewalk- (If alleged violation is verified, enforcement letters will be sent by summer 2013).	Police Department (PD) Public Works - Transportation/Engineering Public Works - Engineering Public Works - Engineering Public Works - Engineering/Streets Public Works - Streets Community Development - Planning Division
Reduce Vehicle Speeds	10 Place speed radar trailer at the ten identified streets (twice per year at each street from 9/13-9/14). 11 Remove 30mph signs on Mason and post 25mph signs near the schools (summer 2013). 12 Residents sign pledge and install "Slow Down Santa Barbara" signs at their property. (Distributed at workshop, available as needed)	Public Works - Engineering/Streets Public Works - Engineering/Streets Eastside Residents
Add Bicycle Amenities	13 Repaint existing sharrows (summer/fall 2013). 14 Install bike lane along Haley from Chapala to Alisos (constructed fall 2013).	Public Works - Engineering/Streets Public Works - Engineering
Increase Outreach on Rules of the Road (motorists, pedestrians, cyclists)	15 Develop Rules of the Road Brochure in FY 2014. 16 Public Service Announcements on Rules of the Road in FY 2014. 17 Work with Police Department/Courts to establish a Bicycle Safety Class to be taken in lieu of bicyclists paying a fine for violations in FY 2014. 18 Focused enforcement of bicyclist violations in FY 2014.	Public Works - Transportation/Engineering/PD Public Works - Trans/Engineering/PD/City TV Public Works - Trans/Engineering/PD/Courts Police Department (PD)

Eastside Neighborhood Transportation Management Plan – Unfunded Capital Projects

Strategy	Tasks	Responsible Department/Division	Cost
Improve Street Lighting	1 Neighborhood LED lighting study and design.	Public Works - Facilities/Engineering	\$120,000
	2 Neighborhood LED lighting installation (\$70,000 per intersection and \$150,000 per block). Assumed @45 intersections and 52 blocks over Eastside resident requested corridors.	Public Works - Facilities/Engineering	\$10,950,000
Enhance Walking Experience	3 Install curb extensions at the intersection of Carpinteria and Voluntario for better visibility of motorist and pedestrian sight lines. [TRAFFIC SAFETY IMPROVEMENT]	Public Works - Engineering	\$203,000
	4 Enhanced pedestrian crossing features (pedestrian refuge islands and curb extensions) at Eastside concerned intersections (16 remaining intersections). \$49,000 per intersection for pedestrian refuge islands and \$203,000 per intersection for curb extensions for design and construction.	Public Works - Transportation/Engineering	\$784,000-
	5 Sidewalk infill (6 areas).	Public Works - Transportation/Engineering	\$3,248,000
	6 Access ramp installation (27 ramps at \$17,500 per ramp for design and construction).	Public Works - Transportation/Engineering	\$1,600,000
	7 Replace Cacique Bridge over Sycamore Creek (includes bridge demolition & bridge replacement, creek bank repair and restoration, lighting, environmental review, design and construction).	Public Works - Transportation/Engineering	\$472,500 \$1,700,000
Add Bicycle Amenities	8 Include following suggestions for future consideration with the upcoming City's Bicycle Master Plan Update: Construct bike lanes (\$7,000/block of bike lane for design & construction): 1. Mason 2. Montecito	Public Works - Transportation/Engineering	\$653,000
	Construct bicycle boulevards (\$125,000 per corridor for design & construction) 1. Alisos 2. Soledad 3. Cacique		
Improve Bus Stops	9 Install modified bus shelters at Milpas @ Mason and Milpas @ Yanonali (3 modified shelters, including solar lighting and concrete pad & footings).	Public Works - Trans/Streets and MTD	\$62,000
	10 Install trash receptacles at all bus stops (@ \$450 per trash receptacle; assume installation of 10 receptacles).	Public Works - Trans/Streets and MTD	\$4,500

**Total ranges from: \$16,549,000-
\$19,013,000**

Want to Know More?

To learn more about the Eastside Neighborhood Transportation Management Plan or to check on the Plan's status, please contact Jessica W. Grant, Project Planner, at 805-564-5338 or at eastsideNTMP@santabarbaraca.gov.

