

CHAPTER 5

Goal 1 Making a Decision to Ride

"To enhance public awareness of the bicycle so that it is considered a viable, safe, fun, healthy, and environmentally friendly mode of transportation."

Financial and career decisions influence where we live, work and go to school, but many other factors influence how we decide to travel between these places. Although bicycle advocates view the bicycle as an effective means of transportation, community input indicates that many in Santa Barbara who use the bicycle for recreation do not consider it useful for errands or the trip to work. Research shows that many who consider the bicycle useful for transportation are discouraged from riding because they perceive the streets and motorists to be unfriendly to bicyclists. On the other hand, some in the general public see bicyclists as violators of the law who behave unpredictably and do not respect traffic rules. Despite roughly 30 miles of bicycle lanes on the streets, many feel there are not enough places for bicyclists to ride safely.

In order to increase bicycling as a mode of transportation, the City will have to change how people view the bicycle. Whether these views are ill perceived, or real safety concerns, the City must work to create a culture that embraces the bicycle as a viable, safe, fun, healthy, economical, and environmentally friendly way to get around. Not unlike our City's cultural change to recycling waste, the image of the bicycle will change and be viewed as a valuable element of transportation. This image will foster mutual respect between cyclists and motorists who share the road.

By moving in this direction, more and more people will make a decision to ride a bike and experience the many benefits it affords. This chapter introduces the policies and implementation strategies that will enhance public awareness. The policies include education and safety, promotion, and creating incentives to ride.

Policy 1.1-- Education and Safety

The City shall increase safety by educating bicyclists and motorists about the appropriate use of the bicycle on City streets.

Implementation

Although some streets have bike lanes, all city streets can accommodate bicycles. In spite of this, community input and field research show that conflicts and frustration exist between bicyclists

and motorists. Many of these problems exist because of confusion about the appropriate use of the bicycle on City streets. Education is needed for the bicyclist and motorist alike. Effective training programs, such as the program created by the Center for Disease Control, focus not only on increasing the use of bike helmets, but also providing participants with the skills they need to avoid bicycle involved collisions. The following strategies have been included to direct the implementation of the City's policy to increase safety through education and enforcement.

Strategies

- 1.1.1 Create informational material to encourage a common understanding of how to "share the road" and reduce conflicts between motorists and bicyclists.
- 1.1.2 Work with public and private schools to integrate bicycle education into the existing curriculum. Bicycle education should include on-road training, bicycle repair, bicycle economics and environmental awareness.
- 1.1.3 Schedule and promote ongoing bicycle safety programs and other educational programs through the Parks and Recreation Department.
- 1.1.4 Work with bicycle retailers to distribute educational material to patrons and people purchasing new bicycles.
- 1.1.5 Work with groups such as the Santa Barbara County Air Pollution Control District to educate the public about auto-related air pollution emissions.
- 1.1.6 Work with groups such as the Community Environmental Council to incorporate information about opportunities to decrease energy consumption, reduce air pollution, and improve resource conservation with increased bicycle use.
- 1.1.7 Encourage consistent bicycle enforcement of the rules of the road. Particular attention should be paid to bicyclist vehicle code violations that most commonly precede collisions such as running stop signs and stop lights, riding in the wrong direction on a street, and riding under the influence of alcohol.
- 1.1.8 Encourage consistent automobile enforcement of the rules of the road. Particular attention should be paid to motorist vehicle code violations that most commonly precede bicycle collisions such as unsafe turning, improper signaling, and opening the driver side door into traffic.
- 1.1.9 Develop a multi-lingual print and broadcast campaign that teaches consistent messages to adult motorists and bicyclists as well as children: be alert, obey traffic laws, be patient, and be predictable. This campaign can include, but not be limited to, the following:
 - Suggesting to bicyclists that they ride in bicycle lanes and on streets with lower traffic volumes when they are convenient;
 - Teaching bicyclists where to place their bicycles at actuated traffic signals;
 - Reminding cyclists that the law requires children under 18 to wear helmets and all riders to have lights when riding at night;
 - Instructing motorists to signal, check for bicyclists before turning right, and look in their side mirror for bikes before exiting a parked car; and

- Suggesting to adult bicyclists that they wear helmets.
- 1.1.10 Work with schools and driver education programs to teach information to bicyclists and motorists about the safe use of the bicycle on City streets, through techniques including, but not limited to the following:
- Safety awareness programs at area elementary, middle and high schools;
 - Provision of maps outlining bikeways;
 - Increased signage to alert motorists to the presence of bicycles;
 - Broadcasts of educational videos on local television; and
 - Distribution of educational videos to all public library branches.
- 1.1.11 Support the allocation of funds to bicycle programs.
- 1.1.12 Develop informative material for use with neighborhood groups and schools on incidents of bike theft from private and public property.
- 1.1.13 Strengthen programs to decrease bicycle traffic law violations.
- 1.1.14 Support increased bicycle enforcement through directed patrol assignments and training bulletins issued by the police department.
- 1.1.15 Support a City-wide school safety helmet program.
- 1.1.16 Provide a centralized source for training materials and other resources.
- 1.1.17 Include bicycle issues among those studied by the Traffic Safety Committee.
- 1.1.18 Use the recommendations of The University of North Carolina Highway Safety Research Center in the development of safety and educational material.
- 1.1.19 Consider implementing bicycle licensing ordinance with a program that creates incentives to register with the Police Department.
- 1.1.20 Increase the number of police on bicycles.

Policy 1.2 -Promotion

The City shall promote the bicycle as an important alternative form of transportation for all, and promote Santa Barbara's image as being among the most livable cities for bicycling.

Implementation

Just as the cultural change to recycle required relentless promotion, so will bicycling. Even if the bicycling facilities in the City are outstanding, people must be encouraged to ride. Community input and research illustrate that Santa Barbara bicyclists are predominantly male (80%),

indicating that promotional opportunities should somehow reach females. A disparity of bicycle use also exists among other demographic age groups, such as children who are currently under-represented, and Latino residents who are over-represented. Although, nationally, the average bicycle commuter has an income of \$69,000, socio-economic considerations should also be taken into consideration when promoting the bicycle in Santa Barbara.

By engaging in promotional efforts to improve people's image of the bicycle, the City can increase bicycling as a viable travel option for both residents and visitors. The addition of more bicycles to the streets can have a synergistic effect, tempting even more people to ride. The strategies below have been developed to assist in the implementation of the City's policy to promote bicycles.

Strategies

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| 1.2.1 | Develop public service announcements and videos to educate the public about the congestion, air quality, financial and environmental benefits of the bicycle and to promote the bicycle as a viable and safe form of transportation. |
| 1.2.2 | Continue to work with the Santa Barbara City College to reduce the number of drive alone trips and the demand for parking through such programs as: <ul style="list-style-type: none">• Educational information about the benefits of cycling; and• Bicycle facilities such as bike lanes and bike storage systems. |
| 1.2.3 | Encourage businesses to promote bicycle use by employees and customers. |
| 1.2.4 | Continue to support "Bike-to-Work" Day planning and events. |
| 1.2.5 | Consider other special events such as business challenges, "Bike-to-School" Day, bikeway clean up, and bike festivals to complement the already successful "Bike-to-Work" Day. |
| 1.2.6 | Promote the use of bicycles on public transit and trains. |
| 1.2.7 | Work with the Convention and Visitor's Bureau, the Chamber of Commerce, and other organizations to promote and advertise a bicycle friendly image of the City to residents and tourists. |
| 1.2.8 | Develop a bilingual print and broadcast campaign that promotes bicycling and provides route and parking information for existing and potential bicycle travelers. |

- 1.2.9 Consider signage at the City's gateways proclaiming Santa Barbara as a city that supports and promotes bicycle use.
- 1.2.10 Encourage businesses to give incentives to their employees who ride a bicycle to work.
- 1.2.11 Consider enlisting sponsors to support commuter cycling in exchange for advertising at local events and in educational and promotional material.

Policy 1.3 - Creating Incentives to Ride

The City shall create incentives for employees to commute to work by bicycle and encourage local businesses to do the same.

Implementation

With more than 50% of our population both living and working within the Santa Barbara City limits, and a convenient grid-like street network in many parts of the City, the potential for increased bicycle usage is high. Employers in Santa Barbara can play a large role in reducing automobile trips originating as a result of their operations. Employers in the light industrial areas in the City can also be encouraged to provide adequate facilities and rewards for the large number of employees who already cycle to work there. Strategies to increase bicycle commuting among local employers will make bicycling attractive to a wider segment of our population.

Strategies

- 1.3.1 Work with local and regional transportation demand management services, such as Traffic Solutions, to actively promote the advantages and cost savings of bicycling.
- 1.3.2 Work with employers to provide transportation demand management programs that encourage employees to bicycle, such as those existing already for carpool participants.
- 1.3.3 Develop incentive programs for Downtown and light industrial area employees who bike to work and use bicycles for short trips from work.
- 1.3.4 Continue funding local/regional Transportation Demand Management programs such as Traffic Solutions.
- 1.3.5 Encourage employers to sponsor bicycle

1.3.6

programs, develop a bicycle pool for local errands and deliveries, and provide employee incentives for their bicycle commuters.

Provide information and/or maps with recommended cycling routes, end of trip facilities, bicycles on transit services, educational programs, and other bicycle-related activities.

Responsibility for Implementation

Please see original document to review this table.