CITY OF SANTA BARBARA

Plan Santa Barbara:

Transportation Existing Conditions Report

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1.0 INTRODUCTION

1.1 What is *Plan Santa Barbara*?

In California, every city and county is required to develop a General Plan. General Plans are often described as the "constitution" or "blueprint" for a community, articulating a community's vision for the future and policies to guide its growth and development. The city of Santa Barbara is currently engaged in a growth policy update, a community-based planning process called *Plan Santa* Barbara, to update General Plan policies to govern development through the year 2030.

One of the central aims of the *Plan Santa Barbara* process is to evaluate what changes the city of Santa Barbara could implement that would allow the City to sustain its success as a vibrant, dynamic place that provides a high quality of life and economic opportunity, while minimizing traffic congestion.

A transportation planning consultant team was tasked with assisting City staff accomplish the objective to continue sustainable growth while reducing the rate of increase in traffic and congestion. This transportation planning consultant team will assist City staff in developing and analyzing cost-effective strategies that can reasonably be expected to reduce per capita vehicle traffic and promote increased use of carpooling, transit, bicycling, and walking.

1.2 What is this Transportation Existing Conditions Report About?

In order to better understand where the opportunities exist for reducing traffic congestion, the transportation consultant team developed this "Transportation Existing Conditions" Report. This report assesses the current state of the city of Santa Barbara's multimodal transportation system by examining existing City policies, programs, and infrastructure related to automobile use, public transportation, bike and pedestrian facilities, parking, and transportation demand management.

Our evaluation of the city of Santa Barbara's current multimodal transportation system suggests that City streets currently experience limited locations and times of high traffic congestion, particularly near freeway interchanges. The City's policies are accomplishing significantly more than many other cities in California and nationwide in reducing traffic congestion and promoting more trips by carpool, transit, bicycle, and walking. Indeed, the city of Santa Barbara is seen in many areas as a national leader in multi-modal transportation, with a long history of planning for and investing in bicycle and pedestrian facilities and transit rider-ship levels comparable to cities much larger than Santa Barbara.

However, congestion on some local arterials (e.g., Upper State Street) and more significant regional congestion on U.S. Highway 101 associated with long-distance commuting continue to pose a challenge to maintaining the high quality of life and economic competitiveness of the city of Santa Barbara and the South Coast region. The automobile is currently the primary mode of travel for most trips to, through, and within the city of Santa Barbara and the surrounding region, and this is expected to continue to be true for the foreseeable future.

But this doesn't mean that the choice facing Santa Barbara is between ever-increasing traffic congestion on the one hand, and reduced quality of life, housing choice, and economic opportunity on the other. Many cities around the world have implemented a wide range of strategies to encourage "low-traffic development," resulting in a demonstrated reduction in per capita vehicle trips, a decreased rate of growth in peak-hour traffic congestion, an increased use of carpooling, transit, bicycling, and walking, and a more cost-effective use of always scarce transportation resources.

1.3 What's Next?

This next phase of this study process will help the City determine which measures will have the greatest effect on vehicle trip reduction, taking social, economic and legal implications into consideration. The City and the consultant team will begin to identify relevant traffic reduction strategies for the city of Santa Barbara. Questions to be considered include the following:

- Which traffic reduction strategies are applicable in the city of Santa Barbara and the region?
- To what extent are these strategies already being implemented – or soon will be – in Santa Barbara or the region?
- Which of these strategies have previously been attempted in Santa Barbara or the region, what impact did they have, and why did they succeed or fail?
- In which cities, considering examples from throughout the world, have these traffic reduction strategies been implemented – and which ones would be useful case studies for Santa Barbara and its region?
- What is the potential of these strategies for reducing

the growth of peak-hour traffic congestion in Santa Barbara, considered in balance with their potential effects on other community goals such as maintaining the city's economic vitality, existing social diversity and citizens' ability to travel?

One of the key issues to be addressed during the next phase of the project will be the development of both "locally-focused strategies" that can be implemented by the city of Santa Barbara as well as "regionally-focused strategies" that will need to be implemented in cooperation with the City's regional partners.[1] Local and regional trips are fundamentally different, and will therefore require different kinds of traffic reduction strategies (refer to Figure 1-1).

Figure 1-1: Traffic Reduction Strategies Based on Trip Types: Within, To, From and Through Santa Barbara

Trip Origin	Trip Destination: Within Santa Barbara	Trip Destination: Outside Santa Barbara
Within Santa Barbara	**Short trips of all types, including walking, bicycling to school, shopping, etc.** Affected by land use, transportation, and parking policies. **City-wide trips.** Affected by transit, shuttle, bicycle, and walking alternatives via land use and transportation policy.	**Primarily work trips, social, recreational and shopping trips.** The primary local strategy is to improve transit and transit-oriented land use. Affected by residential parking policy, land use policy, transit and ride-share services.
Outside Santa Barbara	**Primarily work and shopping trips.** Affected by workplace policies – TDM, parking supply and pricing, retail parking strategies, transit accessibility.	**Through trips of all types.** Most factors affecting travel mode are outside of City's influence, except through road pricing or road use restrictions.

[1] The success of traffic management strategies will in many ways depend on collaboration with the City's regional partners, such as the County of Santa Barbara, other cities in the region, Santa Barbara County Association of Governments (SBCAG), Air Pollution Control District (APCD), University of California at Santa Barbara (UCSB), and other public agency and private sector partners.

2 TRANSPORTATION & DEMOGRAPHIC PROFILE

2.1 Overview

Santa Barbara residents' demographic characteristics offer important background information concerning the baseline conditions that affect everyday travel choices. Factors such as household income distribution, commuter mode splits, and vehicle ownership patterns are important indicators of the likelihood that a person will choose to drive (thereby making a personal contribution to local and regional traffic congestion).

This section provides a "transportation and demographic profile" of city of Santa Barbara residents and employees, based on the most recent and reliable U.S. Census data available. Census data for the city of Santa Barbara is then compared to telephone survey data for the County of Santa Barbara from SBCAG's "2007 Commuter Profile" as well as to 2000 Census data for the United States as a whole and the State of California to highlight how the city of Santa Barbara compares and contrasts to the national and state averages.

2.2 General Demographics

Santa Barbara is a moderately urbanized city with a population of approximately 90,000 in 2008 (California Department of Finance). Like many jurisdictions in Southern California, the City has a large Latino population, comprising almost one-third of residents (American Community Survey 2006).

2.3 Transportation Modes

According to the 2000 Census, 66% of Santa Barbara's employed residents drive alone to work, with another 13.6% choosing to carpool. Public transportation, biking and walking account for roughly 14% of commute trips (refer to Figure 2-3). These overall resident commuting figures are very similar to the mode split of those workers employed within the city of Santa Barbara. Worker flow data from the 2000 Census reveal that nearly two-thirds of Santa Barbara residents also work in Santa Barbara, leading to similar numbers.

By comparison, the United States has a drive alone rate that is 20% (13.4 percentage points) higher than that of Santa Barbara residents. The State of California has a drive alone rate of 71.8% which is lower than the national

rate but is 5.8 percentage points higher than Santa Barbara residents.

In addition to vehicular means of travel, Santa Barbara residents walk to work at a rate of more than double the state and national average, and bike at a rate over five times as high as both the state and national average.

As shown in Figures 2-1 and 2-2, a very strong correlation exists in the city of Santa Barbara between income and means of transportation to work. While less than 5% of all commute trips are by public transit, more than 40% of those whose income is 150% or below of the Federal Poverty Level rely on transit to get to work. Likewise, a much higher percentage, 24%, of individuals with low-income walk to work. Overall, the median income of those who use public transit to get to work is only 40% of the median income of all working residents in the county, and the median income of those who walk is only 71% that of all working residents.

Figure 2-1: Means of Transportation to Work for City of Santa Barbara Residents Whose Income is 150% or below of the Federal Poverty Level*

Commute Mode	Income 150% or below	All Workers
Car, truck, or van - drove alone:	11.2%	65%
Car, truck, or van - carpooled:	9.9%	10%
Public transportation (excluding taxicab):	40.7%	4.4%
Walked:	23.8%	5.2%
Taxicab, motorcycle, bicycle, or other means:	10.4%	5.4%
Worked at home:	7.4%	9.5%

Source: U.S. Census Bureau, 2006 American Community Survey
** 12.6% of all workers fall into this category*

At the same time, there are a significant number of regional commuters driving and taking transit into Santa Barbara everyday (refer to Figure 2-4). Data from SBCAG's "2007 Commuter Profile" indicate that, although 92% of Santa Barbara County commuters both live and work in Santa Barbara County, 10% of respondents reported moving a farther distance from work in the past four years in order to obtain more affordable housing.

Figure 2-2: Median Earnings Compared to Means of Transportation to Work for City of Santa Barbara Residents

	Median Income	Percent of All Residents	Percent less than Median
Total:	$30,854		
Car, truck, or van - drove alone	$33,076	107%	-7.2%
Car, truck, or van - carpooled	$27,358	89%	11%
Public transportation (excluding taxicab)	$12,215	40%	60%
Walked	$21,823	71%	29%
Taxicab, motorcycle, bicycle, or other means	$32,393	105%	-5.0%
Worked at home	$37,990	123%	-23%

Source: U.S. Census Bureau, 2006 American Community Survey

Figure 2-3: Transportation Mode Summary - Commuting to Work

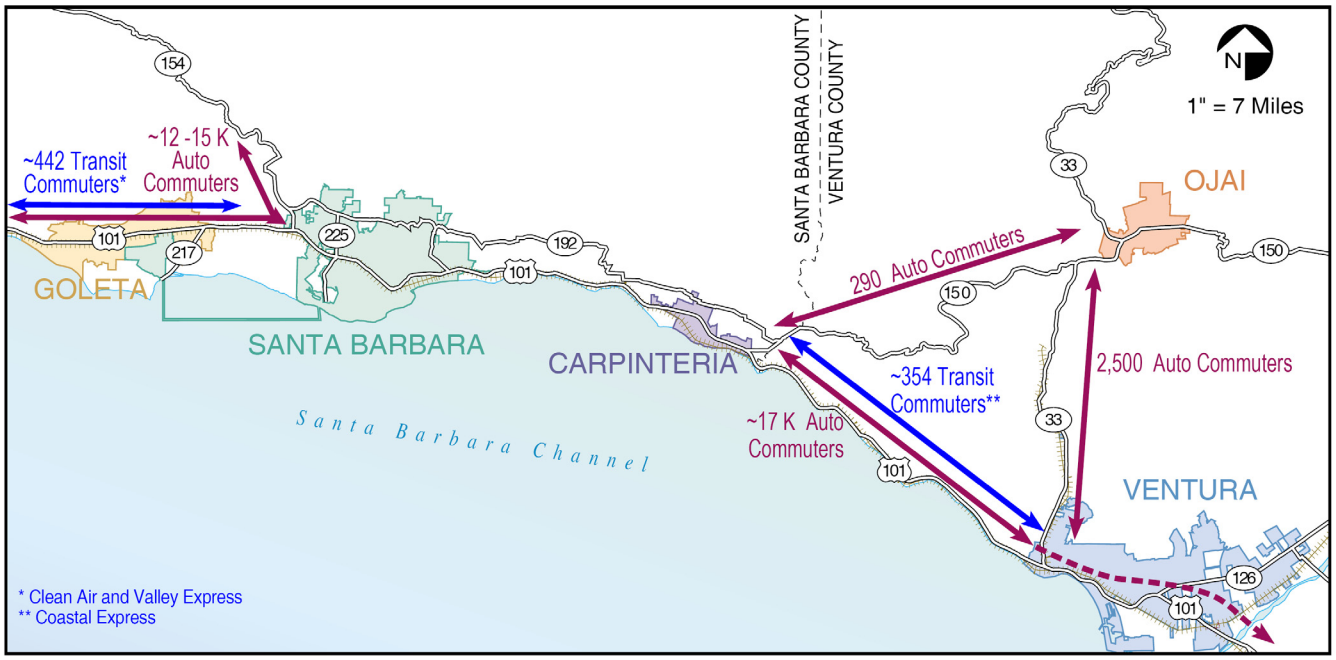
	Employees Residing in the City of Santa Barbara	Employed within the City of Santa Barbara	Employees Residing in the County of Santa Barbara	Employees Nationwide
Car, truck, or van -- drove alone	66.0%	68.8%	70.7%	79.4%
Car, truck, or vanpooled/ carpooled	13.6%	14.1%	15.4%	8.7%
Public transportation	4.5%	4.0%	3.8%	4.4%
Biked	3.4%	3.2%	2.3% (winter) 2.7% (summer)	0.6%
Walked	6.2%	4.8%	2.7%	2.7%
Other means (e.g., taxi/ motorcycle)	0.7%	0.8%	0.6%	1.0%
Worked at home	5.5%	4.3%	4.5%	3.1%

Source for Santa Barbara residents and employees and nationwide data: 2000 Census.
Source for County of Santa Barbara commuter data: SBCAG Commuter Profile, June 2007.

2.4 Vehicle Ownership

The lower reliance on the automobile in Santa Barbara is reflected in vehicle ownership rates. Citywide, over half of households either own one vehicle ("low-car households") or no vehicles ("no-car households"), 14% higher than the national average. However, there is a large discrepancy in the number of household vehicles between rental and ownership homes (refer to Figure 2-5 and Figure 2-6). Whereas

Figure 2-4: Regional Commute Patterns



Notes and Sources:
1) Auto Commuters: Interview with County transportation staff and SBCAG "Travel Trends Report" (Dec. 2007).
2) Transit Commuters: SBCAG "Travel Trends Report" (Dec. 2007); Method used to estimate transit commuters was as follows:
FY 06-07 total annual ridership numbers for commuter transit services (Coastal Express, Clean Air Express, and Valley Express) was divided by 240 weekdays per year to derive total transit ridership per weekday. Assuming each transit commuter takes 2 transit trips (AM and PM), total transit ridership per weekday on commuter services was then divided by 2 to convert total transit trips into total transit commuters. Because the Coastal Express offers non-commuter service as well (mid-days, weekends, etc), this methodology likely understates total transit commuters on the 101 corridor between Ventura and Santa Barbara, but is an order of magnitude estimate based on the best available data.

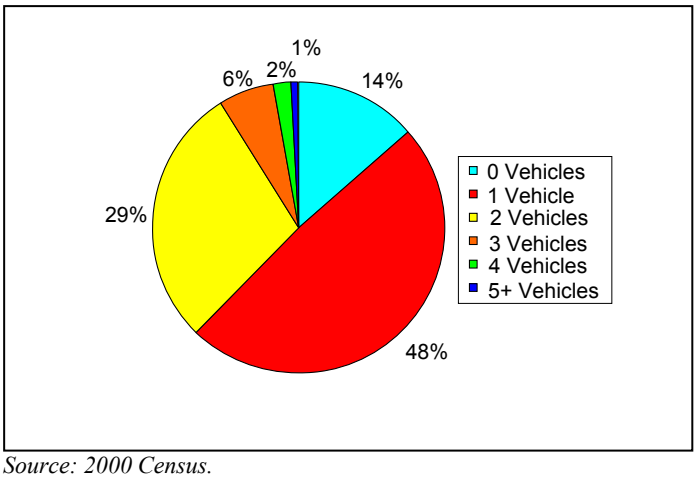
over 60% of renter-occupied households own zero or one vehicle, this number drops to just 34% for owner-occupied homes.

These varying rates of vehicle ownership are reflected in the separate *average vehicle ownership* for renter households and owner households, compared to average city-wide vehicle ownership (refer to Figure 2-7). It is important to note that those households owning the most number of vehicles (owner-occupied) still have on average fewer than the commonly-reported "two cars per household" rule of thumb for Southern California communities. While this is a generalized rule of thumb that does not take into account differences in "average household size" in different communities, it does support other evidence that suggests that Santa Barbara households *on average* already own fewer cars and drive them less than typical Southern California communities. The nearby cities of Ventura and Oxnard support this idea: in Oxnard and Ventura the average vehicle ownership for owner-occupied units is 2.18 and 1.99, respectively.

For comparison, the SBCAG's 2007 Commuter Profile telephone survey found that 85% of Santa Barbara County commuters "always" have a vehicle available to get to work, 6% "sometimes" do, and 9% "never" do. This is a noticeable drop from the 2002 SBCAG's Commuter Profile Survey, which reported that 91% of Santa Barbara residents "always" have access to a vehicle, 5% "sometimes" do and 4% "never" have access to a vehicle.

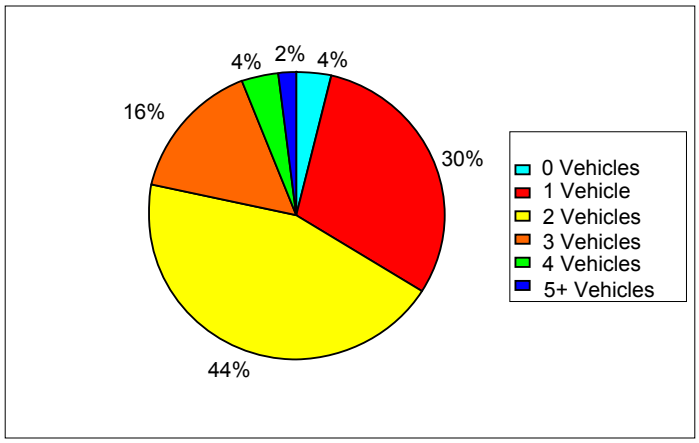
The nearby counties of Ventura and San Luis Obispo experienced similar trends with the percentage of commuters "always" having a vehicle dropping between 2002 and 2007. In 2002 the percentage of commuters "always" having a vehicle in Ventura County was 93% and in 2007 the rate dropped to 88%. For San Luis Obispo County the percentage of commuters "always" having a vehicle in 2002 was 95%, dropping to 93% in 2007.

Figure 2-5: Renter Household Vehicle Ownership



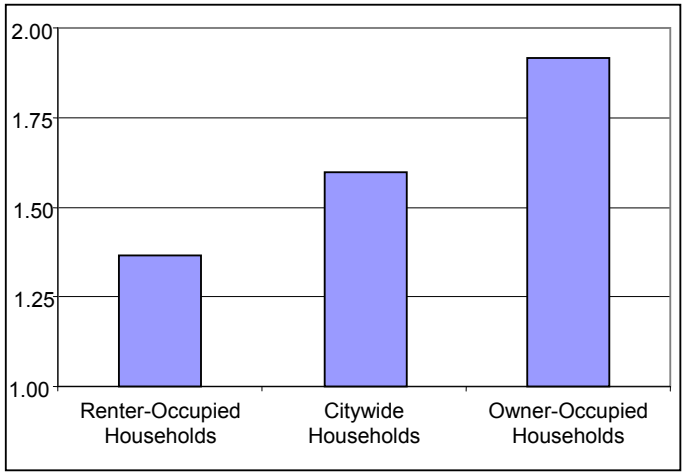
Source: 2000 Census.

Figure 2-6: Owner Household Vehicle Ownership



Source: 2000 Census.

Figure 2-7: Average Household Vehicle Ownership



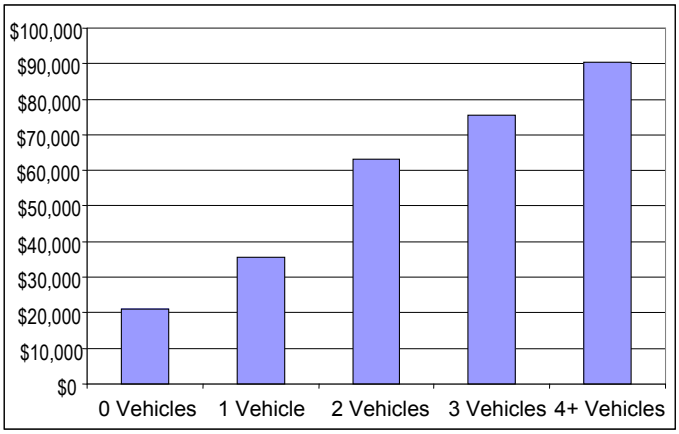
Source: 2000 Census.

Figure 2-9 illustrates the spatial distribution of "no car households" in Santa Barbara and the region.

2.5 Household Income

While 2000 Census data show that Santa Barbara resident's per capita income is 40% above the national average, there are wide variations in income with over 13% of the population living below the Federal poverty level. National data consistently show a direct relationship between income and vehicle ownership. Figure 2-8 illustrates the connection between household income and vehicle ownership in Santa Barbara: while the median annual income of a household with no vehicles is roughly $20,000, the median income of a household with two vehicles is over three times that figure ($63,150)[2].

Figure 2-8: Santa Barbara Household Vehicle Ownership by Household Income



Source: 2000 Census.

For comparison, 2000 Census data indicates that 34% of Santa Barbara County households have annual incomes of $25,000 or less. Figure 2-10 illustrates the spatial distribution of low-income households in Santa Barbara and the region.

2.6 Key Issues and Opportunities

The preceding summary suggests the following issues and opportunities relevant to the aim of reducing the rate of growth of peak-hour vehicle trips:

- Compared to national averages, Santa Barbara residents and workers already have a relatively lower rate of drive-alone commuting and relatively higher rates of commuting by alternative modes.
- Santa Barbara residents also have lower-than-average rates of vehicle ownership with over one-third of owner households and nearly two-thirds of renter households owning either one or no cars.

[2] The 2000 US Census defines a household as all the people who occupy a housing unit as their usual place of residence.

- The demographics of Santa Barbara and its surrounding region (with concentrations of both high-income households and low-income households) suggest that programs to encourage use of alternative modes may need to be tailored to special markets rather than "one-size-fits-all." For example:
  - Programs to reduce traffic congestion may need to emphasize financial incentives to attract low-income auto commuters to alternate modes, while emphasizing time-savings and amenities to attract higher-income auto commuters.
  - In addition, transit services themselves may need to be tailored to serve both "transit-dependent" riders (who are more likely to be low-income, travel during "off-peak" non-commute hours, and make shorter/local trips) and "choice" riders (who are more likely to be higher income, travel during "peak" commute hours, and make longer/regional trips).
- In addition to the demographic issues discussed in this section, Santa Barbara has other attributes that make alternative transportation more feasible than in other areas. For example:
  - The geography of the City (with mountain ranges and a narrow coastal plain creating a limited number of regional travel corridors and a land use pattern which concentrates origin and destinations) can contribute to higher usage of alternate modes (versus a land use pattern that resembles a "spider web" or "hub and spoke", with multiple regional travel corridors and an infinite number of origins and destinations scattered throughout the region).
  - In addition, the political and cultural environment in Santa Barbara is strongly supportive of environmentally-friendly policies and programs.
  - A large student population (a segment that is more likely to utilize alternative modes) lives in Santa Barbara and the surrounding areas, creating a baseline demand for transit, bicycling, and walking.
- Finally, similar to many communities, the number of motorcycle/scooter commuters in Santa Barbara is currently quite small according to Census data. However, with the increasing price of gas, evidence suggests that there has been an increase in motorcycle/scooter usage nationwide because these vehicles are more fuel efficient than other motorized vehicles. Motorcycles/scooters also make more efficient use of roadway and parking capacity, so while there is likely no need to develop a specific marketing or incentive program to encourage motorcycle/scooter use, the city of Santa Barbara should ensure that adequate on- and off-street parking exists to meet the demand for two-wheeled vehicles. Unfortunately, the "per-person-mile" emissions of motorcycles/scooters is typically higher than other modes (depending on the motorcycle/scooter trip length, age, engine size, pollution control equipment, maintenance record, and aftermarket modifications), so their positive impacts on reducing traffic and parking congestion can be offset by their negative impacts on air pollution.

3 AUTOMOBILES

3.1 Vehicular Circulation in the Santa Barbara Area

The Santa Barbara area is a long and narrow coastal plain, constrained by the Santa Ynez Mountains to the north and the Pacific Ocean to the south. The City is roughly bisected by U.S. Highway 101, which serves as the primary link for automobile travel between Santa Barbara and adjacent jurisdictions. Because of these geographic constraints, few other options exist for automobile traffic into and out of the area, and as such, most inter-regional automobile commuters into and out of the area must use U.S. Highway 101.

The city of Santa Barbara is mostly built-out, and is anticipated to experience predominately infill development along existing corridors in the future. The following section describes sub-areas of the City and the transportation corridors that serve them, highlighting the existing land use and street and automobile network. The City has identified a number of possible locations for future development, which are also described in greater detail in this section.

3.1.1 Downtown

The streets in the central area of the City form a grid where the streets run northeast/southwest and northwest/southeast. Block faces are short, and one-way couplets such as Chapala and De La Vina streets are used to eliminate left-turn conflicts and boost traffic capacity on streets that are fairly narrow, typically two lanes.

State Street acts as the spine of Santa Barbara, traveling

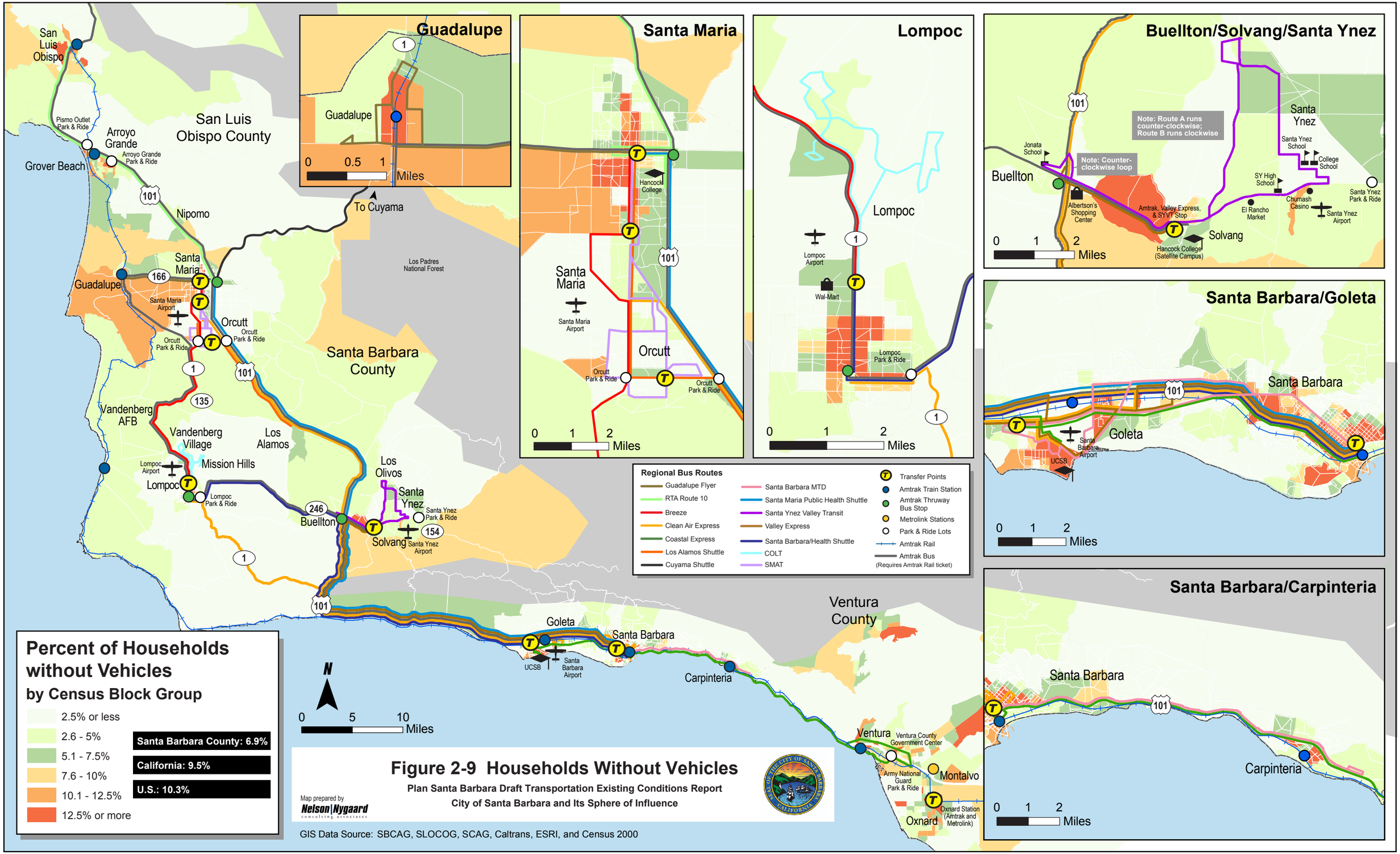


Figure 2-9 Households Without Vehicles

Plan Santa Barbara Draft Transportation Existing Conditions Report

City of Santa Barbara and Its Sphere of Influence

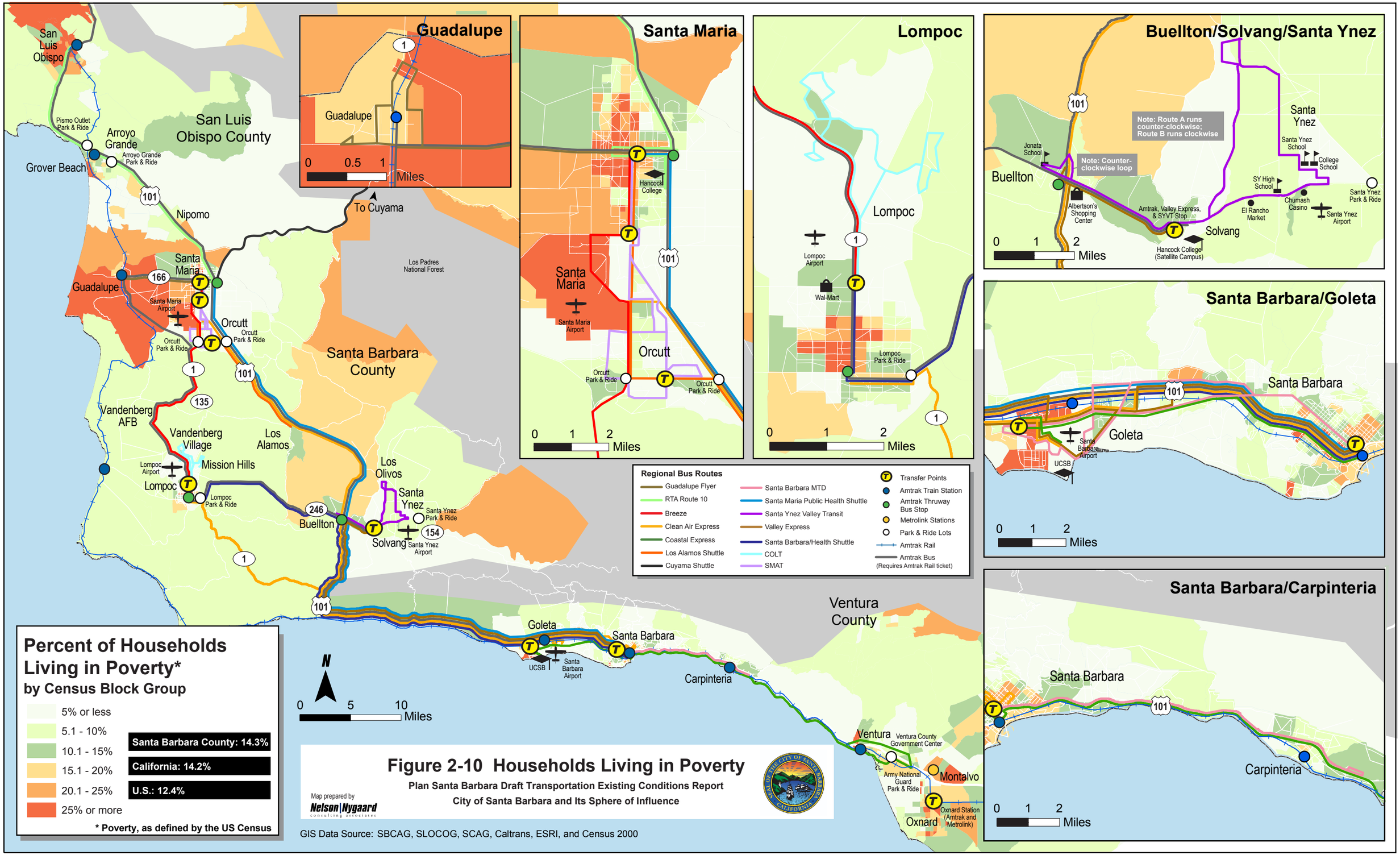


Figure 2-10 Households Living in Poverty

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from the Pacific Ocean northwest to East San Roque, where it turns west along Upper State Street, eventually extending beyond the western City limit, becoming Hollister Avenue on its way into the eastern Goleta Valley. Through downtown Santa Barbara, State Street is generally two lanes, lined with a mixture of retail and commercial land uses in the core with some residential uses at the northwestern fringe. While much of the retail land use in downtown Santa Barbara is focused on State Street, parking is provided in a series of surface lots and structures accessed via parallel Chapala Street and Anacapa Street, allowing State Street's buildings to directly face the street with minimal setbacks from the curb. This situation provides a pleasing atmosphere for pedestrians while minimizing their conflicts with vehicles needing to turn to access parking.

Carrillo Street links the Mesa, the Westside, U.S. Highway 101 and Downtown Santa Barbara, running perpendicular to State Street. It is generally four lanes through downtown, except for a brief stretch between De la Vina Street and U.S. Highway 101 where it expands to five lanes, providing three lanes of travel for motorists heading from downtown to the highway. Carrillo Street is lined with predominantly retail land uses between U.S. Highway 101 and Anacapa Street, where it transitions to primarily office and service commercial land uses as it heads northeast. Carrillo Street acts as a major transit corridor, with multiple buses traversing this corridor on an hourly basis to access the Downtown Transit Center from U.S. Highway 101, the Westside, and the Mesa. The City has identified this corridor as one that may accommodate future growth.

Outside the principal corridors and the one-way streets, most corridors in the downtown grid have similar characteristics for the motorist. These corridors are generally two lanes and lined by either residential or commercial land uses. Vehicular traffic is able to filter through the existing grid network in a direct and efficient manner.

3.1.2 Upper State Street

Outside of the downtown towards the northwest, the roads become wider and the block faces longer. The Upper State Street area stretches from roughly Alamar Avenue on the east to the western City limit and beyond to the eastern Goleta Valley, and from U.S. Highway 101 on the south to northern City limits. The area is characterized by a street network where traffic must make its way to the larger arterials from disconnected local streets and cul-de-sacs before proceeding to its ultimate destination.

Upper State Street serves as the primary east-west corridor for vehicular travel in this area, being generally four lanes with intermittent landscaped medians. This corridor is lined by most of the area's retail and commercial buildings, many of which are set back from the street behind their parking. This parking is often accessed by driveways directly linked to State Street, which creates frequent conflict points between vehicles attempting to use the street as a throughway and vehicles attempting to access and exit the buildings. With vehicles regularly driving across the sidewalk, the pedestrian's experience is greatly diminished. Traffic flow is reduced while turning vehicles block through traffic as they wait in the roadway for pedestrians to clear driveways, and through traffic slows behind drivers who must reduce their speed to successfully execute the turn maneuver into driveways that are often narrow.

The *Upper State Street Study* (City of Santa Barbara, March 2007) identified the key issues leading to traffic congestion in this corridor and recommended a set of potential solutions to improve traffic flow, including gradually decreasing the number of driveway access points through incremental redevelopment and, where possible without obstructing mountain views, requiring new development to place parking and access behind the building. These solutions would help the Upper State Street corridor accommodate the potential future growth that may occur here.

Los Positas Road, which is four lanes south of State Street and becomes San Roque Road with two lanes north of State Street, Hope Avenue, which is two lanes, and La Cumbre Road, which is four lanes south of State Street and two lanes north of State Street, provide the primary north-south vehicle corridors in this area and access to Highway 101.

3.1.3 Eastside

Traveling northeast from downtown Santa Barbara on Anapamu Street, motorists who follow the gentle bend in the road will find themselves driving down the Eastside's principal thoroughfare, Milpas Street, which passes under the highway and ends at the beach. On this route, Milpas Street is two lanes and lined with residential land uses until it reaches Canon Perdido Street. From Canon Perdido Street to Calle Puerto Vallarta, it opens to four lanes and is lined primarily with neighborhood-serving commercial and retail land uses. Like downtown, blocks are short and, with the exception of larger neighborhood shopping cen-

ters, most of the buildings are pulled up to the curb.

However, unlike downtown, these buildings are often served by their own parking lots accessed from Milpas Street or the side streets connecting to Milpas Street. A few larger supermarkets are set back from the street with their parking in front. The parking access here creates the same type of conflicts seen along Upper State Street, though the shorter block lengths are more amenable to pedestrians. This corridor has also been identified by the City as one that may accommodate future growth.

The one-way couplet of Gutierrez and Haley Streets also connects the Eastside to downtown Santa Barbara.

3.1.4 Other Areas

Outside of the areas mentioned, the route, directness, and connectivity of the roadway network typically follow the physical geographic setting. These other areas are largely residential, and commercial activity, if any, is centralized along the primary corridors, or at the intersection of primary corridors.

Areas in the foothills to the north are generally served by narrow and winding roads, which are usually two lanes. Foothill Avenue (Highway 192) and Alameda Padre Serra, both with two lanes, provide the primary access to residential streets in these neighborhoods.

The Westside, situated in a basin between the hillsides of the Mesa and the freeway, has a grid system of roads similar to the downtown area. Two-lane San Andres Street is the primary corridor and is lined with commercial and retail land uses in the blocks approaching the intersection with Micheltorena Street, which in turn connects this area to downtown across U.S. Highway 101. Mission Street also acts as a primary route for traffic between the western edge of the Westside and Highway 101.

Traffic on the Mesa uses a small number of larger arterial roadways to access smaller winding local streets that traverse the level mesa-top and hillsides. Four-lane Cliff Drive (formerly SR 225), Shoreline Drive, (recently narrowed from four to two lanes between Loma Alta and La Marina) and becoming two-lane Meigs Road provide access to the residential streets in this area. Retail and commercial centers are located around the intersection of Cliff Drive with Meigs Road/Shoreline Drive.

Traffic in Montecito uses a series of smaller roads to access two-lane arterials connecting it to the freeway and the City. Retail and commercial land uses are generally confined to Coast Village Road, which is part of the city of Santa Barbara, while Hot Springs, Olive Mill, and San Ysidro Roads provide access to unincorporated County residential streets in this area. All of these streets are two lanes.

3.2 Existing Policy Framework

The following section highlights aspects of the existing governmental policy framework that are pertinent to automobile travel within the city of Santa Barbara. A discussion of the overall transportation policy framework in the area can be found in Appendix A of this report.

3.2.1 City Circulation Element

The city of Santa Barbara's General Plan Circulation Element was adopted in 1998 and sets forth a comprehensive vision of Santa Barbara's desired transportation system. The Circulation Element addresses all modes of transportation, including the automobile, transit, pedestrians, and bicycles. In addition, the 1998 Circulation Element addresses issues such as economic vitality, equality of modes of transportation, parking, and the relationship of land use and new development to transportation.

In regards to roadways and automobile use, the Circulation Element retains the roadway classification system from the original older element that it replaces, although this system does not contain policy direction or standards associated with these classifications. This system utilizes five categories of streets: freeway, primary arterial, minor arterial, collector street, and local street. These classifications were based on traffic volumes in vehicles per day, right-of-way width, and design features such as the number of travel lanes, presence of driveway access and on-street parking. Historically, the volume of vehicular traffic was the primary basis by which a City qualified for funding from the federal or state governments. However, the 1998 Circulation Element focuses upon broadening mobility options available to residents.

A discussion of a possible alternative classification system that takes into account other considerations outside of vehicular traffic was discussed in the 1998 Circulation Element (refer to Section 9.2). However, this alternative functional classification system has not yet been implemented, and the City does not specifically designate a vehicular functional classification system beyond the regional Congestion Management Plan system in its Circulation Element.

3.2.2 City Thresholds of Significance

3.2.2.1 Circulation Element

The 1998 Circulation Element discusses traffic impact analysis for development projects in the city of Santa Barbara and identifies significance criteria for intersections based on two primary variables; Level of Service (LOS) and Volume of vehicles/Capacity of road (V/C). LOS is measured on a scale from LOS A to LOS F, where LOS A represents free flow activity and LOS F represents overcapacity operation (see section 3.3.1 for further explanation of LOS). According to the General Plan, an intersection must have a LOS "C" or better, which is equivalent to a V/C of 0.8 or 80% or less, to be considered acceptable.

The Circulation Element also highlights the applicable effect of Measure E (Charter non-residential growth limit amendment) on traffic impact analysis, and notes that the restrictive criteria that must be met could prevent compact development that may actually reduce vehicle trips as follows:

- *Land use patterns directly affect the transportation choices that people make. A compact, pedestrian oriented development pattern will provide a greater variety of transportation choices by facilitating modes of transportation other than the automobile. This happens because people can live and work in close proximity to transportation centers and facilities. Conversely, a low-density, sprawling development pattern that segregates residential and non-residential uses limits transportation options and increases dependence on the automobile for mobility. This land use pattern, commonly known as Urban Sprawl, can be seen in many post World War II communities such as Los Angeles and San Jose.*
- *Currently, the amount and density of development that can occur in the City is governed by different sets of regulations. Passed by the voters in 1989, Measure E was incorporated into the City Charter as Charter Section 1508. This Charter Section not only places a ceiling on the total amount of non-residential square footage developed in the City until the year 2010, it also states that new non-residential construction can only occur where it will not cause a significant and unmitigated adverse impact on the City's water resources and traffic within the City, or the supply of affordable housing on the South Coast. However, because Measure E has not been incorporated into the City's Local Coastal Program it cannot be used for the purpose of making findings regarding the consistency of any project with the certified Local Coastal Program. Such a use would require the provisions of Measure E to be certified through the Coastal Commission through an amendment to the City's Local Coastal Program.*
- *Traffic impacts are currently determined in two different ways. The first way that traffic impacts are determined is by adopted Level of Service (LOS) standards for signalized City intersections. Currently, signalized intersections are considered impacted if they exceed the City's LOS goal of C, which carries a V/C of 0.80. However, for the purposes of environmental assessment in the city of Santa Barbara under the California Environmental Quality Act (CEQA), a signalized intersection is considered impacted if a project causes the V/C to exceed 0.77. By state law, in any case where a project results in a significant traffic impact, an environmental impact report must be prepared.*[3]

3.2.2.2 Adopted City Traffic Impact Assessment Criteria

Traffic impacts are determined for any development project in the City using the following impact significance criteria. A project that is estimated to result in a net traffic increase that exceeds these thresholds would typically be required to prepare an Environmental Impact Report (EIR) under CEQA (unless it was exempted statutorily, via a "statement of overriding considerations," or another mechanism). The stringent nature of these impact criteria, which are more rigorous than the Circulation Element criteria, has greatly influenced development in the City over the last two decades. The criteria are:

- Project-Specific Significant Impact: A project-specific significant impact occurs when:
  - (a) Project peak-hour traffic would cause an intersection to exceed 0.77 V/C (per the General Plan language above), or
  - (b) The V/C of an intersection would be increased by 0.01 (1%) or more as a result of project peak-hour traffic.
- Significant Cumulative Contribution: A project would result in a significant contribution to cumulative traffic when:
  - (a) Project peak-hour traffic together with other cumulative traffic from existing and reasonably foreseeable pending projects would cause

[3] Excerpted from Chapter 11: Traffic Standards from the city of Santa Barbara General Plan Circulation Element. City of Santa Barbara 1998.

an intersection to exceed 0.77 V/C, or

(b) Project would contribute traffic to an intersection already exceeding 0.77 V/C.

Given the more stringent nature of impact criteria and levels of significance under CEQA, projects which are likely to require an EIR, such as the Santa Barbara Cottage Hospital expansion project, will use CEQA guidelines when conducting their traffic impact analysis.

3.2.3 Congestion Management Plan

The Congestion Management Plan (CMP) is required by law (California State Government Code Section 65089), for all urban counties in the State. The CMP for Santa Barbara County is administered by the Santa Barbara County Association of Government. The goal of the CMP is to reduce or maintain current congestion levels through supply side measures, such as capital improvements, and demand side measures, such as travel demand management (TDM) programs and coordinated local jurisdiction land use planning. To measure the effectiveness of the CMP, certain key roadways are selected for regular monitoring. This designated roadway system includes all State Highways and principal arterials within the city of Santa Barbara (refer to Figure 3-1).[4]

The city of Santa Barbara must maintain a certain level of service, or congestion level, on streets designated in the CMP in order to receive funding from various Federal and State transportation and air quality funding programs (Government Code Section 65089.2). In general, LOS D or better is the CMP standard for roadways and intersections, but the CMP recognizes that some facilities are currently operating at LOS E or below. Where facility traffic levels exceed this standard, the CMP requires that agencies adopt a Deficiency Plan to improve operation of the facility. Agencies that fail to do so are out of conformity. As of the most recent CMP, the city of Santa Barbara was in conformity because all of its facilities which exceed CMP standards had adopted Deficiency Plans.[5]

At the project level, if a proposed development is located adjacent to or near one of the CMP designated highways and arterials, then the proposed development must also meet the CMP specified thresholds of significance.

Figure 3-1: CMP Designated Highways and Arterials; City of Santa Barbara

Street	Segment
State Highways:[a]	
Highway 101	(within City limits)
State Route 144	(portions of Milpas St., Mason St., Salinas St., and Sycamore Cyn. Rd.)
State Route 192	(portions of Sycamore Cyn. Rd., Stanwood Dr., Mission Ridge Rd., Mountain Dr., and Foothill Rd.)
State Route 225	(portions of Las Positas Rd., Cliff Dr., and Castillo St.)
Principal Arterials:[a]	
State Street	De la Vina St. to Hollister Ave.
Las Positas Road	Highway 101 to State St.
Chapala Street	Gutierrez St. to Mission St.
De La Vina Street	Mission St. to State St
Mission Street	Highway 101 to Anacapa St.
Anacapa Street	Cliff Drive to Anacapa St.
Carrillo Street/ Meigs Road	Highway 101 to Milpas St.
Haley Street	Bath St. to Milpas St
Gutierrez Street	Cabrillo Blvd. to Haley St
Milpas Street	Haley St. to Cabrillo Blvd
Garden Street	Haley St. to Cabrillo Blvd
Hollister Avenue	San Pedro Creek to Los Carneros Rd
Fairview Avenue	Placencia St. to Olney St.

[a] *Chapter 10: Mobility from the City of Santa Barbara General Plan Circulation Element. City of Santa Barbara 1998.*

In addition, the CMP provides its own classification system used when determining eligibility for funding rather than the classification system contained within the City's Circulation Element. However, the Inter-modal Surface Transportation Efficiency Act (ISTEA), passed in 1991, established new policies that fund a variety of modes of transportation, including cars, trucks, buses, trains, bicycles, and walking. ISTEA requires the comprehensive planning of appropriate modes of transportation for natural and built environments and air quality standards.

3.3 Existing Traffic Conditions

Because traffic flow on urban arterials is most constrained at intersections, detailed traffic flow analyses typically focus on the operating conditions of critical intersections during peak travel periods. Thus the bulk of the following analysis focuses on intersection operations. However, in some instances, congestion along major road corridors can be related to the interaction between closely spaced signals and other factors such as a large number of driveways, pedestrian activity, transit operations, etc. Several such corridors exist in the City, including Upper State

[4] Excerpted from Chapter 10: Mobility from the City of Santa Barbara General Plan Circulation Element. City of Santa Barbara 1998.
[5] Congestion Management Plan. SBCAG, 2003

Street and Carrillo Street between U.S. Highway 101 and Milpas Street.

This section describes the methodology used to assess the traffic conditions for each of the intersections analyzed in the study, and reports the operating conditions at each, indicating V/C in the case of signalized intersections, average delay in the case of stop-controlled intersections, and LOS for all intersections. This study analyzes and reports the following types of intersections:

- *Plan Santa Barbara* study intersections within the City, and
- Intersections in the adjacent unincorporated communities of Goleta and Montecito which may be affected by traffic generated by future growth within the city of Santa Barbara; and
- Intersections within the boundaries of the City Municipal Airport as well as those within the adjacent city of Goleta that may be affected by future growth within Santa Barbara jurisdiction.

Although there are many signalized intersections within and adjacent to the City, this study focuses on those along major transportation corridors likely to be affected by traffic generated by future growth and development permitted under *Plan Santa Barbara*, particularly those that are currently congested or have the potential to become congested in the future.

3.3.1 LOS Analysis in the City of Santa Barbara

Level of Service is a qualitative measure used to describe the condition of traffic flow, ranging from excellent conditions at LOS A to overloaded conditions at LOS F. LOS C with a V/C ratio of 0.77 or less is the acceptable level of service in the city of Santa Barbara. For unsignalized intersections, LOS C is used as the minimum acceptable LOS.

The city of Santa Barbara uses the "Intersection Capacity Utilization" (ICU) method (Transportation Research Board 1980) of intersection capacity analysis to determine the intersection V/C ratio and corresponding LOS for the given turning movements and intersection characteristics at signalized intersections. Figure 3-2 defines the ranges of V/C ratios and their corresponding LOS using the ICU method.

For unsignalized intersections, the city of Santa Barbara uses the Highway Capacity Manual (HCM) unsignalized intersection methodology (Transportation Research Board 2000) to determine average approach delay and corresponding LOS for the given turning movements and intersection characteristics. Figure 3-3 defines the ranges of average delay and their corresponding LOS using the HCM method.

Figure 3-2: Level of Service Definitions for Signalized Intersections

LOS	V/C	Definition
A	0.000-0.600	EXCELLENT. No Vehicle waits longer than one red light and no approach phase is fully used.
B	0.601-0.700	VERY GOOD. An occasional approach phase is fully utilized; many drivers begin to feel somewhat restricted within groups of vehicles.
C	0.701-0.800	GOOD. Occasionally drivers may have to wait through more than one red light; backups may develop behind turning vehicles.
D	0.801-0.900	FAIR. Delays may be substantial during portions of the rush hours, but enough lower volume periods occur to permit clearing of developing lines, preventing excessive backups.
E	0.901-1.000	POOR. Represents the most vehicles intersection approaches can accommodate; may be long lines of waiting vehicles through several signal cycles.
F	> 1.000	FAILURE. Backups from nearby locations or on cross streets may restrict or prevent movement of vehicles out of the intersection approaches. Tremendous delays with continuously increasing queue lengths.

Source: Transportation Research Circular No. 212, Interim Materials on Highway Capacity, Transportation Research Board 1980.

Figure 3-3: Level of Service Definitions for Unsignalized Intersections (2000 Highway Capacity Manual Unsignalized Method)

Level of Service	Average Control Delay per Vehicle (seconds)
A	≤ 10.0
B	> 10.0 and ≤ 15.0
C	> 15.0 and ≤ 25.0
D	> 25.0 and ≤ 35.0
E	> 35.0 and ≤ 50.0
F	> 50.0

Source: Highway Capacity Manual, Transportation Research Board, 2000.

3.3.2 Plan Santa Barbara Study Intersections

The City Transportation Planning staff, in consultation with Fehr & Peers, selected 52 key intersections in the City for detailed study (refer to Figures 3-4 and 3-5).

Figure 3-4: Year 2008 Weekday Existing Conditions, Plan Santa Barbara Study Intersection Levels of Service

Intersection	Peak Hour	Existing Conditions Delay or V/C	Existing Conditions LOS
1 Olive Mill Road & Coast Village Road [b]	AM	13	B
	PM	18	C
2 Hot Springs Road & Coast Village Road [b]	AM	20	C
	PM	25	C
3 Cabrillo Boulevard & U.S. Highway 101 SB Ramp [b]	AM	20	C
	PM	15	B
4 Milpas Street & U.S. Highway 101 SB On Ramp [a]	AM	0.367	A
	PM	0.526	A
5 Milpas Street & U.S. Highway 101 SB Off Ramp [a]	AM	0.683	B
	PM	0.771	C
6 Milpas Street Roundabout [c]	AM	15	B
	PM	14	B
7 Milpas Street & Quinientos Street [a]	AM	0.592	A
	PM	0.715	C
8 Milpas Street & Gutierrez Street [a]	AM	0.520	A
	PM	0.582	A
9 Milpas Street & Haley Street [a]	AM	0.479	A
	PM	0.641	B
10 Cabrillo Boulevard & Garden Street [a]	AM	0.298	A
	PM	0.370	A
11 Yanonali Street & Garden Street [a]	AM	0.431	A
	PM	0.491	A
12 U.S. Highway 101 SB Ramps & Garden Street [a]	AM	0.640	B
	PM	0.929	E
13 U.S. Highway 101 NB Ramps & Garden Street [a]	AM	0.575	A
	PM	0.748	C
14 Gutierrez Street & Garden Street [a]	AM	0.675	B
	PM	0.808	D
15 Cabrillo Boulevard & State Street [a]	AM	0.303	A
	PM	0.420	A
16 Gutierrez Street & State Street [a]	AM	0.288	A
	PM	0.383	A
17 Cabrillo Boulevard & Castillo Street [a]	AM	0.357	A
	PM	0.598	A
18 Montecito Street & Castillo Street [a]	AM	0.691	B
	PM	0.763	C
19 Haley Street & Castillo Street [a]	AM	0.552	A
	PM	0.784	C
20 Haley Street & Bath Street [a]	AM	0.538	A
	PM	0.697	B
21 Carrillo Street & Anacapa Street [a]	AM	0.474	A
	PM	0.618	B
22 Carrillo Street & Chapala Street [a]	AM	0.445	A
	PM	0.635	B
23 Carrillo Street & De la Vina Street [a]	AM	0.551	A
	PM	0.636	B
24 Carrillo Street & Bath Street [a]	AM	0.551	A
	PM	0.540	A
25 Carrillo Street & Castillo Street [a]	AM	0.664	B
	PM	0.666	B
26 Carrillo Street & U.S. Highway 101 NB Ramp [a]	AM	0.773	C
	PM	0.842	D
27 Carrillo Street & U.S. Highway 101 SB Ramp [a]	AM	1.023	F
	PM	0.962	E
28 Carrillo Street & San Andres Street [a]	AM	0.682	B
	PM	0.755	C
29 Micheltorena Street & San Andres Street [a]	AM	0.608	B
	PM	0.613	B
30 Mission Street & Modoc Road [b]	AM	27	D
	PM	29	D
31 Mission Street & U.S. Highway 101 SB Ramps [a]	AM	0.938	E
	PM	0.969	E
32 Mission Street & U.S. Highway 101 NB Ramps [a]	AM	0.858	D
	PM	0.812	D
33 Mission Street & Castillo Street [a]	AM	0.512	A
	PM	0.554	A
34 Mission Street & Bath Street [a]	AM	0.556	A
	PM	0.606	B
35 Mission Street & De la Vina Street [a]	AM	0.524	A
	PM	0.558	A
36 Mission Street & State Street [a]	AM	0.719	C
	PM	0.697	B
37 Meigs Road & Cliff Drive [a]	AM	0.621	B
	PM	0.688	B
38 Las Positas Road & Cliff Drive [b]	AM	30	D
	PM	23	C
39 Las Positas Road & Modoc Road [a]	AM	0.671	B
	PM	0.730	C
40 Las Positas Road & U.S. Highway 101 SB Ramps [a]	AM	0.812	D
	PM	0.947	E
41 U.S. Highway 101 NB Ramp & Calle Real [a]	AM	0.798	C
	PM	0.683	B
42 Alamar Avenue & State Street [a]	AM	0.495	A
	PM	0.563	A
43 De la Vina Street & State Street [a]	AM	0.465	A
	PM	0.535	A
44 Las Positas Road & State Street [a]	AM	0.637	B
	PM	0.772	C
45 Hitchcock Way & State Street [a]	AM	0.477	A
	PM	0.671	B
46 Hope Avenue & State Street [a]	AM	0.511	A
	PM	0.661	B
47 La Cumbre Road & State Street [a]	AM	0.600	A
	PM	0.853	D
48 Hope Avenue & U.S. Highway 101 NB Ramp/Calle Real [a]	AM	0.589	A
	PM	0.765	C
49 La Cumbre Road & U.S. Highway 101 SB Ramps [a]	AM	0.605	B
	PM	0.668	B
50 La Cumbre Road & Calle Real [a]	AM	0.539	A
	PM	0.663	B
51 SR 154 & Calle Real [a]	AM	0.531	A
	PM	0.730	C
52 SR 154 & U.S. Highway 101 SB On Ramp [a]	AM	0.417	A
	PM	0.400	A

[a] Intersection is controlled by signal and uses ICU methodology
[b] Intersection is controlled by stop signs and uses HCM unsignalized methodology
[c] Intersection is controlled by roundabout and uses HCM roundabout methodology

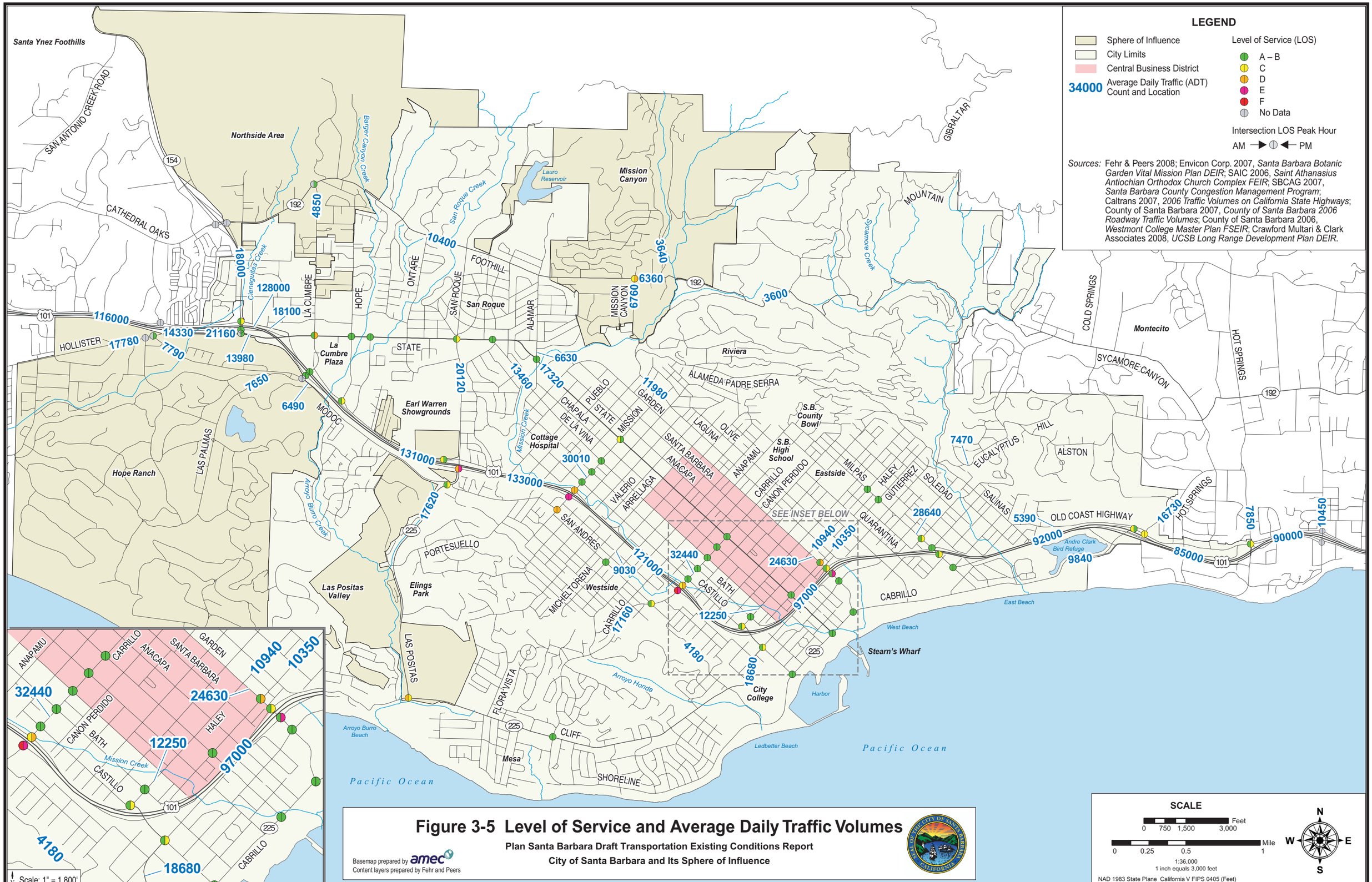

Figure 3-5 Level of Service and Average Daily Traffic Volumes

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Basemap prepared by amec
Content layers prepared by Fehr and Peers

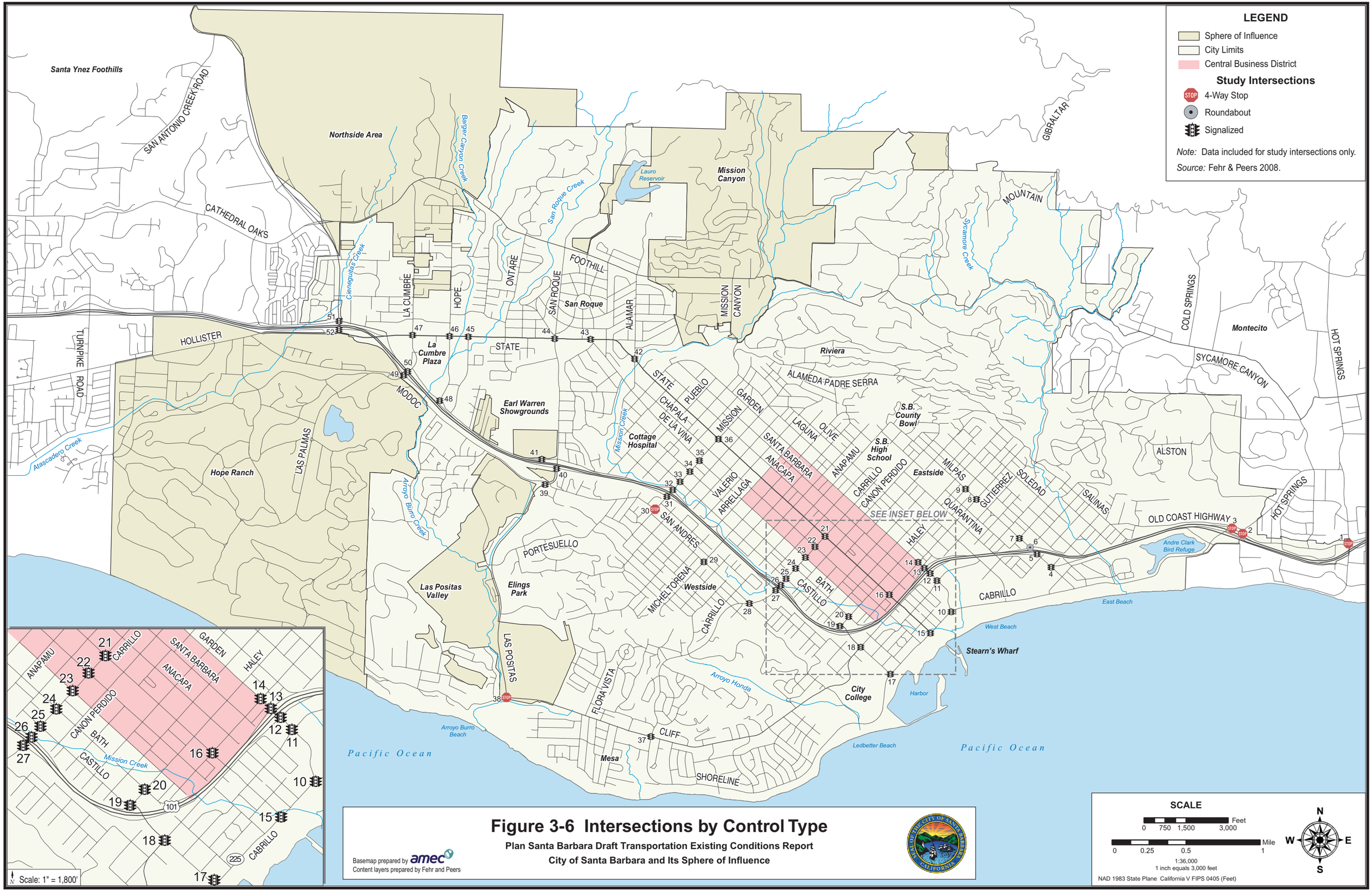

Figure 3-6 Intersections by Control Type

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Basemap prepared by amec
Content layers prepared by Fehr and Peers

These intersections were selected based on existing congestion as identified in previous studies or by City staff, location along key arterials or corridors and/or potential to be affected by future growth and development associated with Plan Santa Barbara. Weekday morning and evening peak period traffic counts (7:00 to 9:00 a.m. and 4:00 to 6:00 p.m.) were conducted at each of the study intersections between Tuesday, March 11 and Thursday, March 13, 2008. Peak periods coincide with heaviest commute hours, and the peak one hour within the peak period is used to define maximum congestion levels at intersections. These counts were used to analyze operating conditions at the Plan Santa Barbara study intersections. A list of the Plan Santa Barbara study intersections with the results of the LOS analysis is provided in Figure 3-4, and LOS is graphically represented in Figure 3-5.

Traffic data collection is an exercise in sampling. Significant singular events, such as a traffic collision or Santa Barbara's annual Fiesta, or common broader events, such as holidays and school vacations, will have a noticeable impact on traffic flow. Collective minor variations in the everyday routines of the City's populace should not be overlooked, however, as they can cause traffic volumes to vary considerably from their daily and weekly historic averages, often as much as 10-15%. Such variations may affect intersections such as those near City College (e.g., Castillo/Montecito streets) where congestion may vary depending upon the time of year, with higher congestion levels associated with the start of the semester or finals and lower levels at other times.

The *Plan Santa Barbara* count program was conducted to minimize the effects that major foreseeable events, such as school spring breaks, would have on the results. However, certain intersections may appear to have a better or worse LOS than previous analysis because of daily fluctuation in traffic.

As shown in Figure 3-7, the following intersections are currently operating with a V/C ratio of 0.77 or greater during one or both of the peak hours. The greatest levels of congestion are generally found at freeway interchanges or intersections approaching freeway interchanges.

Figure 3-7: Plan Santa Barbara Study Intersections Currently Operating with a Peak Hour V/C of 0:77 or Greater

North/South Street	East/West Street	Peak Hour with V/C 0.77 or Greater
Milpas St	U.S. Highway 101 SB Off Ramp	PM
U.S. Highway 101 SB Ramps	Garden St	PM
Gutierrez St	Garden St	PM
Haley Street	Castillo St	PM
Carrillo St	U.S. Highway 101 NB Ramp	Both
Carrillo St	U.S. Highway 101 SB Ramp	Both
Mission St	Modoc Rd	Both [a]
Mission St	U.S. Highway 101 SB Ramps	Both
Mission St	U.S. Highway 101 NB Ramps	Both
Las Positas Rd	Cliff Dr	AM [a]
Las Positas Rd	U.S. Highway 101 SB Ramps	Both
U.S. Highway 101 NB Ramp	Calle Real	AM
Las Positas Road	State St	PM
La Cumbre Rd	State St	PM

Note: [a] For unsignalized intersections, LOS C was taken as the minimum acceptable LOS.

3.3.3 Nearby Intersections

Santa Barbara is generally bordered by unincorporated County communities; to the east is the semi-rural community of Montecito and to the west are the more urban neighborhoods of the eastern Goleta Valley and the city of Goleta. Traffic generated within the City uses a number of the arterials and key intersections in these boundary areas, and growth permitted under *Plan Santa Barbara* could add to congestion at these facilities. As a result, the consultant team conferred with County and City staff and identified those boundary area intersections with the highest potential to be affected by traffic generated by growth and development permitted under *Plan Santa Barbara*.

Intersections in the boundary and airport area were not subject to new traffic counts by the project team. Rather, this study primarily relies on data obtained from existing sources, including recent traffic counts and LOS analysis performed by SBCAG for CMP monitoring, and traffic counts and LOS analysis from a number of recent EIRs prepared for development projects in these areas. The majority of these intersections generally operate at acceptable levels of service, a V/C ratio of 0.77 or less, during the P.M. peak hour (refer to Figures 3-6 and 3-10).

As shown in Figure 3-8, one nearby intersection is currently operating with a V/C ratio of 0.77 or greater during one or both of the peak hours.

Figure 3-8: Nearby Intersections Currently Operating with a Peak Hour V/C of 0.77 or Greater

North/South Street	East/West Street	Peak Hour with V/C 0.77 or Greater
Mission Canyon Rd	Foothill Road	PM [a]

Note: [a] For unsignalized intersections, LOS C was taken as the minimum acceptable LOS.

3.3.4 Airport Area Intersections

The City's municipal airport is surrounded by the incorporated city of Goleta. Future growth and development at the airport and adjacent Commercial/Industrial Specific Plan, although not a primary focus of *Plan Santa Barbara*, has the potential to affect both airport and city of Goleta intersections. As a result, the consultant team conferred with staff from Santa Barbara County, the city of Goleta, and the city of Santa Barbara to identify those airport area intersections with the highest potential to be affected by traffic generated by growth and development permitted at the airport.

Intersections in the area were not subject to new traffic counts by the project team. Rather, this study relies on data obtained from the recent *University of California Santa Barbara (UCSB) Long Range Development Plan DEIR* (March, 2008), which studied surface street intersection operating conditions during the p.m. peak period and freeway ramp operating conditions during both the a.m. and p.m. peak periods. Arterial roadways and intersections surrounding the airport experience relatively high traffic volumes and associated congestion, with seven intersections that exceed the City's standard of V/C ratio 0.77/ LOS C (refer to Figure 3-10).

As shown in Figure 3-9, several airport area intersections are currently operating with a V/C ratio of 0.77 or greater during one or both of the peak hours.

Figure 3-9: Airport Area Intersections Currently Operating with a Peak Hour V/C of 0.77 or Greater

North/South Street	East/West Street	Peak Hour with V/C 0.77 or Greater
Storke Rd	Hollister Av	PM
Storke Rd	U.S. Highway 101 NB Ramps	Both
Storke Rd	U.S. Highway 101 SB Ramps	Both
Los Carneros Rd	U.S. Highway 101 NB Ramps	PM
Los Carneros Rd	U.S. Highway 101 SB Ramps	PM
Fairview Av	U.S. Highway 101 NB Ramps	Both
Fairview Av	U.S. Highway 101 SB Ramps	PM

3.4 Existing Roadway Segment Traffic Volumes

Daily traffic counts for 25 roadway segments were conducted as part of this study of existing conditions. In addition, daily traffic counts outside the City in or near the City's sphere of influence were collected from a variety of sources, including the Santa Barbara County Count Program and various EIRs. Daily traffic volumes for the U.S. Highway 101, State Route (SR) 154, and sections of SR 192 were collected from Caltrans. Daily traffic volumes are illustrated in Figures 3-4 and 3-5.

The volume maps illustrate the large number of regional trips entering and leaving Santa Barbara. The greatest volumes on the freeway occur between downtown and the medical district, the area with the largest concentration of employment in the City. Surface streets also illustrate this pattern, with the volumes increasing as the observed route approaches the freeway.

3.4.1 Surface Streets

Within the city of Santa Barbara, daily traffic volumes range from a high of 32,440 vehicles on Carrillo Street northeast of U.S. Highway 101 to a low of 4,170 vehicles on Loma Alta Drive north of Colonel Street. The street segments with the greatest traffic volumes are typically those approaching U.S. Highway 101 interchanges, with Mission Street and Carrillo Street carrying more than 30,000 vehicles per day, and Las Positas Road, Garden Street, and Milpas Street carrying more than 20,000 vehicles per day.

Just outside the City limits, Hollister Avenue west of Modoc Road carries 17,780 vehicles per day, while La Cumbre Road south of SR 192 carries 4,850 vehicles per day.

3.4.2 Freeways and State Highways

U.S. Highway 101 is the only freeway within the Santa Barbara City limits. In Santa Barbara the volumes range from a high of 133,000 vehicles per day between Mission Street and Las Positas Road (which is also the highest volume in the greater Santa Barbara area), to a low of 85,000 vehicles per day between Olive Mill Road and Coast Village Road/Cabrillo Boulevard.

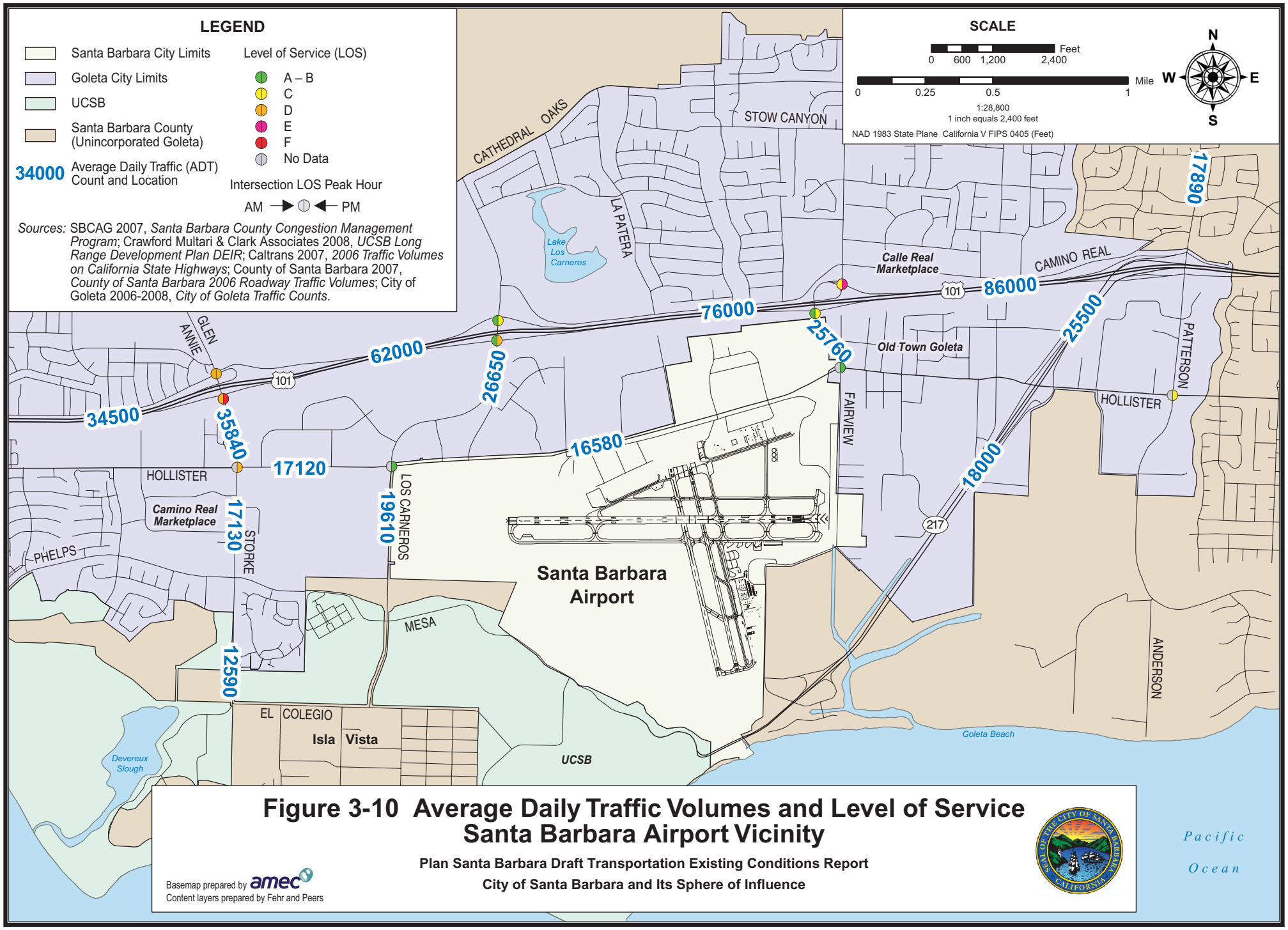

Figure 3-10 Average Daily Traffic Volumes and Level of Service Santa Barbara Airport Vicinity

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Basemap prepared by amec
Content layers prepared by Fehr and Peers

When approaching Santa Barbara from the north, volumes on U.S. Highway 101 increase continuously as they approach Las Positas Road to Mission Street segment. Coming from the south, volumes generally increase as they approach downtown, decrease briefly after the Garden Street interchange and increase again leading into the Mission Street to Las Positas Road segment.

Just inside the City limits, SR 154 carries 18,000 vehicles per day south of the junction with SR 192, and SR 192 carries 15,060 vehicles per day just east of the junction with SR 154 (refer to Figure 3-5).

3.5 Currently Programmed Roadway Improvements

Currently funded major roadway improvements in the City are centered on and around U.S. Highway 101 between Milpas Street and Hot Springs Road. This project will construct an additional lane of travel on the freeway in each direction and reconfigure certain freeway ramps and nearby intersections to improve traffic flow through the area. Construction began in June 2008 and will be completed in 2012. The project will proceed in four stages, detailed below[6]:

Stage 1 (2008-2009)

1. Replace Milpas bridges
2. Milpas off-ramp improvements
3. Southbound Milpas hook off-ramp
4. Replace Sycamore creek bridge
5. Cabrillo to Salinas merge lane
6. Tennis stadium sound wall
7. Third southbound lane
8. Old Coast Highway sidewalk
9. Montecito Roundabout (Old Coast Hwy/Hot Springs Road/Coast Village Road)
10. Multipurpose path

Stage 2 (2009-2010)

11. Third southbound lane over Milpas
12. Cacique under crossing
13. Close southbound on-ramp

Stage 3 (2010-2011)

14. Salinas to Alisos sound wall
15. Third northbound lane from Salinas to Milpas

Stage 4 (2011-2012)

16. Third northbound lane over Milpas
17. Connect Cacique Street
18. Multipurpose path

This project will help relieve a notable choke point for traffic entering and exiting Santa Barbara from the south by increasing capacity on the freeway and improving flow on roadways leading to freeway ramps. This project will be built with funds from Measure D. For a detailed discussion of Measure D see section 10.1 of this report.

In addition to this major freeway widening project, additional funded projects currently under construction include the addition of a new lane to the northbound onramp onto US Highway 101 at Carrillo Street and safety improvements to the Mission Street US Highway 101 underpass which include sidewalk and bike path improvements. Frontage improvements to the entire length of Cliff Drive (SR 225) are also planned and designed to bring this four lane road up to current standards prior to the State relinquishing ownership to the city of Santa Barbara.

3.6 Key Issues and Opportunities

3.6.1 Regional Automobile Travel

The high demand for regional travel, and its associated strain on the local and regional road network, is the most significant transportation challenge facing the city of Santa Barbara in developing future land uses, goals and policies for *Plan Santa Barbara*. The greatest demand for roadway facilities in the city of Santa Barbara is generally approaching freeway interchanges, and traveling on the freeway itself. This pattern of traffic suggests that a great deal of the travel in the city of Santa Barbara is regional in nature.

This regional travel demand is related to both commuting within the South Coast, and between the South Coast and outlying housing market areas (e.g., Ventura County). Within the South Coast, regional travel involves commutes between the City and employment opportunities at UCSB and Goleta industrial parks, inbound commutes from other South Coast communities to employment in the City, particularly within downtown, and more specialized trips such as travel from student housing in Isla Vista to City College. Although precise data for the City is unavailable, regional commuting into the South Coast from Ventura, Santa Ynez, Lompoc and Santa Maria is estimated to involve approximately 25,000 daily trips by automobile (refer to Figure 2-4). Both travel within the South Coast and regional commuting are related to the high cost of housing in the City combined with the large number of jobs.

[6] Detailed construction project staging information taken from SBroads.com, June, 2008.

3.6.2 Local Automobile Travel

Within the City, traffic congestion on surface streets arises from two principal sources. While the experience for the motorist is largely the same – delay, and in some cases stop-and-go traffic – the source of the problem and potential solutions are quite different.

First, demand for regional travel leads to high volumes on roadways approaching the freeway, mainly during peak commuting periods. The congestion experienced on these roadways results primarily from demand that exceeds the available capacity. This sort of congestion is seen on roadway segments such as Carrillo Street between Chapala Street and the freeway, and Milpas Street as it approaches the freeway.

The second source of congestion on surface streets in the City results from design issues. Disconnected local streets such as cul-de-sacs force more local traffic onto larger through-streets, while frequent driveways and traffic signals, and conflicts between pedestrians and automobiles can all create friction and slow traffic flow, effectively lowering the carrying capacity of the roadway. In this case, excess demand is not the problem, but drivers with different purposes interacting on the same roadway facility that is well equipped to handle one purpose or another, but not all simultaneously. This sort of problem is seen most clearly on Upper State Street and is well documented in the *Upper State Street Study* (City of Santa Barbara 2007).

3.6.3 Development Review

The current development review process, as it relates to automobile traffic, creates a substantial barrier to new development in areas with existing traffic congestion. The unintended and potentially counter-productive consequences that this sort of impact criteria can have are highlighted in the Constraints section of Chapter 11 of the 1998 Circulation Element, and are quoted below:

- *The current method for determining traffic impacts acts as a constraint to development in areas where intersections are at or near the maximum allowable capacity. Impacted intersections are typically located near freeway on/off-ramps, Downtown, or near commercial centers. Ironically, it is these compact and higher density areas that will most easily facilitate transit and alternate modes of transportation. In addition, the inability of small businesses to expand in locations at or near impacted intersections may result in the relocation of those businesses to lower density or outlying areas that may not be as suitable for alternative modes of transportation. This will, in turn, increase the reliance on the automobile in these areas and possibly contribute to a sprawling development pattern. In addition, the charter section requirement that new development occur only where it does not cause a significant and unmitigated adverse impact on traffic also acts as a constraint. Traditionally, the methods to mitigate traffic impacts involved improvements to streets, such as street widening, turn lanes, or striping. In a city such as Santa Barbara that is mostly developed, many of these mitigation methods may no longer be feasible or desirable.*[7]

3.6.3.1 Opportunities

Demand for transportation is rooted in land use patterns. Certain patterns will result in a higher demand for longer distance automobile transportation. Congestion from this type of travel pattern may be relieved by increasing roadway supply, such as expanding roadway facilities. However, this approach may not solve the problem entirely and the steps necessary to do so may not be desirable or economically feasible. It may also be necessary to manage the demand for automobile use with a variety of land use changes and Transportation Demand Management (TDM) programs, which encourage alternative modes of transportation. Protecting and enhancing the quality of life in Santa Barbara is related to maintaining mobility and mobility options. A combination of local efforts and regional initiatives will be necessary to maintain and improve Santa Barbara's mobility, including:

- Consideration of new land use patterns and development trends to provide appropriate housing in close proximity to traffic generators or attractors such as employment, shopping, education and entertainment. This may require changes in both historic and recent development trends, including development of mixed use projects geared towards Santa Barbara's workforce, development of more rental and affordable housing (e.g., smaller units) within walking distance of downtown, and provision of employee or student housing near employment or educational centers.
- Consideration of other urban design variables that promote walking and bicycling while reducing vehicular traffic friction. Where possible, such measures may include; parking accessed from alleys as opposed to frequent sidewalk curb cuts,

[7] Excerpted from Chapter 11: Traffic Standards from the City of Santa Barbara General Plan Circulation Element. City of Santa Barbara, 1998.

connecting residential streets and decreasing the number of cul-de-sacs.

- Continued improvements in both local and regional transit to increase service frequency and convenience to attract more non-transit dependent riders.
- Consideration of improvements or adjustments to existing TDM and parking programs to encourage and foster transportation choices that relieve roadway congestion.
- Completion of key regional transportation improvements, such as those planned for the U.S. Highway 101 corridor or companion rail and regional bus service improvements.

4 PUBLIC TRANSIT

4.1 Overview

A variety of public and private transportation services are available within the city of Santa Barbara, and connect to other communities in Santa Barbara County and beyond. Key aspects of Santa Barbara's transit service relevant to this project are summarized below. Background information for reference is illustrated in the following maps:

- Population densities for Santa Barbara and the region are shown in Figure 4-2.
- Employment densities for Santa Barbara and the region are shown in Figure 4-3.
- Local MTD transit routes and regional routes serving Santa Barbara are shown in Figure 4-4.
- Regional public transit routes are shown in Figure 4-5.
- Private transit carriers are shown in Figure 4-6.
- Ridership for the top 5 local transit routes and regional routes serving Santa Barbara are shown in Figure 4-7.

4.2 Fixed-Route Transit Service

4.2.1 MTD

Santa Barbara Metropolitan Transportation District (MTD) provides fixed route bus service in southern Santa Barbara County, including the city of Santa Barbara and the adjacent communities of Goleta, Carpinteria, Isla Vista, Montecito, and Summerland. MTD operates 76 vehicles at peak travel periods on 21 routes within a total service area of 52 square miles. MTD operates weekdays from 5:25 am to midnight, 6:00 am to 11:20 pm Saturdays, and 6:20 am to 10:00 pm on Sunday. The Federal Transit Administration recognizes Santa Barbara as a small Transit-intensive Community, with an especially high level of transit service and ridership for a small city. As of FY 2007, MTD provided about 7.5 million rides annually. This level of ridership is very strong for a community of this size, which normally represents the ridership of a region with ten times the population of MTD's service area.

MTD on-time performance (as measured at the Downtown Transit Center) is approximately 95%, which is considered to be a very successful performance level. A GPS system coming online in the next few months will allow MTD to track on-time performance system-wide.[8] Within the MTD system, routes 1, 2, 6, 11, and the 24 Express have the highest ridership (refer to Figure 4-1).

Figure 4-1: Fares for Santa Barbara MTD Fixed-Route Transit Services

Fare Type	Price
Cash Fares	
Regular One-Way Fare	$1.25
Seaside Shuttle	$0.25
Downtown-Waterfront	$0.25
Valley Express	$4.00
Seniors (age 62 and over)	$0.60
ADA and Persons with Disabilities	$0.60
Persons who are blind	Free
Children (45 inches or less)	Free
UCSB/SBCC Students	Free
10-Ride Pass	
Adult	$10.00
Youth (K-12)	$7.50 (valid Monday - Friday)
Seniors and Persons with Disabilities	$5.00
Medicare Cardholders	$5.00
Santa Ynez Valley Express	$35.00
ADA Complementary Paratransit	$20.00 (service operated by Easy Lift)
Unlimited 30-Day Pass	
Adult	$41.00
Youth (K-12)	$32.00
Seniors and Persons with Disabilities	$18.00
Medicare Cardholders	$18.00
Santa Ynez Valley Express	$120.00 (includes regular local services)
ADA Complementary Paratransit	Not Available

[8] Santa Barbara Metropolitan Transit District website (http://www.sbmtd.gov), MTD Short Range Transit Plan: FY 2006 to FY 2010, and interviews with MTD staff.

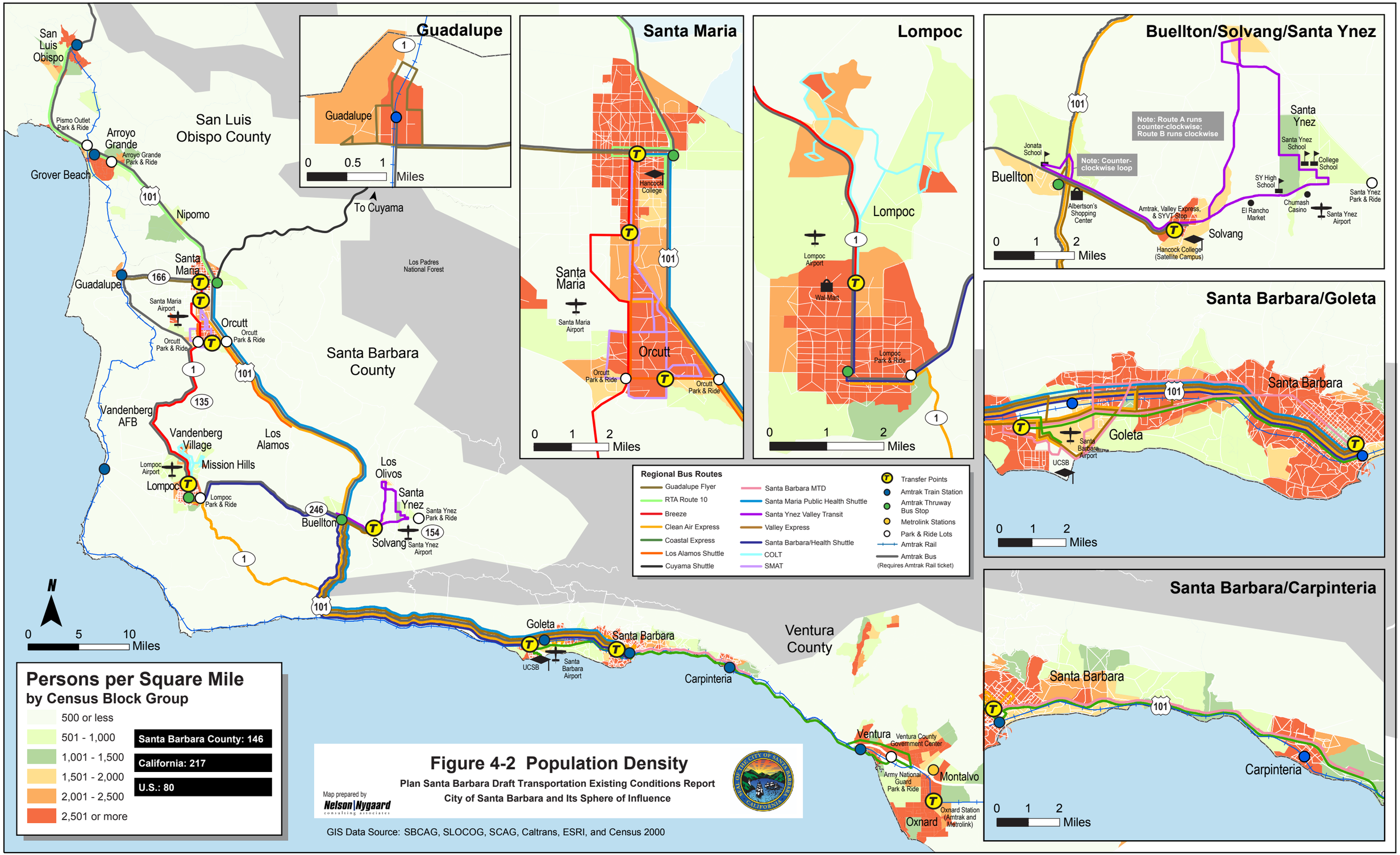

Figure 4-2 Population Density

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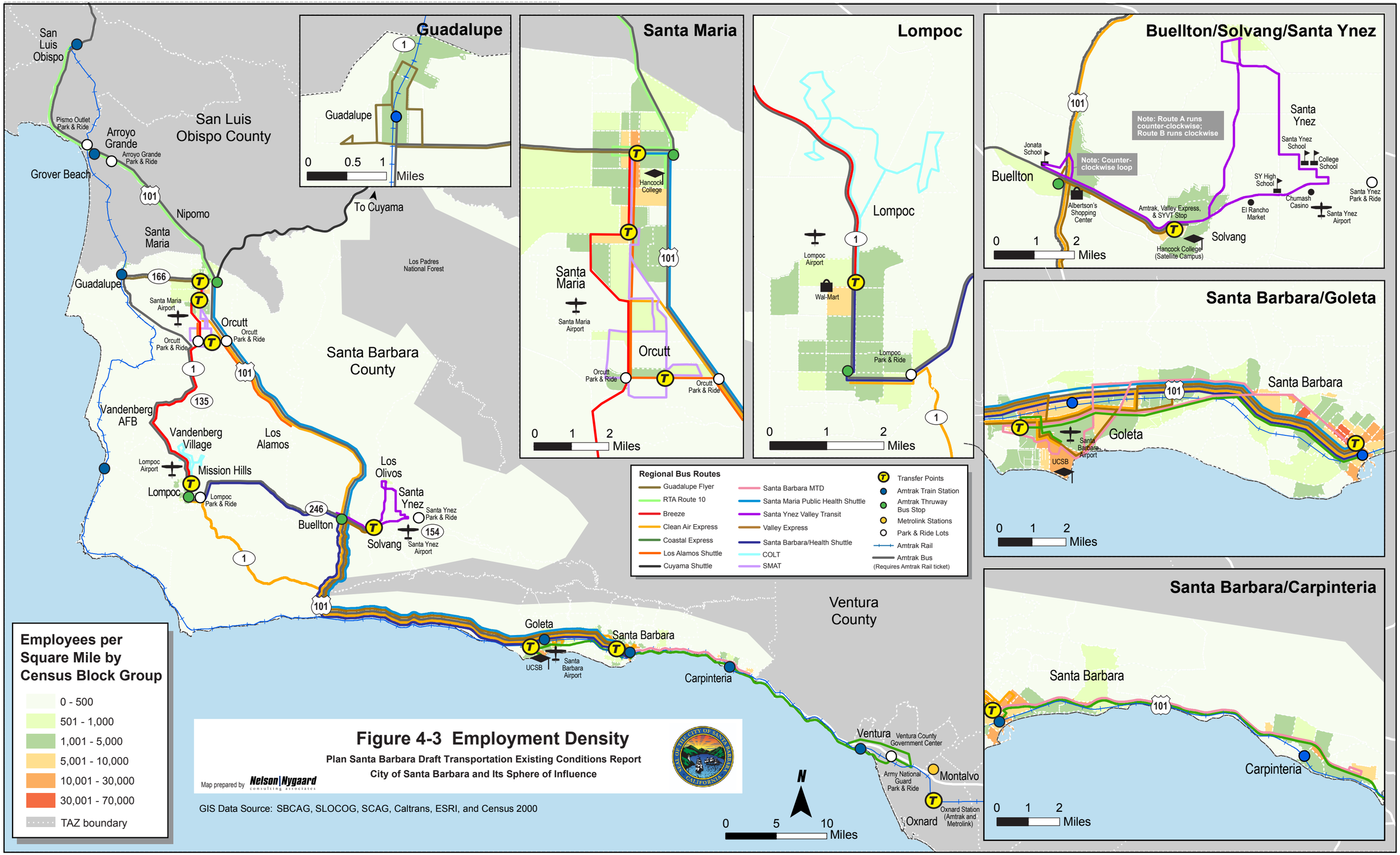

Figure 4-3 Employment Density

Plan Santa Barbara Draft Transportation Existing Conditions Report

City of Santa Barbara and Its Sphere of Influence

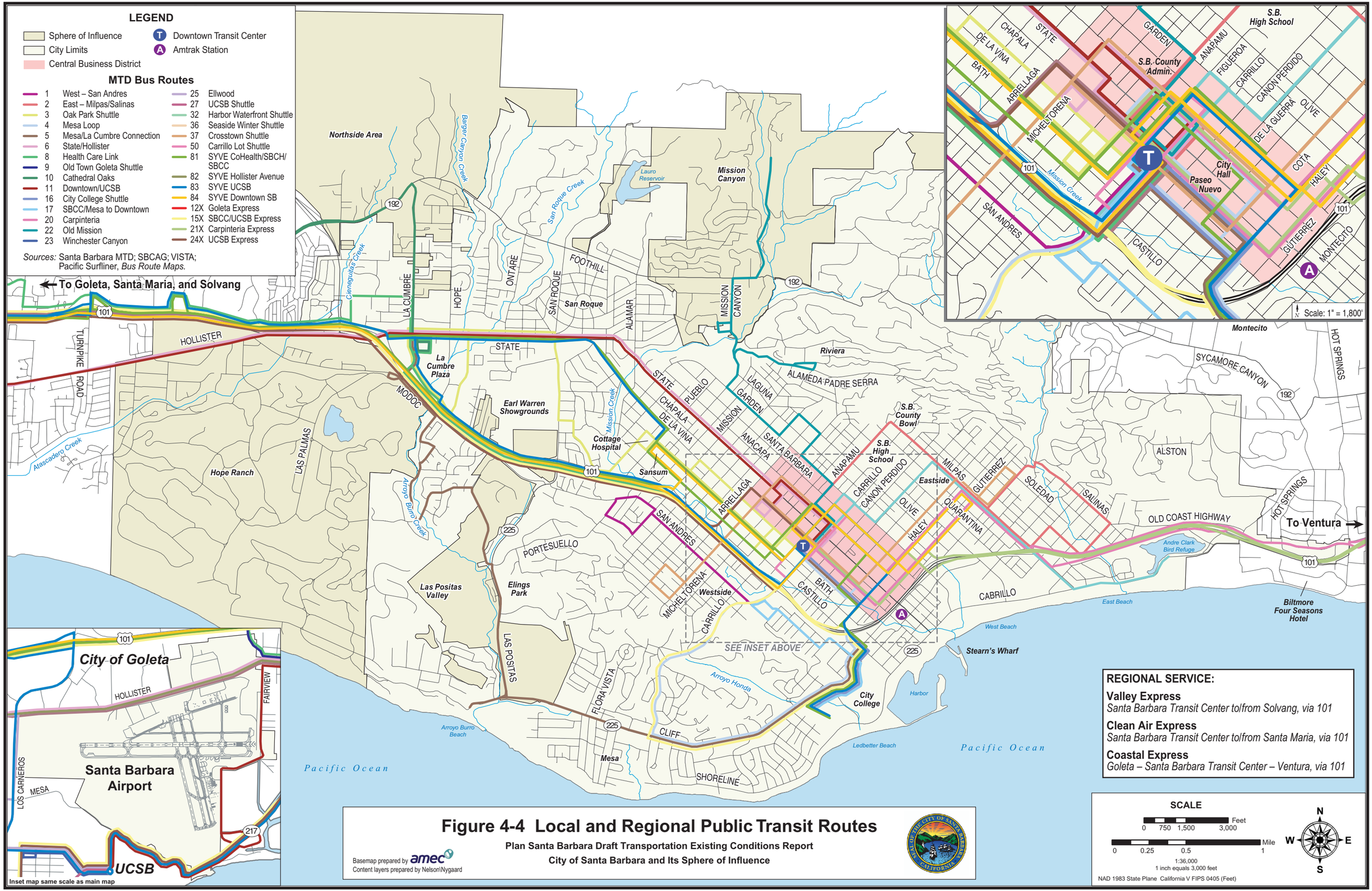

Figure 4-4 Local and Regional Public Transit Routes

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City of Santa Barbara and Its Sphere of Influence

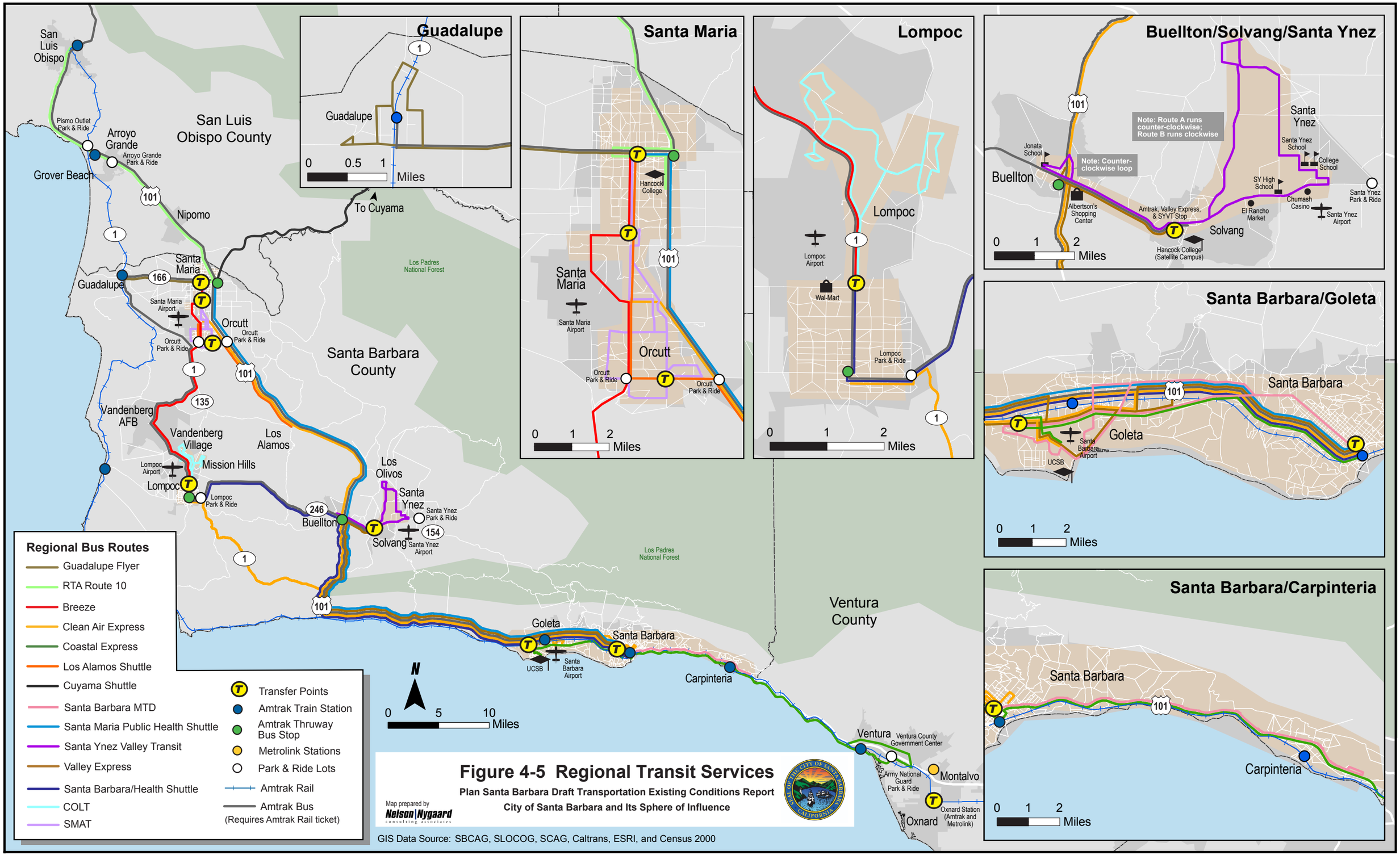

Figure 4-5 Regional Transit Services

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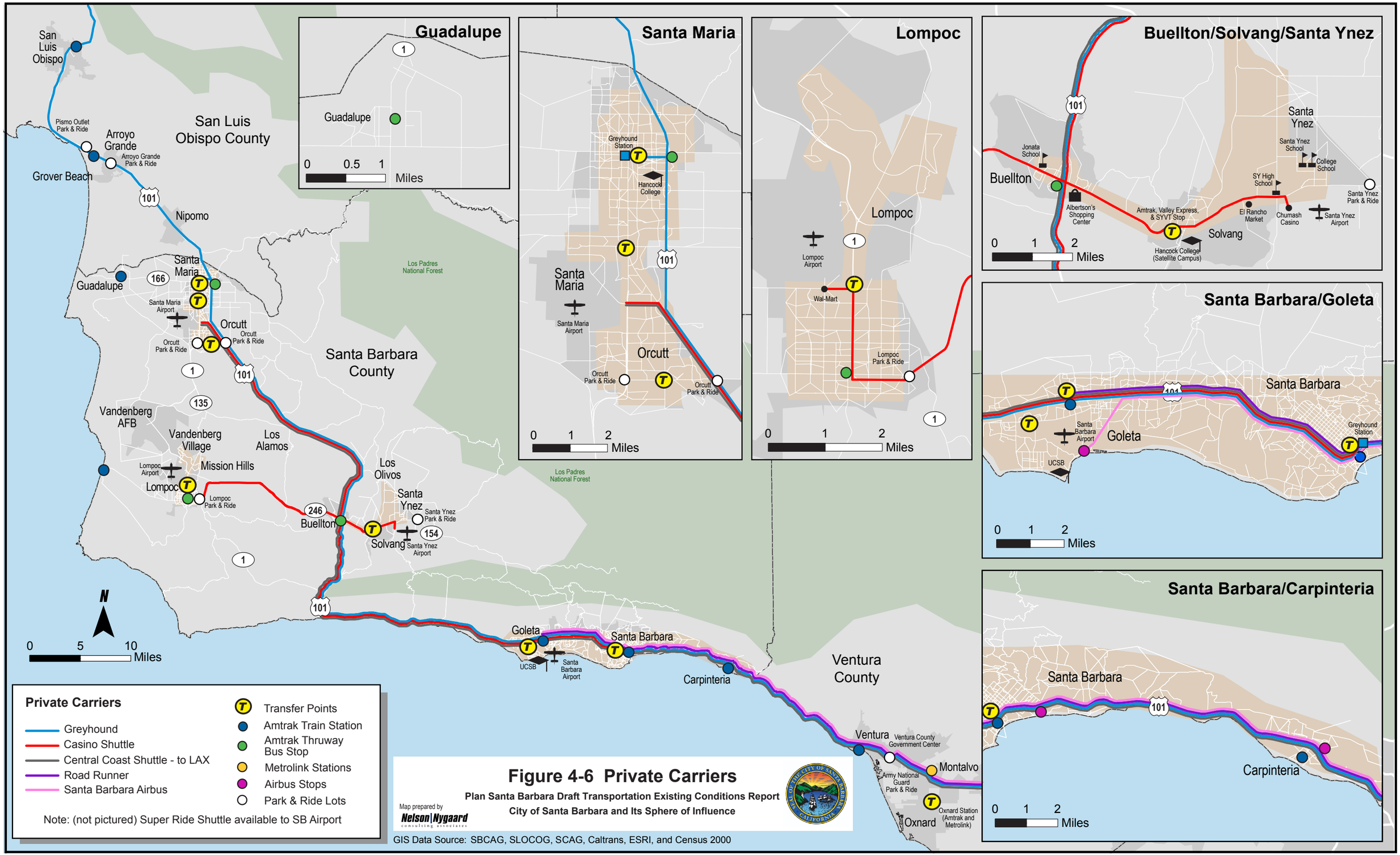

Figure 4-6 Private Carriers

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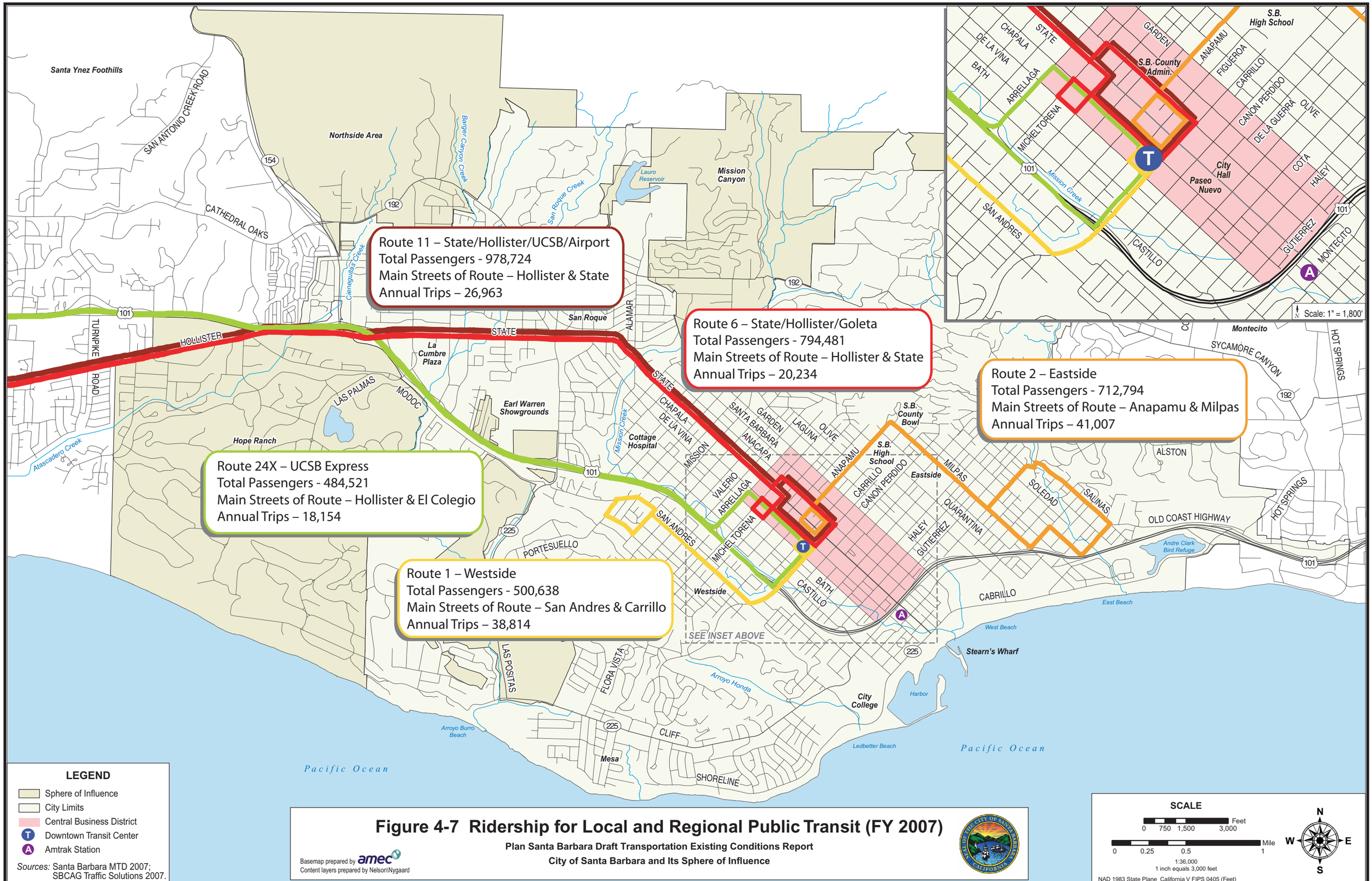

Figure 4-7 Ridership for Local and Regional Public Transit (FY 2007)

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City of Santa Barbara and Its Sphere of Influence

MTD operates several specialized services, in addition to its standard fixed-route service, including the Seaside Shuttle and the Downtown-Waterfront shuttle, and the Santa Ynez Valley Express as shown in Figures 4-4 and 4-5. The MTD operates two shuttles to provide connections to two Amtrak Stations in Santa Barbara County. The Santa Barbara station is served by the Downtown-Waterfront Shuttle and the Carpinteria Station is served by the Seaside Shuttle. The shuttles run seven days a week, with varying schedules in the winter and summer. The Valley Express is a peak-hour commuter transit service, with four trips daily between the Santa Ynez Valley and the South Coast, with stops in Solvang and Buellton.

The regular one-way fare on MTD is $1.25, and is $0.60 for seniors (age 62 and over) and people with disabilities. Persons who are blind, young children (45 inches or less in height), and students at UCSB and SBCC ride free. UCSB and SBCC student bus passes are paid for through mandatory fees imposed through their schools. A 10-ride pass is available for $10, or $7.50 for youth (K-12) and $5.00 for seniors, Medicare cardholders, and persons with disabilities. A 30-day pass allowing for unlimited rides is available for $41, or $32 for youth (K-12) and $18 for seniors, persons with disabilities, and Medicare cardholders.

Certain routes/services provided by MTD have their own fares (refer to Figure 4-1). The one-way cash fare on the Seaside Shuttle and Downtown-Waterfront route cost $0.25, with no discount available for any passenger type. The one-way cash fare for the Santa Ynez Valley Express is $4, with a 10-ride pass available for $35 and an unlimited 30-day rolling pass available for $120. The 30-day pass includes unlimited rides on other MTD routes. In Fiscal Year 2008, MTD anticipates $18,419,500 in total revenue for operations. As shown in Figure 4-8, the most significant proportion (more than one-third) comes from passenger fares. A nearly equal proportion (about one-third) comes from the Transportation Development Act – Local Transportation Fund (TDA-LTF).

Between Fiscal Years 1995 and 2004, the annual number of passengers on MTD increased gradually from 6 million to 7 million and annual revenue hours[9] increased from 160,000 to 180,000. Ridership on an hourly basis remained fairly consistent, with between 35 and 40 passengers per revenue hour.[10] While no hard data exists, it is-suspected that in addition to ongoing service enhancements, the recent increases in transit ridership are primarily due to the recent increase in gas prices during the same time period. In theory, the rise in gas prices increases the "marginal" per-trip costs of an auto trip enough to outweigh the "time penalty" associated with travel on alternative modes, causing price-sensitive auto commuters to take transit, walk, or bike (or forgo the trip altogether) more often. Operating expenses for MTD have been rising however, with a nine percent increase between 2003 and 2004 due primarily to higher fuel costs. The farebox recovery ratio for MTD was 39.6% in FY 2004, just below the MTD standard of 40%. The increase in farebox recovery, despite increasing operating costs, was due to a fare increase in 2004: one-way cash fares were increased from $1.00 to $1.25, though discounted 10-ride and 30-day passes were also introduced at that time.

Figure 4-8: MTD Operating Revenue (FY 2008)

Source of Revenue	Revenue	Percentage of Total
Passenger Fares		
Core Service	$6,461,300	35.0%
Valley Express and SCTP	$301,700	1.6%
Non-Transportation Income	$594,800	3.2%
Local Operating Assistance	$338,400	1.8%
Property Tax Revenue	$725,900	3.9%
TDA - Local Transportation Fund	$6,325,300	34.0%
FTA 5307 Operating Assistance	$3,038,200	16.0%
FTA CMAQ Operating Assistance	$633,800	3.4%
Total Operating Revenue	*$18,419,500*	*100.0%*

As of FY 2007, MTD provided about 7.5 million rides annually, with ridership expected to increase to 7.6 million in FY 2008, and increase to 7.7 million by FY 2010. Increasing gas prices are expected to further induce ridership growth; though the increase in fuel costs will also impact operating costs for MTD. Pending and planned improvements are discussed in Section 10.3.1.1.

4.2.2 Regional/Commuter Transit Service

In addition to the MTD's Valley Express discussed above, additional regional commuter bus service is provided by SBCAG, including the Clean Air Express and the Coastal

[9] Annual Revenue Hours refers to the total number of hours buses are in operation and carrying passengers during the Fiscal Year (e.g., it does not include time spent driving—or idle—but not carrying passengers.

[10] Sources: Santa Barbara Metropolitan Transit District website (accessed at http://www.sbmtd.gov in June 2008) and MTD's *Short Range Transit Plan: FY 2006 to FY 2010*.

Express (the latter co-managed by the Ventura County Transportation Commission). These and other commuter bus services are described below.

4.2.2.1 Clean Air Express

The Clean Air Express operates commuter bus service from Santa Maria to Goleta and Santa Barbara, and from Lompoc to Goleta and Santa Barbara, generally employing 40-passenger capacity buses. Eleven total bus trips connect these destinations each morning and afternoon/evening: six trips to/from Lompoc, and five trips to/from Santa Maria. The Clean Air Express operates Monday through Friday, excluding approximately ten holidays per year. The one-way cash fare on the Clean Air Express is $7, with a 10-ride ticket book available for $50 and a monthly pass available for $140, providing unlimited rides. No discounts are offered to seniors, youth, or persons with disabilities. Ridership in FY 2006-07 was around 185,642 boardings (up 13% from the previous year; again while no hard data exists, it is suspected that in addition to ongoing service enhancements the recent increases in transit ridership are primarily due to the recent increase in gas prices during the same time period). Although there is 25% capacity remaining with current service levels, approximately 15 passengers daily are denied boarding daily due to already full buses on the more popular routes. The market for the Clean Air Express is estimated by SBCAG staff to be about 95% "choice" riders (versus "transit dependent" riders) with about 97% or more of these choice riders using the service for commuter trips.

4.2.2.2 Coastal Express

The Coastal Express was initiated in 1991, operating under a joint agreement between SBCAG and the Ventura County Transportation Commission (VCTC). The Coastal Express operates between Ventura and the South Coast, with 38 daily trips, including timed transfers at the Santa Barbara Transit Center to the MTD route 24X serving UCSB (express bus). Nine trips in each direction operate on Saturdays and Sundays. The one-way cash fare on the Coastal Express is $2, with a discount offered to seniors, persons with disabilities, and users with a "Go Ventura" monthly pass. An increase in fares will occur in August 2008.

The Coastal Express had a farebox recovery ratio of 65% in 2007. The Coastal Express has experienced consistent and strong ridership growth since initiation. Ridership in Fiscal Year 2006-07 was 179,300 trips (up 13% from the previous year), and is expected to rise to almost 200,000 trips in FY 2007-08.

According to a passenger survey conducted in 2007, rider satisfaction is high, with 98% or higher satisfied with overall service. Work trips account for 83% of all trips on the Coastal Express and almost three-quarters of weekday riders use the bus four or more days per week. Fifty-nine percent of passengers live in Ventura, with the next most common city being Oxnard (18%). Santa Barbara is the most common destination for commuters (56.7%), with Goleta second (22.6%). The most common request for improved service was for the buses to be more frequent. The operation improvements underway for Highway 101, between Milpas Street and Hot Springs Road/Cabrillo Boulevard will improve transit speeds and reduce transit travel times along this important commute corridor.

4.2.2.3 City of Lompoc COLT Reservation-Only Service

The City of Lompoc provides reservation-only bus service from Mission Plaza in Lompoc to the Santa Barbara Transit Center, with one round-trip on Tuesdays and Thursdays. The one-way cash fare is $4, with no discounts or multi-ride passes available. No data was available on ridership or trip purpose, but the current scheduling of this service means that it is likely not highly utilized by commuters.

4.2.2.4 Bill's Bus

Bill's Bus is a private operator providing late-night transportation between Isla Vista and downtown Santa Barbara. Three buses depart Isla Vista hourly in the evening and two return later in the evening. An additional route is in operation between Isla Vista and Goleta on Wednesdays. It is provided as a transportation alternative to help reduce drinking and driving by students at UCSB and has been in operation since 1991. Fares are $6 one-way and $10 round-trip.

Fares for Santa Barbara County regional/commuter transit service are summarized in Figure 4-9.

4.2.2.5 Other Regional Transit

There are other regional transportation options in Santa Barbara as well, although many of these services are not feasible for most commuter trips due to infrequent schedules, relatively high fares, and/or limited destinations served.

Amtrak serves Santa Barbara with passenger rail service

Figure 4-9: Fares for Santa Barbara County Regional and Commuter Fixed-Route Services

Fare Type	Price	Description of Service
Clean Air Express		Weekday commuter service from Lompoc to Goleta (4 buses) and Santa Barbara (2 buses), and from Santa Maria to Goleta (3 buses) and Santa Barbara (2 buses). No reverse commute service offered.
Regular One-Way Fare	$7.00	
10-ride ticket book	$50.00	
VISTA Coastal Express		Bi-directional service (commute and reverse commute), with 38 daily trips Monday-Friday and nine trips in each direction on both Saturday and Sunday.
Regular One-Way Fare	$2.00	
Senior/Disabled	$1.00	
City of Lompoc (COLT)		One trip to Santa Barbara each Tuesday and Thursday morning, with return trip that afternoon.
All passengers	$4.00	
Bill's Bus		Late-night private bus between Isla Vista and Santa Barbara, to reduce driving and driving, Tuesday-Saturday evenings. Additional bus to Goleta Wednesdays.
One-way cash fare	$6.00	
Round-trip ticket	$10.00 ($6.00 to Goleta)	

along the Coast Starlight and Pacific Surfliner Routes. The Amtrak station is located in downtown Santa Barbara at 209 State Street. The Pacific Surfliner services Carpinteria, Santa Barbara, and Goleta, with six trains daily in each direction to and from Los Angeles, or San Diego for some trips, and carries 2.65 million passengers annually (data on what proportion of those trips were commuter trips to and from Santa Barbara is not available). The Pacific Surfliner is an "Amtrak California" service and is subsidized and administered by the Caltrans Division of Rail. The Coast Starlight provides one trip daily in each direction between Los Angeles and Seattle, stopping along the South Coast only in Santa Barbara.

Greyhound provides intercity bus transportation with destinations throughout the County. There are four daily northbound and southbound trips. Buses stop at the Greyhound Bus Station adjacent to the MTD Transit Center in downtown Santa Barbara.

Santa Barbara Airbus[11] is a private motorcoach operator, providing transportation between Santa Barbara and Los Angeles International Airport. Travel time is less than 3 hours. Seven trips are made in each direction, seven days a week. Buses stop at the Bistro 1111 Restaurant on E. Cabrillo Blvd in Santa Barbara. Fares are $44-48 one-way and $84-90 round-trip per person, with discounts available for larger parties.

Santa Barbara Airport[12] provides domestic flights through six airlines, including non-stop services to twelve cities. The airport is located to the west of the city of Santa Barbara, surrounded by the city of Goleta.

4.3 Demand Responsive Service

4.3.1 Easy Lift Paratransit

Easy Lift[13] is a private non-profit corporation providing curb-to-curb ADA paratransit service for older adults and persons with disabilities. Its service area is within ¾ mile of all MTD fixed-route bus stops. The one way fare is $2. Easy Lift operates under a memorandum of understanding with MTD. Its hours are Monday through Friday from 5:25 am to midnight, Saturdays from 6:00 am to 11:20 pm and Sundays from 6:20 am to 10:45 pm.

4.3.2 Community Transportation Services

The County of Santa Barbara Health Bus provides transportation for medical-related trips between several North County communities and medical facilities in the Santa Barbara and Goleta area. Reservations are required, preferably two days in advance. The service is available every Tuesday and Friday, as well as two Mondays and two Thursdays per month. Prices vary from $2 to $6, depending on distance traveled.

4.3.3 Taxi Services

Five private taxi companies are located in the city of Santa Barbara, including:

- Blue Dolphin Cab
- Crown Cab Company
- Fly by Night Taxi Company
- Beachside Taxi
- Rockstar Taxi and Limousine

[11] Source: Santa Barbara Airbus website (accessed at www.santabarbaraairbus.com in May 2008).
[12] Source: Santa Barbara Municipal Airport website (accessed at www.flysba.com in May 2008).
[13] Source: Easy Lift website (accessed at www.easylift.org in May 2008).

Several other taxi companies are located in nearby communities and provide service to Santa Barbara. No information was available on taxi usage or travel patterns.

4.4 MTD Policies[14]

MTD carries the overwhelming majority of transit trips for Santa Barbara residents and commuters, and worker flow data from the 2000 census reveal that nearly two-thirds of Santa Barbara residents also work in Santa Barbara.

Therefore, MTD policies play a critical role in reducing congestion on local streets and to a lesser extent regional highway congestion (whereas the regional commuter services will have a larger impact on congestion on 101 and other regional highways).

For this reason, the relevant MTD goals and performance measures are highlighted below. Other policies relevant to transit service (from the city of Santa Barbara's current General Plan Circulation Element and SBCAG's Regional Transportation Plan) are summarized in Appendix A.

4.4.1 MTD Goals

The following goals, adopted by the MTD Board of Directors, provide the direction to fulfill the mission statement and meet the needs of the public:

- MTD shall provide a reliable, safe, comfortable and attractive means of transportation to those who lack other options, including elderly persons, persons with disabilities, students, and economically disadvantaged persons; and to those who use mass transit by choice.
- MTD shall maintain fares at the lowest feasible level that enables the recovery of operating expenses consistent with the financial plan contained in the adopted Short Range Transit Plan.
- MTD shall ensure the responsible expenditure of public funds, and shall continually seek improvements in its operating efficiency.
- MTD shall treat all individuals with fairness and respect, including passengers, employees, and all others involved in MTD activities.
- MTD shall work cooperatively with businesses, individuals, community organizations, and government agencies in planning and developing the best transit service possible within the limits of available funding.
- MTD shall comply with regional, state and federal goals of reducing traffic emissions and congestion through provision of an attractive alternative to the personal automobile.
- MTD shall continue to acquire feasible alternatively-fueled buses.
- MTD shall seek all reasonable means to satisfy public transportation needs.

4.4.2 MTD Performance Standards

The following performance standards provide a means to measure the success of MTD in meeting the goals:

- At least 95% of all MTD revenue trips shall depart no more than 5 minutes late.
- At least 98% of all MTD scheduled revenue trips shall be completed.
- The MTD system shall carry an average of not less than 36 passengers per revenue hour for any 3-year period.
- The MTD system shall carry an average of not less than 2.5 passengers per revenue mile for any 3-year period.
- MTD shall maintain at least a 40% farebox recovery ratio over any 3-year period.
- The MTD systemwide spare ratio shall not exceed 20%.
- MTD revenue vehicles shall travel a minimum of 8,000 miles between breakdowns. (A breakdown requires a vehicle exchange.)
- The MTD shall limit annual passenger transfers to 20% of total annual ridership.
- Passenger complaints shall average no more than 1 complaint per 10,000 MTD passenger boardings.

4.5 Key Issues and Opportunities

The preceding summary suggests the following issues and opportunities relevant to the goal of reducing the rate of growth of peak-hour vehicle trips:

- Per capita ridership on current MTD service is quite high, and ridership has grown as new service is added. This suggests that any future potential increases in MTD ridership will occur most cost-effectively during off-peak periods when surplus capacity (i.e. empty seats) currently exists (similar to the tourist industry strategy of increasing demand during the non-peak travel months, or "growing the shoulders"). If MTD peak-period ridership continues to increase, it will require the addition of more peak-period service on some

[14] Source: MTD's *Short Range Transit Plan: FY06 to FY10*.

routes to accommodate the demand, which is more expensive.

- MTD operating costs are anticipated to increase largely as a result of increasing fuel costs, as well as costs associated with adding new peak period service, as discussed above.
- MTD transit ridership is higher than for cities of similar size (as mentioned above, MTD has ridership comparable to a city with a population of 1 million residents). In addition to the high-quality service that MTD provides, factors that contribute to this higher-than-average ridership likely include Santa Barbara's unique geography, a political and cultural environment that is strongly supportive of environmentally-friendly policies and programs, and a large student population. Combined, these factors suggest that while it is still best practice to allow for appropriate increases in densities along major transit corridors and around major transit hubs, overall density in Santa Barbara may not need to be as high as the rule of thumb for "transit-supportive" densities that is often applicable to other cities.
- Like many transit operators, MTD policy goals are largely focused on meeting the needs of "transit-dependent" market segment. Considering the demographics of Santa Barbara (with a large proportion of high-income households), one potential opportunity to help achieve the *Plan Santa Barbara* goal of reducing traffic congestion is to consider options for increasing MTD ridership among the "choice" riders, through targeted marketing/branding, upgraded passenger amenities, and more commuter-focused and/or special event services.
- While some capacity exists on current regional bus transit services, ongoing increases in ridership (including strong ridership gains over the past several year period coinciding with rising gas costs) is already resulting in certain routes being oversubscribed and potential riders denied boarding. This trend suggests that the frequency and/or service span of regional transit services will need to increase to meet current and future expected demand.
- One niche transit market that could be better exploited is business and leisure travelers to and from the airport; more frequent and potentially express service to and from the airport and major regional destinations would need to be created and well-marketed to grow the ridership.
- Existing rail service to and from Santa Barbara is not a feasible option for most commuter trips; short-term solutions to adjust existing Pacific Surfliner peak period schedules to be more "commuter friendly" should be pursued, in addition to long-term efforts to initiate dedicated commuter rail service in the Santa Barbara County region.
- Transit service frequency (headways), hours of operation (span), and on-time performance (schedule reliability) are generally cited as the main determinants as to whether people will choose to commute by transit. For example, running more frequent buses reduces crowding both at the transit stops and on-board the transit vehicles, which helps ensure that fewer potential passengers get left behind at stops ("pass-bys"), more passengers are able to find a seat once on-board, and passengers can enter and exit the vehicle safely and comfortably. While available data suggest that existing transit serving Santa Barbara has a good on-time performance record, many existing transit services have limited frequency (e.g., buses that have 30 minute headways) and limited operating hours that may not serve commuters as well as they could.
- While existing regional commuter transit focuses on capturing so-called "choice" riders (e.g., those who have the choice to drive a car for their trip), existing local transit service in Santa Barbara appears to target so-called "transit dependent" riders. In addition, existing routing focuses on geographic coverage (e.g., spreading out service to all parts of Santa Barbara) and is downtown-focused, with nearly all routes terminating at the downtown Transit Center. Additional analysis of the potential impact of transit service changes to reduce peak-hour vehicle trips will be explored in greater detail in the next phase of the project.
- Securing operating funds for existing and potential expansions of service continues to be a significant challenge for transit operators serving Santa Barbara. Transit fares cover a portion of costs, and the most recent increase in MTD fares

did not impact ridership. However, other funding sources are also crucial, including federal transit operating assistance (Section 5307) and State Transportation Development Act funds. Congestion Management Air Quality (CMAQ) funds can also be used to support increased transit service, though most often on short-term basis. If they renewed in the November elections, local measure A and D funds will also help support transit enhancements.

5 BICYCLING CONDITIONS[15]

5.1 Overview

Bicycling has been a part of Santa Barbara's transportation system since 1869, when a local resident and businessperson rode a high-wheel "velocipede" bicycle down State Street. Today, the city of Santa Barbara is known as a national leader in promoting bicycling as a form of recreation for residents and visitors, and as a viable choice for everyday transportation to work, school, shopping, and other trips. This leadership position is the result of the City's long history of planning for bicyclists and investing in bicycling infrastructure, beginning in 1974 with the adoption of the City's first official "Proposed Bikeway Master Plan". In addition to the City's efforts to improve bicycling conditions within city boundaries through the 1998 Bicycle Master Plan and 2003 update, several other regional partners—including SBCAG, MTD, UCSB, and the County—have played an important role in making it more feasible to bicycle to and from Santa Barbara. These efforts have resulted in the city of Santa Barbara receiving a "Bicycle-Friendly Cities" Silver designation. The region's mild climate, beautiful natural scenery, and demographic profile also help make bicycling a feasible and attractive transportation option.

[15] Sources consulted for the bicycling section include: Interviews with transportation staff at the City of Santa Barbara, Santa Barbara County, and SBCAG; "City of Santa Barbara Bicycle Master Plan" (October 1998) and "2003 Supplement to the 1998 Bicycle Master Plan" (December 2003); SBCAG Traffic Solutions' "Santa Barbara County Bike Map" (2006); City of Santa Barbara Municipal Code, Title 10: Transportation and Parking and Title 28: Zoning Ordinance; SBCAG Metro Transportation Plan (January 2005); Santa Barbara Bicycle Coalition website (accessed at www.sbbike.org in May 2008); Santa Barbara Bikestation website (accessed at www.bikestation.org/santabarbara/index.asp in May 2008; Bici Centro (Bicycle Center) website (accessed at www.bicicentro.org in May 2008); Amtrak's Pacific Surfliner website (accessed http://www.amtrak.com/servlet/ContentServer?pagename=Amtrak/am2Route/Vertical_Route_Page&c=am2Route&cid=1081256322013&ssid=132 in May2008); and Santa Barbara Car Free's bicycling website (accessed at www.santabarbaracarfree.org/bike.htm in May 2008).

5.2 Facilities

One of the most important incentives to more people to choose bicycling for more of their trips is to provide safe and convenient facilities for bicyclists, including:

- A comprehensive network of bicycle paths, lanes, and routes that connects the places that people want and need to get to.
- Reasonable accommodation of bicycles on transit, to help fill in actual or perceived gaps in the bicycle network (due to lack of dedicated bicyclist facilities, difficult terrain, or high auto volumes). Transit accommodation of bikes is also important to provide bicyclists with a "Plan B" option for getting both themselves and their vehicle around if unanticipated circumstances prevent them from riding their bike (such as mechanical failure or inclement weather).
- Secure, well-located, and adequate bicycle parking so bicyclists can feel confident that there will be a place at or near their final destination to leave their bike (and that their bike will still be there when they return).
- Other bicycle-supportive facilities and programs, such as 'bike stations' (with showers and lockers) and bicycle safety and repair classes.

Santa Barbara's existing bicycle facilities are described below.

5.2.1 Bicycle Network

5.2.1.1 Bicycle Routes

The city of Santa Barbara has a comprehensive bicycle network (refer to Figure 5-1) that connects nearly every part of the City, with approximately 28 miles of Class II bikeways (painted on-street bike lanes)[16] and 6 miles of Class I bikeways (separated off-street bike paths). These bikeways also connect to regional routes that lead to nearby major destinations such as UCSB and the Santa Barbara Municipal Airport. Major regional bicycle routes in the South Coast urban area include:

- Foothill Route
- Cross Town Route
- State Street Route
- North Goleta Route
- Maria Ignacio Route
- Coast Route

[16] It is worth noting that as recently as 15 years ago, the number of miles of Class II bikeways in Santa Barbara was just half the current lane-miles.

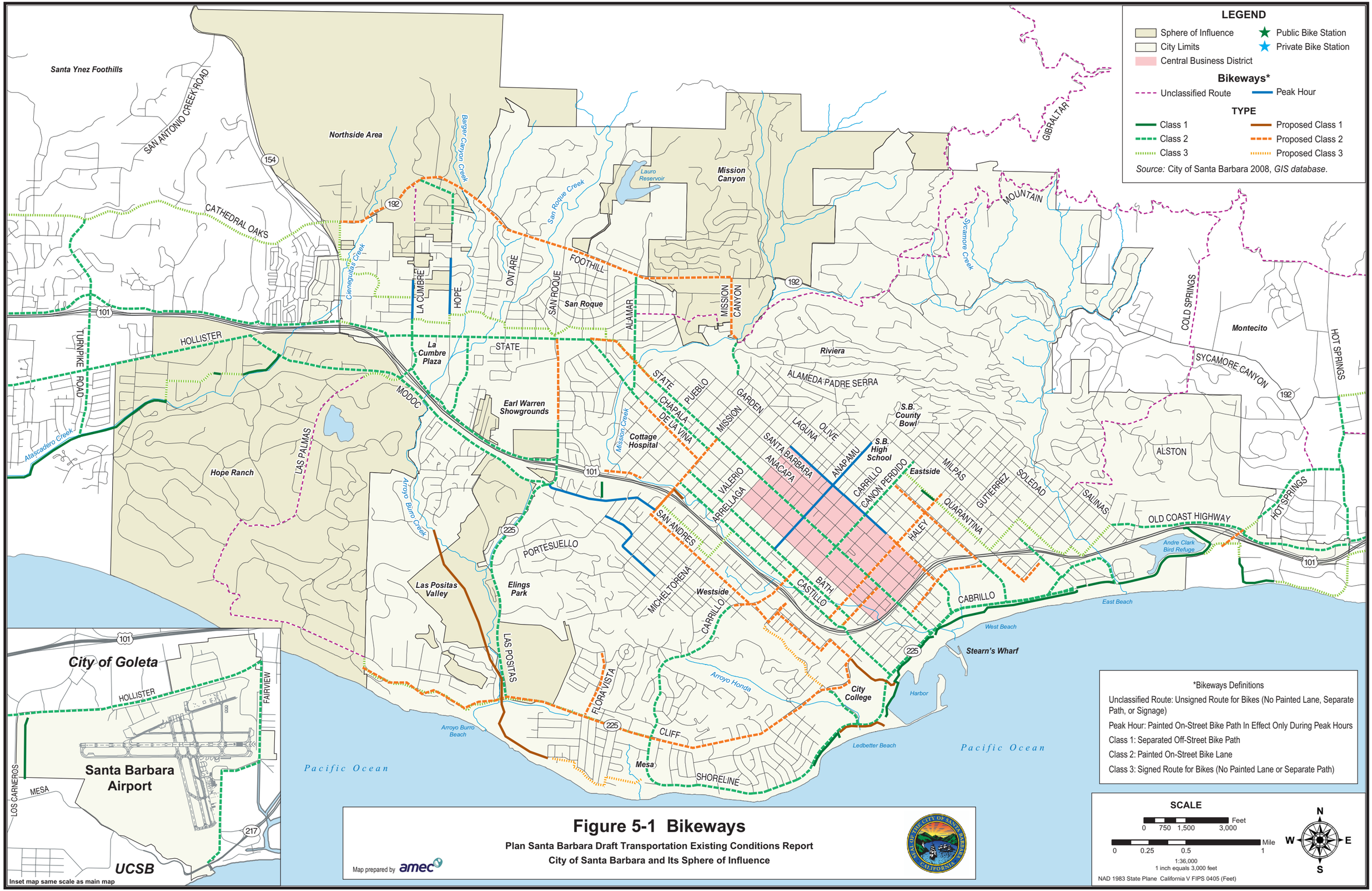

Figure 5-1 Bikeways

Plan Santa Barbara Draft Transportation Existing Conditions Report

City of Santa Barbara and Its Sphere of Influence

Currently, gaps in the bicycle network exist where there are no dedicated bike facilities (such as on-street painted bike lanes or off-street separated bike paths). Most of the segments in the bike network that do not have dedicated bike facilities are located on streets that generally have low auto volumes where most committed cyclists will be comfortable sharing the same lane as automobile traffic. However, new or potential bicycle commuters can have safety concerns on sharing road with automobiles, particularly on higher speed routes. These concerns may represent an incremental barrier to broadening bicycle commuting. Major gaps in the bike network dedicated bicycle facilities include:

- Downtown, east of State Street lacks dedicated bike lanes. Cyclists must compete with high speed automobiles and parking on Anacapa/Santa Barbara streets or parked cars of Garden, Laguna or Olive streets.
- The State Street route downtown can be frequently interrupted by pedestrian signals, causing delays to bike commuters
- The underpasses at Castillo, Carrillo and Mission present challenges to cyclists due to congestion, narrow or non-existent bike lanes and drivers turning across the path of bike travel to enter the freeway
- A gap exists on middle State Street between De La Vina and Alamar where cyclists compete with parked cars and relatively high speed traffic
- East-west connections downtown parallel to State Street (the one way couplets of Bath/ Castillo and Chapala/De La Vina are good bike routes but do not have dedicated bike facilities over significant portions)
- Portions of the Coast Route (the ½ mile Canyon section through Hope Ranch is especially narrow)[17]
- Portions of the Foothill Route in the San Roque area from La Cumbre Road to Mission Canyon

In addition, bicycle facilities within Santa Barbara are part of the regional bicycle network as well as the Pacific Coast Bike Route (which runs along the entire west coast). As of 2005, Santa Barbara County had 123 miles of bicycle routes, including Class I (separated bike path or trail), Class II (painted on-street bike lane), Class III (signed on-street route with no painted lane or separate path), and Class IV (which are County designated and maintained off-road, unpaved facilities). Most of the bicycle facilities in the region are Class II on-street painted bike lanes.

5.2.1.2 Bicycle Signage

In addition to bicycle routes, the city of Santa Barbara has also implemented distinctive bicycle wayfinding signage under the South Coast Bike Signage Program. All free-standing signage includes the name of the route and a recognizable logo; some signs also include directional and distance information. Routes through residential neighborhoods where freestanding signage might not be desired are marked with graphic pavement markings to guide bicyclists along the designated route.

5.2.2 Bicycle-Transit Accessibility

5.2.2.1 Local and Regional MTD Buses

With MTD's "Bike and Bus" program, all of the agency's local and regional buses (with the exception of electric shuttles) have bike racks installed on the front of the vehicle that can accommodate up to two bicycles. Instructions for using the racks are posted directly on the racks and a full explanation is included in MTD's schedule book (although no information was found on the MTD website). Barriers to usage that exist with some bike-on-bus programs (such as a registration fee or training session) are not part of the MTD's program.

5.2.2.2 Regional Buses

As discussed in the transit section, SBCAG and VCTC operate regional commuter buses to and from Santa Barbara. Both of these services allow bicycles to be stowed in the exterior luggage holds of the charter-style commuter buses, although very little information about this option was available on the buses' respective websites. The City's Bicycle Master Plan indicates that these racks were oversubscribed.

5.2.2.3 Regional Rail

As discussed in the transit section, the schedule for the regional Pacific Surfliner (operated by Amtrak) provides the best rail option for regional commuters. According to Amtrak, most Pacific Surfliner cars are equipped with bicycle racks accommodating up to three bicycles per car. While not required, a space can be reserved in advance for a fee ranging from $5 to $10 fee depending on length of trip.

[17] This section is located in the County.

5.2.3 Bicycle Parking

5.2.3.1 On-Street (Sidewalk) Parking

The vast majority on on-street sidewalk bike parking in Santa Barbara, particularly downtown, is provided via the "Hitching Post Program." Under this program, businesses or institutions can request bicycle parking, and the City will supply and install one or more "hitching post" style racks at cost along the curb edge of the sidewalk. The rack must be installed according to the City's bicycle parking standards in Title 28 of the Municipal Code (discussed in detail below). Once installed, the racks are considered public property and may be removed or relocated at the City's discretion. Hitching posts are intended for "short-term" bicycle parking and are found throughout town, largely concentrated in downtown and the waterfront areas according to the city's Bicycle Master Plan.

The Bicycle Master Plan also indicates that on-street (sidewalk) and off-street lockers are provided for "long-term" bicycle parking at six locations in Santa Barbara, largely concentrated in public garages in and around the downtown area. Some of the lockers are available for rent on a monthly basis while some are for short-term use accessed with a small deposit.

5.2.3.2 Off-street parking

Bicycle parking requirements for development projects

Chapter 28.90 (Automobile Parking Requirements) of the City's Municipal Zoning Code contain the following bicycle parking requirements for non-residential development projects:

- Requires that bicycle parking be provided for all commercial and industrial uses identified in the zoning code (Sec. 28.90.001.16)
- Specifies siting and design standards for bike parking which conform to best practices, including requiring that racks have two points of contact (for locking both the frame and wheel) and are located in an area that is conveniently-accessible, paved (to accommodate all weather conditions), and lighted at night (Sec. 28.90.045.5)
- Indicates the land use types where bicycle parking is (and is not) required (Section 28.90.100.J).
- Specifies that bicycle parking be provided at the ratio of one (1) bicycle parking space for each seven (7) vehicle parking spaces, as required by the Zoning Code (Section 28.90.100.L).
- An exception to the above bicycle parking requirement (one bike parking space for every seven automobile parking spaces) is made for schools and child care centers, where bicycle parking is required, but "at a rate determined by the school"; or in the case of institutions of higher education "at a rate determined by the governing body of the educational institution" (Section 28.90.100.J).
- No bicycle parking is required for single family or multi-family residential projects.

Enhanced bicycle parking provided by employers

Some Santa Barbara employers exceed the Municipal Code's minimum parking requirements by offering enhanced bicycle parking and other supportive facilities to their employees. Our research suggests that enhanced bicycle parking is provided in order to meet existing bicycling parking demand from current bicycle commuters, but also to encourage more employees to commute by bike. For example, the County of Santa Barbara provides a secure "bicycle cage" parking facility at its Anapamu Street facility. Raytheon, Santa Barbara's largest private employer, provides employees with a covered "bike cage" facility that has both a locked door (with a combination given only to employees) and visibility from a nearby security guard.

Other important off-street parking facilities

Launched in the spring of 2007, the Bikestation in downtown Santa Barbara (part of the National Bikestation Network) is located in the Granada Garage and provides secure indoor parking for 78 bicycles. The Bikestation is more than just a bicycle parking garage; it also offers a private shower, changing room/bathroom, lockers for storing clothes or bags, and repair equipment (including tools, a work stand, and air compressor). Bicycles can be rented as part of the "Green Bike Program" and bicycle accessories can be purchased. In addition, transit and bicycling information and maps are available. Access is restricted solely to members, but members have access 24 hours a day, 7 days a week. Membership rates range from $1/day (purchased in $10 increments), $12/month, or $96/year (all users pay a $20 annual administrative fee). The Bikestation's operations are partially funded by the City's Downtown Parking Program.

The City's Bicycle Master Plan indicates that other types of bicycle parking are installed at public facilities such as parks, schools, and public buildings. As mentioned above,

the Bicycle Master Plan also indicates that on-street (sidewalk) and off-street lockers are provided for "long-term" bicycle parking at six locations in Santa Barbara, largely concentrated in public garages in and around the downtown area. Some of the lockers are available for rent on a monthly basis while some are for short-term use accessed with a small deposit.

Bicycle parking is provided at both of the multimodal transit centers downtown, the Santa Barbara Amtrak Station and the MTD Transit Center.

5.2.4 Other Bicycle-Supportive Facilities and Programs

Other public, non-profit, and private-sector bicycle programs, facilities and infrastructure include:

- The city of Santa Barbara employs a full-time bicycle coordinator, maintains a bicycle pool that employees can use, and offers Bikestation memberships to full-time employees.
- The City's Bicycle Master Plan indicates that there are seven "end-of-trip" facilities that provide showers and/or lockers for bicycle commuters. These are located in and around the commercially-zoned areas of downtown. All require users to be either an employee or registered member.
- Bici Centro (Spanish for Bike Center), a community-based multilingual bike repair shop that provides low to no-cost education and training programs related to bicycle repair and safety.
- Santa Barbara Bicycle Coalition's CycleSmart program offering safety training for youth and adult cyclists.
- Santa Barbara Car Free "bicycle tourism" promotional activities.
- Numerous private-sector bicycle rental companies, guided bicycle tour companies, and bicycle sales/repair shops.

5.3 Policies

The most important policy document governing bicycling in Santa Barbara is the City's Bicycle Master Plan. This Council-adopted policy document provides clear direction for encouraging increase bicycling within, to, and from Santa Barbara. Policies relevant to *Plan Santa Barbara* are listed below:

Policy 1.1 The City shall educate bicyclists and motorists about the appropriate use of the bicycle on City streets.

Policy 1.2 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.

Policy 1.3 The City shall create incentives for all employees to commute to work by bicycle and encourage local businesses to do the same.

Policy 2.1 The City shall expand the bikeway network to increase ridership for bicycle transportation and recreation.

Policy 2.2 The City shall maintain the bikeway network.

Policy 2.3 The City shall enhance the bikeway network.

Policy 2.4 The City shall collect data to assist in bicycle planning and evaluation of existing projects.

Policy 3.1 Parking for bicycles shall be required in private development, construction, or reconstruction projects.

Policy 3.2 The City shall increase the number of secure, convenient, and attractive bicycle parking and storage facilities on public property.

Policy 3.3 The City shall require all development projects to be designed to meet the needs of people who ride bicycles, as appropriate.

Policy 3.4 The City shall encourage transit providers to increase the use of bicycles in conjunction with transit.

Other policies relevant to bicycling (from the city of Santa Barbara's current General Plan Circulation Element and SBCAG's Regional Transportation Plan) are summarized in Appendix A.

5.4 Volumes

Bicycling is a small but important part of Santa Barbara's transportation system. As discussed above, the region's mild climate, beautiful natural scenery, and demographic profile help make cycling a feasible and attractive transportation option. The demographic profile at the beginning of this report noted that 2000 Census data suggests that 3.4% of the city of Santa Barbara residents commute to work by bicycle. SBCAG's 2007 Commuter Profile Report suggests that 2.7% of County residents commute by bicycle.

The most recent data on bicycle volumes at specific inter-

sections are the bicycle trip counts that were conducted in 1973 for the City's 1974 Bikeway Master Plan and in 1996-97 for the 1998 Bicycle Master Plan. The 1998 Bicycle Master Plan found that:

- The peak hours of bicycle travel are from 4 p.m. to 6 p.m.
- In the peak hours of travel, the City saw an overall increase (19%) in bicycle volumes from the year 1973 to 1997, after adjusting for population increase.
- In the peak hours of travel, streets with bike lanes had 47% overall increase in cyclists from 1973 to 1997, after adjusting for population increase.
- In the peak hours of travel, cycling on all other streets (those without bike lanes) declined overall by 1% from 1973 to 1997, after adjusting for population increase.

In general, the bicycle trip counts that were conducted in 1973 and in 1996-97 suggest that historically, bicycle volumes were highest downtown (especially along the State Street corridor) and along the waterfront. No additional or more recent data on bicycle volumes is available to our knowledge.

Surveys undertaken as part of the City's 1998 Bicycle Master Plan indicated that the top two obstacles preventing more people from commuting by bicycle were "Dangerous traffic conditions" and "Not enough bike lanes on street."

5.5 Safety Issues

The City's 1998 Bike Master Plan identifies "trouble spots" for bicyclists based on reported collision and public accident records from the Santa Barbara Police Department. In general, this data suggest that historically, bicycle collisions were highest downtown (especially along the State Street corridor) and along the waterfront. It is not clear from the plan if these data was adjusted to account for higher bicycle volumes in these areas (i.e., relative number of bicycle collisions per bicycle trip, rather than absolute numbers of collisions).

In addition to traffic collisions, one of the other safety hazards for bicyclists is poor pavement conditions, including both degraded pavement conditions and debris. The City's 1998 Bicycle Master Plan identifies then current road maintenance and street sweeping cycles as not being specifically tailored to maintaining the bicycle network. The report identified a need to establish a reporting mechanism for road conditions affecting cyclists and increase funding for street sweeping in order to keep existing and new bike lanes clear of debris.

5.6 Key Issues and Opportunities

The preceding summary suggests the following issues and opportunities relevant to the goal reducing the rate of growth of peak-hour vehicle trips:

- Santa Barbara already has a fairly comprehensive bike network, with the exception of the major gaps noted in Section 5.2.1.1. In addition, there are many regional bicycle routes that allow people to travel by bicycle to and from destinations outside of Santa Barbara. Filling in the remaining gaps in the bike network will involve difficult trade-offs of how right-of-way is allocated to different modes.
- It is unclear if the current "1:7" requirement for off-street bicycle parking (1 bicycle parking space for every 7 auto parking spaces) is meeting the needs in all areas; applying this single ratio citywide could be resulting in oversupply in some areas and undersupply in areas with a higher than average rates of bicycle commuting.
- Santa Barbara already has a number of public- and private-sector programs to encourage bicycling as a viable mode of everyday transportation; additional opportunities to expand bicycling in order to reduce peak-hour vehicle trips may include:
    - Many communities find that a significant amount of their peak-hour traffic is due to parents driving their children to school. Expansion of the existing Safe Routes to School program could ensure that more school-aged youth that live within near the school could safely walk or bike to school. Adjusting school opening and closing hours to hours outside the peak congestion times could help reduce cyclists' exposure to vehicle traffic.
    - Expand membership in the existing Bikestation through increased marketing, incentives, high quality equipment and maintenance, and implement a network of Bikestations located at key activity centers and destinations.
    - Create a "bike share" program similar to those developed in a numbers of communities of all sizes around the world (ranging from Paris to Tulsa). Such a program would require a network of on-street bike rental stands throughout the City and allow for short-term bicycle rental for casual trips. It will be important to partner

with existing bicycle rental companies to involve them in the creation of such a program.

- Create a "bike-and-fly" program at the airport, starting with installing bicycle parking and marketing, with consideration of an end-of-trip facility to allow bicyclists to box their bike, shower, and/or change clothes at the airport.
- More coordination between City, County, UCSB, SBCAG, other South Coast cities and entities to improve and expand bike paths and routes that cross jurisdictions.

6 PEDESTRIAN CONDITIONS[18]

6.1 Overview

Santa Barbara is in many ways a pedestrian friendly city, with a fairly continuous pedestrian network, pedestrian connectivity in almost all areas of the city, high-quality pedestrian amenities in many areas, and low per-capita rates of pedestrian collisions with vehicles. The city of Santa Barbara has invested heavily in the pedestrian realm, going beyond the provision of pedestrian pathways to fund pedestrian lighting, street furniture, and other projects to improve pedestrian comfort, convenience, and safety, particularly within the Central Business District and along the waterfront. As described above for bicycling, the City's many mixed-use areas, proximity of residential neighborhoods to the downtown, mild climate and demographic profile also help make walking a feasible and attractive transportation option. Like many cities, the city of Santa Barbara is engaged in ongoing efforts to ensure that the pedestrian network is fully accessible to all Santa Barbara residents and visitors through installation of missing sidewalk segments, curb ramps, and other pedestrian infrastructure.

6.2 Facilities

The city of Santa Barbara's pedestrian facilities are relatively well developed. The downtown and waterfront areas in particular have a high quality pedestrian environment, with high pedestrian volumes. Other neighborhoods have varying levels of pedestrian service.

Deficiencies in the City's pedestrian facilities were identified in a community survey undertaken as part of the Pedestrian Master Plan. The results of the survey identified the following pedestrian facility improvement issues:

- Sidewalk continuity and connectivity
- Safety in crossing intersections
- Lighting at night
- General aesthetics for a pleasant walking environment

In addition, the Pedestrian Master Plan identifies the ongoing need to make the pedestrian network fully accessible, including accessibility improvements such as better maintained pavement surfaces, installation of additional curb ramps, removal of sidewalk obstructions, audible pedestrian signals, and accessible transit stops.

The City has several programs to address deficiencies in pedestrian facilities, including:

- City Mobility Coordinator (receives safety complaints, coordinates response)
- Safe Routes to Schools Program
- Curb Ramp Installation Program
- Development of design guidelines, engineering standards, and pedestrian-supportive zoning

The City has also developed a Neighborhood Traffic Management Program to implement traffic calming, improve programs to reduce cut-through traffic and improve pedestrian safety. The Oak Park neighborhood is the first area to be addressed under this program. Despite significant public outreach and discussions, a ballot measure in 2005 was not able to achieve sufficient support for continuation of the program, although some improvements that were supported by the community were made. The St. Francis neighborhood went through a similar community-based planning process, including a design charrette and adoption of a neighborhood mobility plan. A construction contract was awarded in September 2007, and some traffic calming devices have been installed between St. Francis and Santa Barbara High.[19]

The city of Santa Barbara's "Sidewalk Missing Links" program has identified missing sidewalks throughout the city and uses funds from Measure D (sales tax) as well as State and Federal grants to fund improvements to the pedestrian network. The Sidewalk Missing Links program undertakes about $1 million in sidewalk improvements annually. In addition, the Redevelopment Agency has a

[18] Sources for this section include: Interviews with City transportation staff; City of Santa Barbara Pedestrian Master Plan (July 2006); City of Santa Barbara Conditions, Trends, and Issues (CTI) Report (2005); City of Santa Barbara Redevelopment Agency's Public Infrastructure and Amenities website (accessed at www.santabarbaraca.gov/Resident/Home/Redevelopment/success_infrastructure.htm?js=false in May 2008).

[19] Sources: Interviews with City transportation staff and the City's Neighborhood Traffic Management Program website (accessed at www.santabarbaraca.gov/Resident/Transportation_and_Parking/OPNTM/how.htm in May 2008).

long history of investing in pedestrian facilities. Major projects funded in the past 15 years include:

- State Street Sidewalk Improvements
- State Street Pedestrian Crosswalks
- Downtown Pedestrian Street Lighting
- Lower State Street Revitalization
- Cabrillo Boulevard Pedestrian Lighting
- Improvements to the Cul de Sacs at 300 Block of Santa Barbara, Anacapa and Chapala Streets
- Sidewalk along West Carrillo to link Alta Mesa to the Westside

6.3 Policies

The most important policy document governing pedestrian conditions in Santa Barbara is the City's Pedestrian Master Plan. The most relevant policies from this plan are listed below:

Policy 1.1 The City shall expand the sidewalk network to increase walking for transportation and recreation.

Policy 1.2 The City shall improve pedestrian safety and comfort at intersections.

Policy 1.3 The City shall enhance pedestrian corridors.

Policy 1.4 The City shall work to eliminate U.S. Highway 101 as a barrier to pedestrian travel.

Policy 1.5 The City shall assist neighborhoods that desire to improve pedestrian access to, from, and within their neighborhood.

Policy 1.6 The City shall support the establishment and construction of urban trails to enhance circulation and provide recreational opportunities through parks and open spaces.

Policy 1.7 The City shall maintain, protect, and improve sidewalk facilities on an on-going basis and during public and private construction projects.

Policy 1.8 The City shall work with transit providers to develop high quality and pedestrian accessible transit stops.

Policy 1.9 The City shall work to make the pedestrian environment accessible to those with disabilities, children, and the elderly.

Policy 2.1 The City shall assist in the development of a Safe Routes to School program.

Policy 2.2 The City shall develop and maintain maps that identify the most appropriate routes for children to walk to school.

Policy 2.3 The City shall identify and fund programs and improvements that will make it safer and more attractive for students to walk to school.

Policy 3.1 The City shall protect, preserve, and enhance the paseo network.

Policy 3.2 The City shall expand the network of paseos.

Policy 4.1 The City shall establish and maintain pedestrian design guidelines.

Policy 5.1 The City shall encourage people to walk through education and awareness efforts.

Policy 5.2 The City shall work to enforce laws that protect pedestrians.

Policy 6.1 The City shall incorporate the Pedestrian Master Plan into the land development process.

Policy 6.2 The City shall pursue revisions to the Zoning Ordinance that will help implement the Plan.

Policy 6.3 The City shall incorporate pedestrian projects into its Capital Improvement Program (CIP).

Policy 6.4 The City shall maximize the amount of financial resources available for pedestrian projects.

Other policies relevant to pedestrian conditions (from the city of Santa Barbara's current General Plan Circulation Element and SBCAG's Regional Transportation Plan) are summarized in Appendix A.

6.4 Volumes

Santa Barbara has a high rate of walking, with Census data showing that 6.2% of residents walk to work, compared to 2.7% nationwide. As part of the 2006 Pedestrian Master Plan, pedestrian counts at particular intersections were taken between July and September 2003 in order to understand the highest volume pedestrian flows. The spatial distribution of pedestrian volumes (refer to Figure 6-1) identifies Downtown as having the highest pedestrian volumes and the Eastside the next highest.

The high rates of walking in Santa Barbara suggest that conditions are favorable for walking. Respondents to a

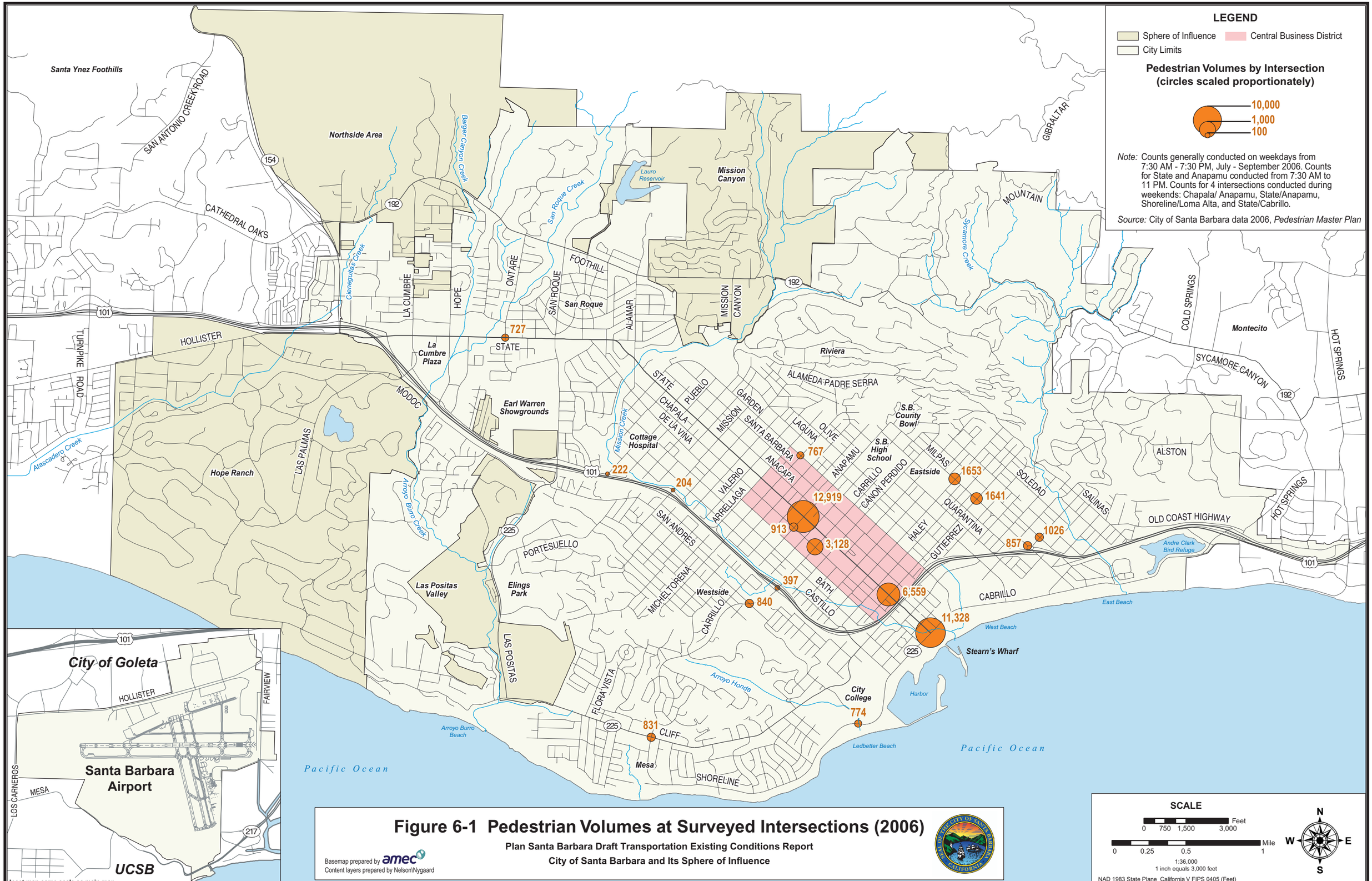

Figure 6-1 Pedestrian Volumes at Surveyed Intersections (2006)

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City of Santa Barbara and Its Sphere of Influence

Basemap prepared by amec
Content layers prepared by Nelson\Nygaard

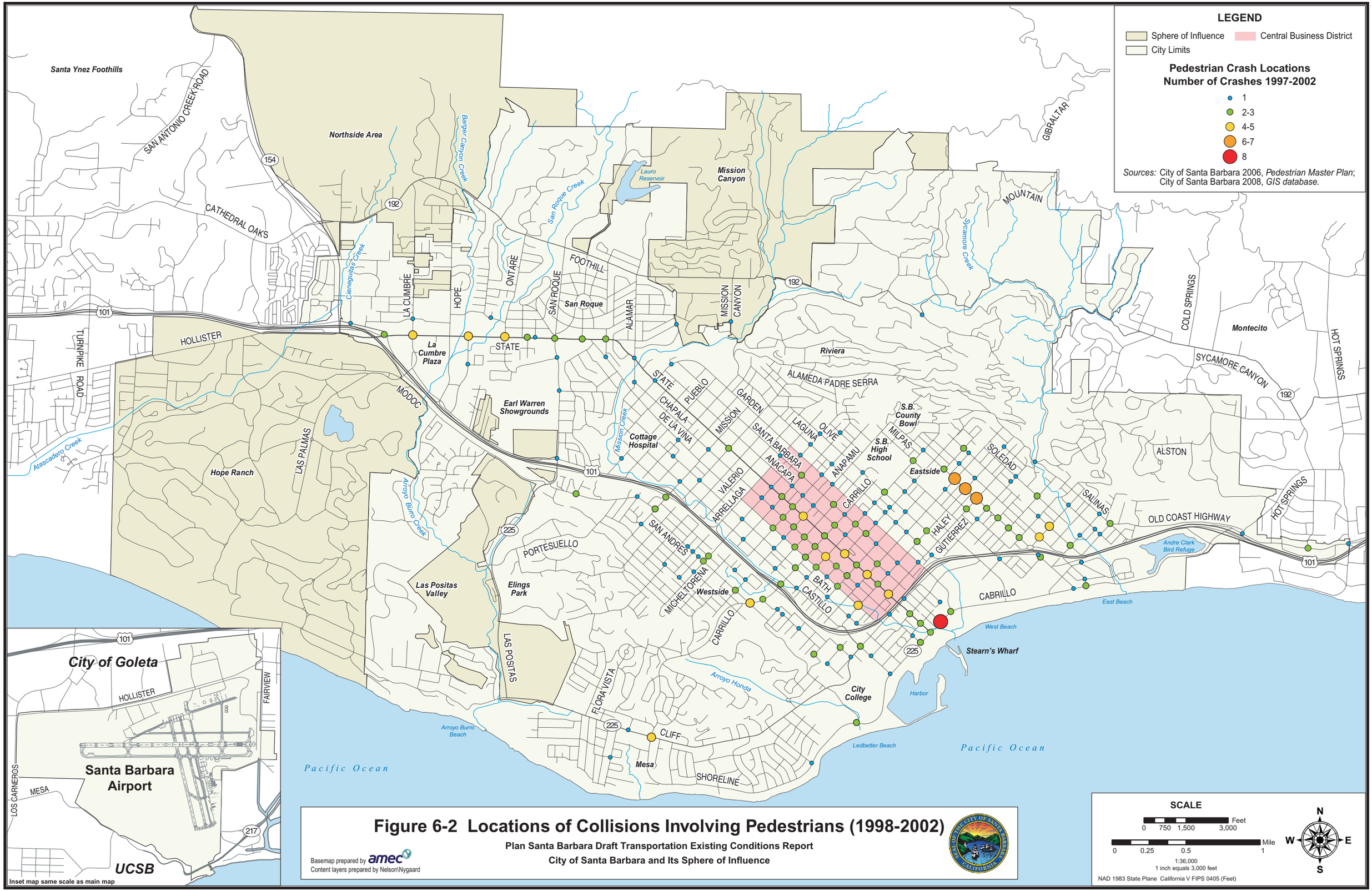

Figure 6-2 Locations of Collisions Involving Pedestrians (1998-2002)

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City of Santa Barbara and Its Sphere of Influence

survey undertaken as part of the 2006 Pedestrian Master Plan were asked to name the top reasons they don't walk more often; the top responses relevant to this report were:

- Destination too far
- High traffic volumes or speeds
- Inadequate separation from traffic
- Autos do not yield to pedestrians
- No sidewalk

6.5 Safety Issues

Overall, Santa Barbara offers a safe environment for people to walk, with a per capita pedestrian collision rate nearly 50% lower than the average for other California cities. Nonetheless, a total of 428 pedestrian-involved collisions were reported to police between 1998 and 2002. Figure 6-2 shows the spatial distribution of pedestrian collisions for these years.

By time of day, collisions involving pedestrians peaked during the evening commute. Additionally, over a quarter (28%) of collisions involving pedestrians occurred before sunrise or after sunset. As an indicator of fault, 64% of post-collision citations were given to drivers, and 36% to pedestrians. The most common violation leading to a pedestrian-vehicle crash was "Vehicle failed to yield to pedestrian in crosswalk." suggesting that increased education and enforcement of crosswalk yield violations could reduce this type of pedestrian-involved collision.

6.6 Key Issues and Opportunities

The preceding summary suggests the following issues and opportunities relevant to the goal reducing the rate of growth of peak-hour vehicle trips:

- Overall, Santa Barbara already has a relatively well-developed pedestrian realm characterized by a fairly continuous pedestrian network, pedestrian connectivity in almost all areas of the city, high-quality pedestrian amenities in many areas, and low per-capita pedestrian collision rates.
- Significant areas with high pedestrian volumes where pedestrian connectivity or amenity is less than ideal include: crossings of U.S. Highway 101, Upper State Street, the waterfront area, Cabrillo (where tourists scramble across the street), Anacapa, Milpas (open campus lunch trips from Santa Barbara High), and Cliff Drive. Pedestrian linkages between Alta Mesa and the Westside to Downtown are also intermittent, with the heavily used unpaved path along Loma Alta targeted for improvement. Pedestrian linkages between Veronica Springs and other Las Positas Valley neighborhoods and Arroyo Burro Beach Park, Elings Park and the Douglas Family Preserve are also intermittent. Remediating these and other "missing links" in the pedestrian network—with prioritization of improvements for intersections and corridors with higher-than-average rates of pedestrian volumes, collisions, or both—is an ongoing process that will require sustained funding.
- The City's pedestrian mode share for commuting to work is already higher than the national and state averages (refer to Figure 2-1). Walking is usually a viable mode for short-distance ("micro-level") trips (refer to Figure 1-1). For this reason, the most effective way for walking to help the City achieve its policy goal of reduced peak-hour vehicle trips is to facilitate more mixed-use, moderate-density development in existing urbanized areas, in order to put more origins and destinations within short walking distance of each other.
- Many communities find that a significant amount of their peak-hour traffic is due to parents driving their children to school. Expansion of the existing Safe Routes to School program could ensure that more school-aged youth that live within near the school could safely walk or bike to school.
- Based on pedestrian surveys and collision data, increased enforcement and education regarding moving violations that endanger pedestrian safety would complement Santa Barbara's investments in pedestrian infrastructure and amenities.

7 AUTOMOBILE PARKING[20]

7.1 Overview

Research has shown that the availability and price of parking is one of the single largest determinants of the decision to drive or travel by some other mode. Beginning with its

[20] Sources: Interviews with city transportation and parking program staff; City of Santa Barbara Municipal Code, Title 10: Transportation and Parking and Title 28: Zoning Ordinance; City of Santa Barbara "Lot Information Sheet" (undated); City of Santa Barbara "Bi-Annual Occupancy Graphs" (September 2007); City of Santa Barbara Waterfront Area Transportation Study (May 2001); SBCAG 2007 Commuter Profile Report (June 2007).

1979 Transportation Management Plan — which recognized the fact that the City can't feasibly accommodate all commuters who might choose to drive downtown—the city of Santa Barbara has been active in promoting parking management strategies to balance the needs of all motorists. The public parking system (including on-street parking and off-street lots and garages downtown and in the Waterfront area) is designed so that visitors' and shoppers' short-term parking needs are prioritized, while long-term commuter parking is deemphasized.

In addition, the City has established numerous residential parking permit districts to protect residents from spillover parking problems caused by non-residents parking in neighborhood areas. Santa Barbara has fairly conventional off-street parking requirements for new development, while many other communities have found that such requirements do not reflect actual demand and often act as a barrier to high-quality, "low-traffic" development.

7.2 Facilities

7.2.1 Downtown Parking

7.2.1.1 Off-Street Parking

There are fourteen off-street lots and garages in the downtown area (two of which are devoted solely to commuters) comprising over 3,300 off-street parking spaces. Parking in the non-commuter lots is free for the first 75 minutes (150 minutes for motorists displaying a disability placard) and $1.50 per hour thereafter. There are no time limits on the length of stay. Parking facilities are open 24 hours a day, 7 days per week, but priced parking is only in effect Monday to Thursday 7:30 am-9 pm, Friday to Saturday 7:30 am-1:15 am, and Sunday 11 am-6 pm.

The City sells commuter/monthly parking passes in 12 short-term lots and garages, but to maintain parking availability for short-term parking needs closest to the downtown area, monthly passes for commuters are progressively less expensive the further the parking lot is from downtown. Passes range from $100-150 monthly and include free travel on downtown and waterfront shuttles. To ensure that there will always be short term parking available in short-term lots, the city stops selling monthly passes when a lot reaches 85% occupancy.

The two downtown commuter lots are dedicated exclusively to commuter parking, with monthly passes priced at $30 (Carrillo Lot) or $40 (Cota Lot). Purchase of a monthly pass at either lot also includes free travel on downtown and waterfront shuttles.

Parking facilities and the "75 minutes free" are funded via the Downtown Parking Benefit and Improvement Assessment District, in which property owners pay an annual assessment derived by formula based on their proximity to (e.g., their "benefit" from) off-street public lots and facilities.

During the peak demand hour for the downtown parking system, average occupancy for the 3,200 short-term parking spaces is 69%, with occupancy for individual facilities ranging from 36% to 93% (refer to Figure 7-1). In other words, while individual parking facilities may have high occupancy rates at particular peak periods, there are over 1,000 off-street short-term parking spaces available at the peak demand hour for the entire downtown parking system as a whole.

This situation described above suggests that parking deficits in downtown Santa Barbara are not the result of a supply problem, but rather a distribution problem. Many communities have found that parking distribution problems can be solved without adding new supply, through such strategies as demand-responsive rather than flat-rate pricing (e.g., prices are higher at times and locations where demand is high, and lower or free at times and locations when demand is low). Santa Barbara's existing transit shuttles/circulators are also a partial solution to address the distribution problem in that they provide another option for people who don't want to walk from peripheral parking locations to their ultimate destination. However, the frequency of this service varies and delays may contribute to resistance to parking in outlying locations.

7.2.1.2 On-Street Parking

On-street parking is free downtown for limited durations, ranging from 15-75 minutes depending on the street. Generally speaking, 75-minute time limits are in effect in the first two blocks off of the State Street corridor and in close proximity to the off-street public lots and garages in order to match the "75-minutes" free time limit for these off-street facilities. Outside of downtown parking is free up to 90 minutes.

No data was available on the total supply or recent demand of downtown on-street parking. However, anecdotal observations indicate that major downtown employers such as the County, City and retail businesses along State Street with limited or no employee parking are major users of downtown and nearby residential neighborhood on-street parking.

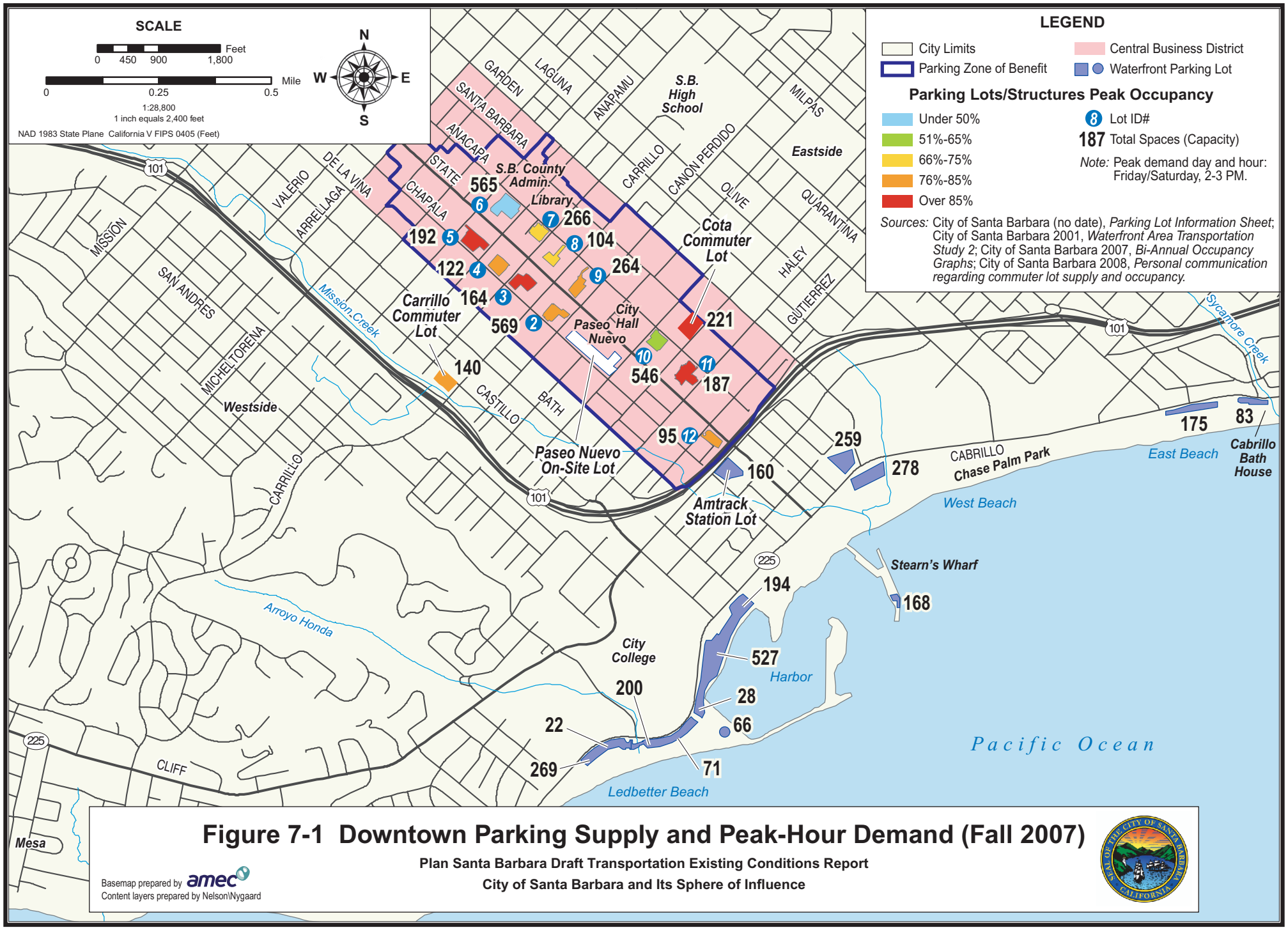

Figure 7-1 Downtown Parking Supply and Peak-Hour Demand (Fall 2007)

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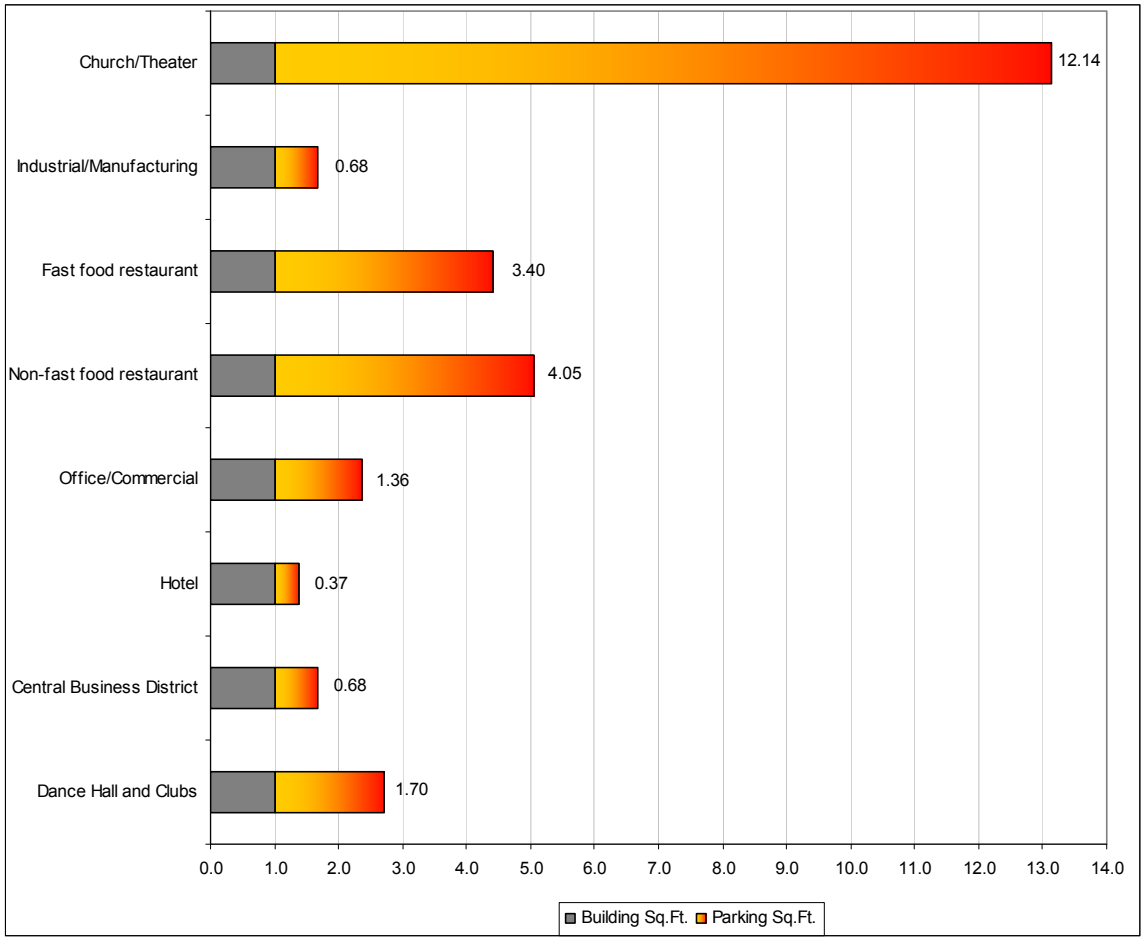
Basemap prepared by amec
Content layers prepared by Nelson\Nygaard

Figure 7-2: Square Feet of Parking Area Required for Each Square Foot of Building Area for Typical Uses



Source: City of Santa Barbara Municipal Code, Title 28.

7.2.2 Residential Parking Permit Program

The city of Santa Barbara has a fairly typical residential permit parking program to prevent non-resident parking spillover problems in residential areas. The program was created following the 1980 decision to reduce parking requirements for the Downtown core in anticipation that some downtown employees might park in the downtown-adjacent residential neighborhoods. There are currently 9 residential permit parking areas. Residential parking permits are available for $15/month, up to three resident permits and one guest permit per household. The City finds that this ratio leaves a reasonable ratio of free to occupied on-street parking in residential neighborhoods.

7.2.3 Waterfront Parking

Waterfront parking lots also charge more for proximity to popular destinations. The beach lots closest to downtown, the main harbor and the beach charge $1.50/hour, while the lots further away charge $2 for 3 hours ($0.66/hour). There is a maximum daily charge of $7 or $9. Annual passes are also available for $95, and are prorated depending on the time of year they are purchased. Waterfront parking is managed by the Waterfront Department.

7.3 Policies

7.3.1 Minimum Parking Requirements for New Development

The city of Santa Barbara's existing minimum parking requirements are fairly typical for Southern California cities. Santa Barbara's minimum parking requirements often require more than one square foot of parking area for every square foot of building (refer to Figure 7-2). While the City has reduced requirements for new development in the Central Business District (as described below), many cities have found that excessive minimum parking requirements (which essentially function as a development impact fee) are a barrier to high-quality development (af-

fecting the density, mix of uses, and design of new development), that can undermine their policies goals of creating "low-traffic" development.

In general, the code-required parking is interpreted to be the same as the actual parking demand. The City's current identified parking requirements for new development are generally not tailored to various uses in different parts of the City.

7.3.2 Parking Benefit and Improvement Assessment District

Reduced parking requirements are permitted for new development in the "delineated zone" of the Central Business District. This is in recognition of the mixed-use, compact, walkable, and transit-intensive character of downtown as well as the revenues derived from the Downtown Parking Benefit and Improvement Assessment District (PBIAD) for downtown parking facilities. Within the PBIAD, property owners pay an annual assessment based on their proximity to (e.g., their "benefit" from) off-street public lots and facilities. Revenues are used to construct, operate, and maintain downtown public parking facilities.

This arrangement resembles a parking in-lieu fee, where developers pay a fee at the time of project entitlement in exchange for reductions in the project's parking requirements, and revenues are used to construct and maintain parking or, increasingly, fund multimodal improvements. The key differences are that Santa Barbara's assessment is 1) paid annually, 2) paid by all property owners and not just new development projects, and 3) assessed on new development projects even if they are required to fully meet their on-site parking requirements (which the City requires when adjacent off-street public parking facilities consistently experience 85% occupancy or above).

7.4 Key Issues and Opportunities

The preceding summary suggests the following issues and opportunities relevant to the goal of reducing the rate of growth of peak-hour vehicle trips:

- The city of Santa Barbara is a recognized leader in the management of off-street parking for downtown, in two areas especially:
  - Prioritizing the provision of short-term parking for visitors and shoppers over long-term commuter parking.
  - Using any surplus parking revenues (net of parking facility operations and maintenance costs) to fund transit service enhancements and free transit passes for downtown employees and City employees working downtown.
- The pricing of off-street parking facilities downtown could be evaluated for its impact on inducing additional peak-hour vehicle trips. For example, the low prices of monthly commuter passes ($30-$40) at commuter lots equate to $1.50 to $2 per day, much lower than the cost of a regional transit trip and likely much lower than the financial value of the land considering downtown Santa Barbara's high land values. In addition, the flat-rate pricing and lack of time limits at short-term (combined with the first 75 minutes free) at downtown off-street lots and garages may not provide a great enough incentive to deter commuter parking. Alternatives include progressive tiered-rate pricing (e.g., the 3rd hour is priced higher that the 2nd, the 4th hour is priced higher than the 3rd, and so on) and/or demand-responsive pricing in which prices are set for each facility based on average historical demand patterns at that facility.
- One area in which Santa Barbara differs from other communities is in the management of on-street parking, relying on time limits rather than demand-responsive pricing (e.g., pricing parking based on demand patterns) to promote turnover. While the reduction of on-street time limits from 90 minutes to 75 minutes reduced employees shuffling cars from space to space, this phenomenon is still prevalent. With off-street parking priced after the first 75 minutes and on-street parking free, motorists may have a financial incentive to cruise for free on-street parking. Other communities have found metering a more cost-effective (and visitor-friendly) strategy for managing on-street parking. Some portion of any net revenue generated by pricing on-street parking could be invested in pedestrian improvements or multi-modal programs (e.g., increased marketing of off-street parking options and increased frequency of transit service).
- Santa Barbara's current residential permit parking program relies on time limits to reduce non-resident parking spillover problems in residential neighborhoods; some communities have found that in neighborhoods where on-street parking ca-

pacity exists during the day, it is more cost-effective option to sell on-street parking to non-residents at market rate prices while continuing to allow residents with permits to park exempt from time limits or pricing.

- SBCAG's 2007 Commuter Profile Report indicates that 88% of Santa Barbara residents who commute by car park for free at their workplace; one opportunity for the city of Santa Barbara to reduce peak-hour vehicle trips would be to develop enforcement mechanisms with the State's existing parking cash-out law, which requires certain employers to offer their employees the option to either a) "cash out" the financial value of any employer-provided parking that they don't use or b) price employer-provided parking and give all employees a monthly transportation allowance that they can spend on employee parking or other modes commuting (similar to the existing Cottage Hospital program in which parking is priced, all employees receive a transportation subsidy, and employees who don't use the parking can use the cash to offset their transit commuting costs). Alternatively, the city of Santa Barbara could develop a local parking cash-out ordinance that would apply to more types of employers than does the State law.
- Currently, the city of Santa Barbara requires parking demand studies for larger developments. MEA traffic analysis procedures also provide for traffic impact analysis based on demand. In addition, modifications to the existing minimum parking requirements can be requested by project sponsors and are sometimes approved. Further analysis could be undertaken to evaluate how existing parking requirements compare to actual demand patterns in Santa Barbara, peer communities, and/or national averages. This analysis will be an important component in support of the Plan Santa Barbara goal of reducing peak-hour vehicle trips.
- Currently only the Granada Garage is able to monitor real-time occupancy data, and that data is displayed at the garage entrance. City parking staff are currently pursuing implementation real-time occupancy monitoring equipment at all downtown off-street parking facilities; some communities have found that providing information on parking availability to motorists on-site via facility signage can help reduce traffic congestion caused by cruising for parking. In addition, providing this information before motorists begin their trip via website or phone can help motorists decide whether to drive or take some other mode if parking isn't available.

8 TRANSPORTATION DEMAND MANAGEMENT

8.1 Overview

"Transportation Demand Management" (or TDM) is a somewhat arcane term that simply means investing in cost-effective programs that will create incentives and encourage more people to either:

- Shift more of their *auto* trips to times of day that have less congestion (or avoid the auto trip altogether through strategies such as telecommuting).
- Shift more of their *overall* travel to modes that create less congestion (carpool, transit, bicycle, or on foot).

TDM programs recognize that transportation resources are always scarce and that construction or technology projects to widen roadways or improve traffic flow are typically quite expensive on a "per trip accommodated" basis. For this reason, the most effective TDM programs are based on the principle that it is often cheaper to pay people not to drive (or give them some other incentive that they value such as priority parking for carpools, additional vacation time, etc.) than it is to accommodate their vehicle trip.

Some TDM programs include marketing and education programs to ensure that commuters are aware of the alternatives to driving. These have proven effective, although the most significant impacts are seen when general marketing is supplemented with personalized outreach (such as telephone or even door-to-door contact providing "Transit Starter Kits" and individualized transit commute plans).

The city of Santa Barbara, the County of Santa Barbara, and SBCAG all have active TDM programs as described below. (Note that while parking management programs are an important part of most TDM programs, parking management policies are described in the parking section above).

8.2 Citywide TDM Programs[21]

The city of Santa Barbara has several TDM requirements for new businesses and new development projects, including:

- TDM plans may be applied by the City as a condition of approval for development projects that: a) request an adjustment (or "modification") from the City's existing minimum parking requirements, b) need to mitigate significant traffic effects associated with the project; or c) propose TDM measures as project benefits. For those projects that establish TDM plans, there is no post-occupancy monitoring or enforcement mechanism to ensure compliance with or evaluate the effectiveness of the TDM plans.
- Transportation demand management has been required for new business licenses for the past 15 years. To receive their business permit, new businesses must offer free transit passes to their employees, and provide reserved parking spaces for carpools and vanpools. Downtown businesses that predate the transportation demand features of the business permit approvals process can qualify for 90-day transit passes at a steeply discounted rate of $45 per employee as part of the Downtown Bus Pas Program described below. There is no monitoring for compliance with the program.
- As discussed in the transit and parking sections of this report, the City also funds a "Bus Pass Program" which provides steeply discounted MTD bus passes for any downtown employee that requests them. The program is funded from net revenues from downtown parking facilities.

Though the City's Work Trip Reduction Incentive program (or "WorkTRIP"), the City has a number of TDM measures in place for specifically geared towards City employees:

- The "My Ride" program provides free MTD transit passes for City employees (regardless of the employees' work location) for use on any transit trip (i.e. not just for commute trips). In the period from July 1 to December 31, 2007, 165 City employees used their MyRide passes for a total of 9,098 MTD transit trips. This program is funded by net revenues from downtown parking facilities and non-capital transportation funds.
- In addition to receiving free MTD transit passes through the My Ride program, City employees can select from one more of the following commuter benefits:
  - 75% subsidy for costs of a full vanpool or 75% subsidy of monthly or ten-ride passes for long-distance transit services (such as the Coastal Express and Clean Air Express). Approximately 60 City employees participate in this program.
  - "Rideshare" carpool program, which makes City vehicles available to registered City employee carpools of three or more persons. Carpoolers pay $0.20 per mile plus the costs of gas, with the rests of the vehicle costs funded by the department providing the vehicle. This program is currently paid for with non-capital transportation funds, but over time it is envisioned that the funding responsibility will be shared by all departments on a pro rata basis according to the total number of employees in each department. This program is in its second year and currently has 53 City employees in 18 registered carpools.
  - City employees who commute by bicycle are offered steeply discounted annual or per use memberships in the downtown Bikestation, which offers secure bicycle parking and other amenities for bike commuters (as described in detail on the bicycle section of this report). Currently 17 City employees are Bikestation members.
- The City offers a 9/80 work schedule to all employees. Eighty-one percent of City employees participate, resulting in a significant reduction in commute trips made by City employees due to the elimination of many commute trips on alternating Fridays. In addition, City employees participating in the 9/80 schedule have a reduced impact on peak hour traffic congestion, because the program results in their commute trips occurring outside of conventional peak commuting hours.
- Through SBCAG Traffic Solutions' FlexWork program, the City offers flexible work schedules and telecommuting options to any employee whose supervisor approves.
- The City has recently explored the feasibility of partnering with a carsharing organization that would potentially replace some portion of the City's fleet vehicles and make these vehicles available to the general public when not needed by City employees. While those negotiations did not result in the establishment of a carsharing program, the City did recently change its "vehicle use policy" – which formerly permitted use of City

[21] Sources: Interviews with City TDM and parking program staff.

fleet vehicles only for work-related trips, unplanned overtime, medical appointments, and approved emergency trips – to also allow for occasional personal trips during breaks and lunch as well as transporting family members for doctor's appointments and medical emergencies. This revised policy allows employees to feel more confident that they can regularly commute to work by transit, on bicycle, or by walking, because they know that a car will be available to them during the work day if needed.

- In addition, the City has a number of other TDM programs, including:
  - Preferential parking for carpools and vanpools.
  - A City purchased and maintained fleet of bicycles located at many work sites for use during business hours.
  - Secure bicycle parking (lockers, covered storage, or indoor cages) at nearly all City work locations.
  - "Urban cycling training" to build confidence in novice bike commuters, teach safe riding skills, assist with route planning, and provide related support and encouragement.

Some evaluation of the impacts of the City's TDM programs has been done, including:

- SBCAG Traffic Solutions' "TS Online" (www.trafficsolutionsonline.info) is used by City employees to register their participation in the various TDM programs and to log how many days they traveled to work each week by alternative modes (i.e. not in a single-occupant vehicle). This self-reporting is required in order for employees to continue receiving WorkTRIP benefits. City employees are additionally encouraged to be consistent in logging the days they commute by alternative modes through the "Green Commute Challenge" weekly raffle, in which two randomly selected employees who have logged one or more commute trips by alternative modes in the previous week are given $50 gift cards to local businesses.
- There are currently 310 registered City employees on TS Online, meaning that 310 out of a total of 1,727 City employees (about 1,200 full-time equivalents) are participating in some aspect of the City's WorkTRIP TDM program.
- The TDM impacts of the City's WorkTRIP program for the 14-week period of 4/15/08 through 7/27/08 (as estimated by TS Online calculations) include the following:[22]
  - Total vehicle trips eliminated: 5,418
  - Total vehicle miles eliminated: 164,939
  - Total pounds of vehicle emissions reduced: 152,558
- In addition, the City conducts an annual survey of City employees' commute patterns. While participation is voluntary, the survey has an extraordinarily high response rate of 30%. A significant shortcoming of these kinds of surveys is due to "self-selection bias," as those who respond are disproportionately more likely to be using alternative modes because they are motivated to report what is working (and not working) with the City's transportation benefit programs. For this reason, the overall mode split of the City workforce is not reported here, and is assumed to be comparable to mode splits reported for all residents and workers in the city of Santa Barbara, as described in the demographics section of this report.

One City practice that potentially undermines the effectiveness of its WorkTRIP program is the provision of free parking to City employees in the two downtown commuter parking lots as well as at certain city building (such as the parking lots at the Public Works Building, Water Treatment Facility, and City Hall). In addition, those employees who don't have access to free *off*-street parking can usually find free all-day parking *on*-street (with the exceptions of the Library and the Carrillo Recreation Center which are the only City facilities without free parking available nearby). Even when on-street parking has 2-hour time limits, employees can still park all day for free on the street by simply leaving work every 2 hours and moving their cars to a different on-street space (i.e. the "2-hour shuffle").

[22] It is worth noting that City transportation staff believe there is significant under-reporting of alternative commuting due to the fact that the calculations are based on employee self-reporting. Source: "Work Trip Reduction Incentive Program Update," City of Santa Barbara Council Agenda Report, 3/25/08.

8.3 Downtown Specific TDM Programs[23]

8.3.1 Downtown Bus Pass Program

The Downtown Bus Pass Program offers a 90-day MTD transit pass to all downtown employees at the steeply discounted rate of $45, which is one-third the normal price. To be eligible, an employee must work within the area circumscribed by De La Vina Street, Garden Street, Mason Street, and Sola Street. Certain private employers and employees from other public agencies are excluded from this program if they provide their own bus pass program. City employees receive their bus-pass for free. Currently, 264 workers are actively enrolled in the bus pass program, including 92 City employees and 178 Downtown employees. The program is funded by revenue generated at parking lots and garages in the downtown area.

8.3.2 Downtown Parking Program

The Downtown Parking Program manages 12 short-term public parking lots and garages and two commuter lots. In the short-term lots and garages, parking is free for the first 75 minutes, but $1.50 per hour thereafter. A portion of the parking revenue goes to support additional peak-hour transit service as well as the Downtown Bus Pass Program, installation of bike lockers, and other multimodal amenities in the downtown area.

8.4 Santa Barbara County Employee Programs[24]

Onsite parking for County employees working downtown has an estimated *ten-year* waiting list for a permit. Employees who still drive and do not wish to pay for parking in public lots either park on-street in surrounding residential neighborhoods, park on-street in commercial areas and move their car every 75 minutes, or park in commuter satellite lots and take an MTD shuttle into downtown.

While the County has not yet explored the option of charging employees for parking or offering parking-cash out as a strategy to reduce demand, the County has developed several TDM strategies as part of its "Commuter Benefits/Alternative Work Schedules" program in order to both reduce parking demand and to provide a fringe benefit for employees. This program is geared toward promoting a) commuting by transit bus or vanpool, b) working at an alternative site part or full-time or, c) changing work hours to avoid peak-period commuting. While the program is focused on employees who commute into Santa Barbara from North County or from Ventura County, any employee can participate in any of the program incentives, which include the following:

- County employees can receive an additional two days of vacation per year if they use alternative transportation for 80% of their commute trips in a pay period.
- The County will provide a $10 subsidy each month to help offset the cost of a transit pass. Pre-tax commuter checks are also available for employees, for a total combined pre-tax benefit of up to $115.

Though the supply of individual parking permits is highly constrained, carpool/vanpool passes can be obtained for day-to-day use of the County Administration Building lot (220 spaces) or the Garden Street lot (177 spaces), on a space-available basis. The driver must be a regular employee with at least one year of service with the County, and must have the other passengers in the vehicle when they park. A commuter permit must be obtained in advance from the County General Services department.

With department and supervisor approval, County employees can arrange for an "alternative work schedule" in which employees work either a flexible schedule or a compressed work week and/or "telecommute" by gaining access to the County's Virtual Private Network (VPN) in order to have access to the County computer network at home.

8.5 SBCAG Traffic Solutions TDM Programs[25]

SBCAG Traffic Solutions has developed several programs to support reduction in regional vehicle commuter trips, including bicycle programs, commuter buses (described in the transit section) emergency ride home programs, vanpool formation, carpool matching, and an employer consulting program. Altogether, SBCAG estimates that its Traffic Solutions programs had the following impact in FY 2006-07:

[23] Sources: Interviews with City TDM and parking program staff and the City's Downtown Bus Pass Program website (accessed at www.santabarbaraca.gov/Business/Transportation_and_Parking/Downtown_Parking/BUS_PASS.htm in May 2008).

[24] Sources: Interviews with County TDM Benefits staff and County TDM Benefits website (accessed at www.sbcountyhr.org/benefits/commuterbenefits.html in May 2008).

[25] Sources: SBCAG program materials, interviews with SBCAG staff, SBCAG FY 2006-07 Annual Report (October 2007), and SBCAG website (accessed at www.trafficsolutions.info/default.htm in May 2008).

- 489,536 fewer automobile trips
- 19.7 million fewer vehicle miles traveled
- 887,382 fewer gallons of gasoline consumed
- $8.8 million in commuter cost savings
- 7,570 metric tons of pollutants removed

The Flexwork SB program appears to have achieved an especially noticeable reduction in peak-hour vehicle trips. The Flexwork SB Program, administered by SBCAG, was developed with the overall goal to stimulate more telecommuting and flexible work schedules countywide, to reduce peak period traffic congestion, improve air quality, and assist employers in addressing high staff turnover that results from long distance commutes. SBCAG works with individual employers to help them develop programs for their employees such as flexible work schedules, outside of the traditional 8 am to 5 pm schedule. Some employers support employees working a compressed work week, either eight hours in nine days or 40 hours in four days. Another option is for employees to perform their normal work duties at a location away from the conventional office, to reduce the frequency of work commute trips.

Phase 1 of the program was funded by Federal Congestion Mitigation and Air Quality (CMAQ) funds, and completed implementation in 2006. It is estimated to result in 109,000 fewer peak hour trips each year (73,000 from U.S. Highway 101 south to Ventura) and approximately 1.5 million fewer vehicle miles traveled (VMT). At the completion of Phase 1 in 2006, the FlexWork program had 363 participants each month.

Approximately 8,700 employees are impacted by the FlexWork Santa Barbara Phase 1 program. Phase 2 of the program seeks to expand the level of participation by these employers, focusing on recruiting employers who meet the following criteria:

- Private sector employers located near the project corridor in the Downtown area and on both sides of U.S. Highway 101 in Santa Barbara.
- Private sector employers with large numbers of employees traveling through the project corridor, located in Goleta, Summerland and Carpinteria.
- Employers that participated in FlexWork Phase I that have the potential to further expand their Flexwork programs, such as Cottage Health System, the county of Santa Barbara and the city of Santa Barbara.
- Commitment from participating employers: Employers that are selected to participate in Phase II will be required to commit to implementing a pilot flexwork program consisting of a minimum number of employee participants.[26]

In addition, to its role as a consultant to employers, SBCAG Traffic Solutions staff also provides ad hoc technical assistance to cities that wish to include TDM strategies in policy and regulatory documents. In a similar fashion, developers often contact Traffic Solutions staff (usually at the recommendation of entitling agencies or local business organizations such as the Chamber of Commerce) to get assistance with crafting appropriate TDM strategies to reduce peak-hour vehicle trips associated with their development.

8.6 Private-Sector TDM Programs

Interviews with public agency staff revealed that several private-sector employers implement TDM programs, including:

- Cottage Hospital in Santa Barbara has a "parking cash-out" program in which all employees are paid an additional $75/month, and then charged for each daily use of parking facilities (at a rate in which daily use would equal about $75). Employees who don't drive to work or who drive less frequently receive additional take-home pay, while employees who must drive everyday are no worse off then if parking was free.
- Raytheon, the largest employer in Santa Barbara, provides heavily subsidized carpool/vanpools for employees, as well as bicycle parking, showers, and change rooms to encourage bicycle commuting.

8.7 Other TDM Programs

8.7.1 UCSB TDM Programs[27]

UCSB offers a wide range of TDM programs to encourage students, faculty, and staff to use alternative modes through its Transportation Alternatives Program (or TAP program), including:

- Free MTD rides for UCSB students from 7 days before the first day of classes until the last day of final examinations, funded by a mandatory student fee
- 50% discounted monthly MTD pass for faculty/staff

[26] Source: SBCAG website (accessed at www.sbcag.org/Newswire/2006/08-06.htm in June 2008) and FlexWork Phase I Final Report (July 20, 2006).
[27] Sources: UCSB Transportation Alternatives Program (TAP) website (accessed at www.tap.ucsb.edu in May 2008) and interviews with SBCAG staff.

- Carshare program operated by ZipCar (2 or 3 vehicles) offered to all students, faculty and staff, and at discounted rate for TAP enrollees
- Flex schedules and telecommuting for certain staff
- No charge vanpool program
- Bicycling promotion programs
- Free parking pass for TAP registered carpools and vanpools
- 57 hours of complimentary campus parking per quarter for TAP registered students (to allow individuals who have given up their parking pass as part of the TAP program to drive on those occasions when they need to)
- Emergency Ride Home program

The program is funded through fines and forfeitures revenue collected by Transportation and Parking Services.

8.7.2 City College TDM Programs[28]

Anecdotal information suggests that Santa Barbara City College (SBCC) students are a major source of traffic congestion on City streets and on U.S. Highway 101, with as many as 3,000 students, faculty and staff living within 10 miles of campus. SBCC offers a wide range of TDM programs to encourage students, faculty, and staff to use alternative modes through its Alternative Transportation Program, including:

- Free MTD rides for SBCC students from 7 days before the first day of classes until the last day of final examinations.
- SBCC dedicated Vanpool Program (currently running weekdays round-trip to SBCC from Santa Maria, Ventura and Ojai).
- Carpool matching program (called GreenRide) to find other interested carpoolers who live nearby and have similar schedules and preferences.
- Priority parking spaces closer to classrooms and administrative offices for carpools.

8.7.3 APCD's "Santa Barbara Car-Free" Program[29]

The Santa Barbara County Air Pollution Control District (APCD) leads a cooperative TDM program called "Santa Barbara Car Free" which promotes sustainable "car-free" or "car-light" tourism in the Santa Barbara region. Program materials, including a visitors map and guide, highlight "How to travel *to* Santa Barbara car free" and "How to travel *around* Santa Barbara car free." The program is considered a model program and has won state and national awards, including an Environmental Award from the U.S. Environmental Protection Agency Region 9 and a Marketing Excellence Award for "Best Niche Marketing: Eco-Tourism" from the California Travel and Tourism Commission (CTTC).

8.8 Policies[30]

The most important TDM policies are from the city of Santa Barbara's current General Plan Circulation Element and SBCAG's Regional Transportation Plan, and these are summarized in Appendix A. SBCAG has additional TDM policies relevant for the *Plan Santa Barbara* project, which are listed below:

SBCAG Traffic Solutions – Program Objectives

- To provide a countywide TDM program, regional commuter bus service and ridesharing information.
- To develop programs benefiting the public and to provide information about transportation choices through education, outreach and public participation.
- To promote cooperative relationships with local businesses, government agencies, and community groups and individuals to expand participation in commuter programs.

8.9 Key Issues and Opportunities

The preceding summary suggests the following issues and opportunities relevant to the goal of reducing the rate of growth of peak-hour vehicle trips. Specific opportunities will then be described and analyzed in greater detail in the next stage of development of the Plan.

- The city of Santa Barbara, the county of Santa Barbara, and SBCAG all have active TDM programs that operate at the local and regional levels to reduce peak-hour commuting by public-sector employees.
- While some programs develop comprehensive performance measures of their TDM program, it was not possible to get performance measures for many programs. At a minimum, TDM programs

[28] Source: SBCC Alternative Transportation website (accessed at: www.sbcc.edu/commute/index.php?sec=2434 in May 2008) and interviews with SBCAG staff.

[29] Source: Santa Barbara Car-Free brochure and website (Accessed at www.SantaBarbaraCarFree.org in May 2008).

[30] Source: Source: SBCAG Traffic Solutions website (www.trafficsolutions.info), accessed on June 18, 2008.

should be organized to monitor and report participation rates, estimates of peak-hour vehicle trips reduced, and net cost-per-peak-hour-trip-avoided figures (potentially including estimates of the financial value of reduced social and environmental externalities).

- As discussed in the parking section, a more robust parking management program for on-street public parking, public- and private-sector employers, and at educational institutions could be an important part of reducing peak-hour vehicle trips. The cost for parking and the ability of the City to minimize long-term use of short-term parking spaces will be key factors impacting the level of auto use downtown and elsewhere.
- One opportunity for the City and/or County to consider pursuing is partnering with a carshare provider (such as ZipCar that has a car share "pod" at UCSB) to convert some or all of their motor pools to shared use vehicles that would be available to employees when needed and available to members of the public at other times. For example, the City has a total motor vehicle pool of 529 vehicles at a cost of over $4 million annually.[31] Several communities including Berkeley, California and Philadelphia, Pennsylvania, have seen savings from such a program, with no decrease in vehicle availability for employees. Several carsharing pods scattered downtown could allow more households to live without a car knowing that a car is available when needed.
- TDM requirements for new development and employers: As part of a jurisdictions' quasi-judicial "police powers" authority to maintain and enhance the public interest, it can require new development to: a) create transportation demand management plans, b) implement a full range of TDM programs and policies (such as free transit passes, unbundling of parking prices, carsharing, etc.), c) establish and achieve performance measures (participation rates, levels of investment, mode split targets, etc.), d) conduct regular monitoring and reporting on the effectiveness of the TDM plan in meeting the performance measures. The mechanism for implementing these requirements includes "conditions of approval" or a stand-alone development agreement, and jurisdictions are able to assess penalties for non-compliance or non-attainment of the performance measures, just as with any other condition of approval or provision in a stand-alone development agreement. Consideration of a more comprehensive package of TDM requirements as part of the development approval process in Santa Barbara could be initiated to support *Plan Santa Barbara*'s policy goal of reducing the future rate of growth in traffic congestion.
- TDM requirements for existing development and employers: Senate Bill 437 (Lewis) was adopted by the California State Legislature in October, 1995 (Health and Safety Code Section 40717.9). SB 437 declares that public agencies "shall not require an employer to implement an employee trip reduction program unless the program is expressly required by federal law and the elimination of the program will result in federal sanctions or the loss of federal transportation funds." SB 437 was enacted specifically in response to the repeal of the 1990 Amendments to the federal Clean Air Act "employee trip reduction programs", and does not mention the much broader term "transportation demand management." It applies only to this one specific technique of "trip reduction programs", not to all types of TDM policies, programs and requirements. To emphasize this point, SB 437 includes this statement: "*Nothing in this section shall preclude a public agency from regulating indirect sources in any manner that is not specifically prohibited by this section, where otherwise authorized by law.*" The term "indirect source" is not defined in state law but is broadly defined in federal law to mean "a facility, building, structure, installation, real property, road, or highway which attracts, or may attract, mobile sources of pollution…" Some jurisdictions in California have interpreted SB 437 to mean that only new employers and development, and not existing ones, can be required to implement TDM programs. To the consultant's knowledge, there is no case law or published legal opinion supporting this interpretation. Consideration of incentives for large employers and developments to encourage voluntary participation in the TDM programs of a citywide Transportation Management Association could be initiated as an important first step to support *Plan Santa Barbara*'s policy goal of reducing the future rate of growth in traffic congestion. Consideration of citywide Transportation Management Ordinance that would require large developers and large employers to gradually come into compliance with the TDM requirements of

[31] Source: City of Santa Barbara Department of Public Works Annual Report FY 2006-07.

the ordinance would also be an effective tool for reducing the future rate of growth in traffic congestion in Santa Barbara.

- Currently the city of Santa Barbara doesn't have a transportation impact fee of any kind; such a fee could be imposed to support the policy goals of this project if a) the fee assessment was based on number of auto trips generated and b) the fee revenue was dedicated to multimodal programs and projects that reduce peak hour vehicle trips.
- SBCAG Traffic Solutions' currently ad hoc assistance to cities and developers with TDM planning and implementation could be formalized and made part of its official mission (similar to its "clearinghouse" role in providing TDM assistance to employers in Santa Barbara County).
- School-age children (K-12) ride free on MTD buses and MTD provides supplemental "boost" shuttle circulators directly serving some primary and secondary schools, but opportunities may exist to increase the ability of MTD to provide transportation services to and from school. Many parents instead drive their children, or older students may drive their own cars, causing traffic congestion near schools at the beginning and end of the school day. Another potential strategy with a lower cost would be to focus on increasing the walking and bicycling rates of students who live close enough to school to walk or bike.

9 PERFORMANCE MEASURES AND STREET CLASSIFICATION SYSTEM

9.1 Existing Transportation Performance Measures

9.1.1 Existing City Transportation Performance Measures

According to the city of Santa Barbara's 1998 Circulation Element, traffic impacts for new development and infrastructure projects can be calculated in two different ways. The first method examines traffic impacts by adopted automobile Level of Service (LOS) standards at signalized intersections. Currently, a signalized intersection is considered impacted if it exceeds the City's goal of LOS C, equivalent to a traffic volume to capacity ratio (V/C) of 0.70 to 0.80. The second approach examines signalized intersections for the purposes of environmental assessment under the California Environmental Quality Act (CEQA), which states that a project will impact an intersection if the V/C ratio exceeds 0.77, at which point an environmental impact report must be prepared.

9.1.2 Limitations of Existing City Performance Measures

In addition to defining current performance standards for traffic, the City's Circulation Element simultaneously realizes its shortcomings and questions the sole reliance on automobile LOS as a measure of success of the transportation system. In its "Constraints" section, the Element states that current standards restrict development near intersections that are at or near maximum capacity. These intersections are often near commercial centers or downtowns, which most easily facilitate transit and alternative modes of transportation. By effectively prohibiting moderate or higher-density residential and commercial development in these areas, current performance measures may inadvertently push development to outlying areas where development is not as well-served by transit and walking and bicycling trips are less feasible. The "Constraints" section concludes by stating that sole reliance on automobile LOS standards and mitigating traffic impacts through wider streets or new turn lanes simply isn't feasible or desirable in Santa Barbara. These widening projects compound problems by making roadways less attractive and safe for pedestrians and bicyclists.

9.1.3 Existing County Performance Measures

The county of Santa Barbara standards for determining significant traffic project-level impacts are very similar to those of the City. The County declares that a project will have a substantial impact if an intersection's automobile LOS falls below C. In addition, a project can also have a significant impact if the following criteria (refer to Figure 9-1) are met:

Figure 9-1: County Criteria for Significant Changes in Auto Levels of Service – Project Impacts

Intersection Level of Service (Including Project)	Increase in V/C or Trips Greater Than
LOS A	0.20
LOS B	0.15
LOS C	0.10
LOS D	15 Trips
LOS E	10 Trips
LOS F	5 Trips

9.1.4 Existing Congestion Management Plan Performance Measures

SBCAG's 2003 Congestion Management Plan (CMP) states that per Section 65089(b) (1) (B) of the California statute, the CMA is bound to establish a traffic LOS standard no lower than LOS E. If a segment or intersection has been deemed not in compliance, a deficiency plan must be created to bring the area back up to standard. As such, SBCAG labels intersections and segments falling below LOS C to have significant impacts.

However, the CMP has also included a chapter highlighting its "Transportation System Performance Element." This section does not trigger deficiency plans in the same way as the standard model, but it does prescribe five measures that should be used as guidelines in gauging transportation performance. The CMP readily admits that, "no single performance measure currently in use adequately addresses all aspects of system performance" and in order to address this shortcoming the following measures were included:

- Weighted Arterial Intersection LOS
- Weighted Freeway Interchange LOS
- Weighted Uninterrupted Segment LOS
- Transit Boarding Opportunity
- Regional Bikeway Completion Ratio

No data was available to assess whether these or other performance measures have been implemented.

9.2 Existing City Street Classification System

Chapter 10 of the city of Santa Barbara's 1998 General Plan Circulation Element seeks to create a street classification system that integrates all modes of transportation. The City's previous 1988 Interim Circulation Element used the standard street classification system from the Institute of Transportation Engineers (ITE) that prioritized automobile movement above all other modes. The new Element seeks to remedy this imbalance by creating a system that emphasizes intermodal connections resulting in a City in which, "automobile use is a choice, not a necessity."

In order to address this deficit in the City's existing street classification system, the 1998 Circulation Element proposed a street classification system which deviates from the ITE street categorization (freeway, primary arterial, minor arterial, collector street, local street) and instead focuses on creating streets that are designed to conform to their surrounding land uses. Or, as the Element states, streets will be classified, "based on their purpose and function." The Element outlines four different types of "corridors" distinguished by their functionality. Each of these corridors possesses design features that correspond to the predominant land use present to ensure efficient and equal mobility access:

- Residential
- Commercial
- Multiple/mixed purpose
- Gateway

9.3 Key Issues and Opportunities

The preceding summary suggests the following issues and opportunities relevant to the goal reducing the rate of growth of peak-hour vehicle trips:

- The primary transportation performance measure in use by the City, the County, and SBCAG for regional facilities is automobile LOS, which focuses on only one mode (the automobile) and only one dimension of the motorists' travel experience (seconds of delay at intersections).
- These performance measures provide no basis for evaluating the performance of other modes, nor do they assess other factors that are an important part of the travel experience (such as safety). In other words, automobile LOS measures one dimension of system "failure" but provides no guidance as to what constitutes success in conformance with the City's multimodal policy goals.
- City and SBCAG policy documents recognize the limitations of automobile LOS, but no data is available to know if any reforms have been implemented; many other US communities (e.g., Gainesville, FL, Baltimore, MD) of all sizes have pursued the implementation of performance measures for multiple modes and multiple dimensions of travel. These performance measures range from converting from LOS measures of "total vehicle throughput" to "total person throughput" measures, or something as simple as setting safety goals on key bicycle and pedestrian corridors (such as a 5% reduction in bicycle collisions per year on the City's core bicycle network).
- The City's current street classification system is

based on traditional functional classification which primarily accounts for daily auto volumes that the street is expected to handle (Average Daily Traffic, or ADT). Other cities, such as Seattle and Denver, have found the reclassification of streets based on the principle that different types of streets have different purposes (and not all streets can serve all modes equally well) to be an effective way to enhance mobility. Such street classification systems are typically informed by both the adjacent land use pattern of each street and its relative importance as part of the primary auto, transit, bike, and pedestrian network. A similar street classification system could be an opportunity for Santa Barbara to help achieve their stated goals of promoting the use of non-drive-alone modes to reduce peak-hour vehicle congestion.

10 PENDING AND PLANNED IMPROVEMENTS

10.1 Measure D Funded Projects[32]

Measure D was passed by the voters of Santa Barbara County in November of 1989 to improve transportation infrastructure in the county. Measure D provides for a one-half cent sales tax increase over a period of twenty years and dedicates these revenues solely to fund transportation projects and programs. Under Measure D, $270 million in sales tax revenues have been collected since April 1990. Sales tax revenues will continue to be collected until the program sunset date in April 2010.

Passage of Measure D by the voters was preceded by approval of the Measure D Expenditure Plan by SBCAG, the county of Santa Barbara and each of the cities. The Measure D Expenditure Plan defined how the sales tax revenues would be distributed. Local agencies receive 70% of the revenues for local street repair funding, 29.5% funds regional highway and transit projects, and the remaining 0.5% is used for specialized transit services.

The funds for regional highway and transit projects to date total $169.9 million. Of this amount, just $1.8 million – or 1% of the total – is devoted to transit, the rest is largely spent on freeway realignments and road widenings. Measure D devotes $4.68 million, or 0.8% of its funding to transit services. These services include on-going inter-regional transit service between Ventura and Santa Barbara counties and intercity service from Lompoc and Santa Maria to Goleta and Santa Barbara. Non-Measure D funds also contribute a substantial amount to various projects.[33]

10.2 Proposed Measure A Funding Program[34]

Measure A (the extension of Measure D which sunsets in April 2010) is a proposed one-half cent sale tax which would provide more than $1 billion in revenues for transportation projects in Santa Barbara County over 30 years. If approved by a two-thirds majority of voters in November 2008, Measure A would relieve traffic congestion and improve safety on U.S. Highway 101 by providing $140 million in matching funds to widen the freeway from two to three lanes south of Santa Barbara.

The Measure A Investment Plan would also provide $455 million each for the North County and South Coast for high priority transportation projects and programs to address the current and future needs of local communities. In both regions, the plan provides funding for:

- Local street improvements such as pothole repairs and synchronized traffic signals.
- Increasing senior and disabled accessibility to public transit.
- Building safer walking and bike routes to schools.
- Providing increased opportunities for carpool and vanpool programs.

The local sales tax revenues would be matched by an estimated $522 million in federal and state gas taxes, developer fees, and other sources. Of the total $1.05 billion, 28.19% is designated to be spent on alternative modes of transportation—a significant increase from multimodal funding under Measure D. It should be noted that there is a wide discrepancy in the amount of alternative transportation funding between North and South Counties, 17.15% and 47.92% respectively, of the $455 million allotted for each.

Programs and projects contained in the Measure D In-

[32] Source: SBCAG Measure D website (Accessed at www.sbcag.org/PDFs/measureD/Measure_D_Overview.pdf in May 2008).

[33] Source: SBCAG Transportation Funding Guide for Santa Barbara County (Accessed at: http://www.sbcag.org/PDFs/measuredrenewal/Handouts/August/Transportation%20Funding%20Guide.pdf in June 2008)

[34] Source: SBCAG Measure A website (Accessed at www.measurea2008.org/PDFs/Measure%20A%20Investment%20Plan.pdf in May 2008).

vestment Plan that are relevant to this report are summarized below:

- North Coast Programs:
- Specialized Transit for Elderly and Disabled: $4,500,000
- Safe Routes to School, Bicycle & Pedestrian Program: $3,000,000
- Carpool and Vanpool Program: $2,000,000
- Interregional Transit Program: $22,500,000
- Local Street and Transportation Improvements: $341,000,000

Revenues would be allocated to cities and the County based on their proportionate share of the North County population after each jurisdiction has received a $100,000 annual base allocation. Figure 10-1 is an estimate of how much each jurisdiction can expect to receive for local street and transportation improvements.

Figure 10-1: Potential Allocation of Measure A Funds to North Coast Jurisdictions

North Coast Jurisdictions	Net 30 Year Allocation	Alternative Transportation
Buellton	$9,928,000	5%
Guadalupe	$12,504,000	5%
Lompoc	$65,421,000	15%
Santa Maria	$137,205,000	15%
Solvang	$11,164,000	15%
County of Santa Barbara (unincorporated North County)	$104,778,000	10%
North Coast Total	**$341,000,000**	**12.81%**

Each jurisdiction must spend a minimum percentage of their funds on eligible alternative transportation projects according to the percentages identified in the table above. This requirement must be met by the fifth year of the program, and every fifth year thereafter.

- South Coast Programs:
- Safe Routes to School Program: $13,000,000
- Specialized Transit for Elderly and Disabled: $6,000,000
- Carpool and Vanpool Program: $7,000,000
- South Coast Transit Operations Program: $58,000,000 for costs related to operating general public bus services, planning, marketing and promotions directly allocated to Santa Barbara MTD.
- South Coast Transit Capital Program: $27,000,000 transit capital projects directly allocated to Santa Barbara MTD for general public bus services
- Interregional Transit Program: $25,350,000
- Regional Bicycle and Pedestrian Program: $13,000,000
- Commuter & Passenger Rail Planning & Service Improvements: $25,000,000
- Local Street & Transportation Improvements $273,150,000

Revenues would be allocated to cities and the County based on their proportionate share of the South Coast population after each jurisdiction has received a $100,000 annual base allocation. Figure 10-2 shows the net allocation that each jurisdiction would receive for local street and transportation improvements.

Figure 10-2: Potential Allocation of Measure A Funds to South Coast Jurisdictions

South Coast Jurisdictions	Net 30 Year Allocation	Percent of Gross Allocation to MTD
Carpinteria	$22,777,000	7.96%
Goleta	$42,913,000	13.18%
Santa Barbara	$104,054,000	26.05%
County of Santa Barbara (unincorporated South Coast)	$102,906,000	11.12%
South Coast Total	**$272,650,000**	**16.88%**

Each jurisdiction must contribute a percentage of their gross allocation, specified in the table above, to the South Coast Transit Operations Program which would directly allocate funds to the Santa Barbara MTD. Each South Coast city and the county of Santa Barbara must expend a minimum of 10% of their Net 30 Year Allocation on eligible alternative transportation projects. This requirement must be met by the fifth year of the program, and every fifth year thereafter.

For both the North County and the South Coast, use of potential Measure A Local Street and Transportation Improvement program funds for multimodal transportation projects would be governed by the following guidelines:

- Local Street and Transportation Improvement funding may be expended by city councils and the board of supervisors on the following uses to meet the prescribed alternative modes percentage.
- Maintenance, repair, construction and improvement of bicycle and pedestrian facilities, excluding maintenance of Class 2 bikeway facilities.
- Safe Routes to School improvements.
- Reduced transit fares for seniors and the disabled.
- Bus and rail transit services and facilities.
- Education and incentives designed to reduce single occupant auto trips.

- The County of Santa Barbara may count expenditures on Class 2 bikeway maintenance toward its alternative transportation percentage but these expenditures may not exceed 50% of the County's prescribed percentage.

10.3 Other Planned Improvements[35]

10.3.1 Transit Improvements

10.3.1.1 MTD Fixed-Route Service

MTD has experienced strong ridership growth recently, to the extent that passengers must sometimes wait for a subsequent bus during times of peak demand. In 2007, MTD introduced additional buses on several high-demand routes and a new route called the Mesa Loop (refer to Figure 4-4). Ridership is expected to remain strong and continue to grow over time, and MTD intends to pursue additional strategies to increase transit service to meet this demand. The following services were programmed in the MTD's most recent Short Range Transit Policies (SRTP) for implementation between FY 2006 and FY 2010:

- Calle Real/Old Town Shuttle (in Goleta) – in service as of June 2008
- Isla Vista/UCSB Shuttle (in unincorporated county) – not yet in service

The SRTP also includes a list of potential additional enhancements to service if additional funding were secured.[36]

10.3.1.2 Regional Rail

Travel demand is high along the 101 corridor in Santa Barbara and is expected to grow in the future. Demand is especially strong for peak hour commute trips from Ventura to the city of Santa Barbara, due to the concentration of employment in the city of Santa Barbara and relatively lower cost of living in Ventura County. Travel demand between Santa Barbara and Los Angeles is also strong, and expected to grow over time.

In addition to the commuter bus services provided by Coastal Express, several planning processes have explored opportunities to improve rail service along this corridor, including the 2005 Metropolitan Transportation Plan and the LOSSAN North Corridor Strategic Plan. Increased service during peak hour commute times is an especially important goal.

10.3.2 Bicycle Facilities Improvements

The city of Santa Barbara's 2005 Conditions, Trends, and Issues (CTI) Report identified the following planned and proposed improvements:

- *Gutierrez/Haley Streets Bike Lanes:* Add bicycle lanes to each street on this one way couplet.
- *Bicycle Improvement Program:* Ongoing improvements including bicycle parking, signage, and a maintenance hotline; additionally will fund the Garden Street bicycle lanes through the U.S. Highway 101 interchange (underway).
- *Mission Interchange Bicycle Improvements:* Bicycle lanes from Modoc Road to Castillo Street through the Mission Interchange (portions currently under construction).
- Capital Improvements List*:*

  Multi-Purpose Path Next to Rails Plan: Investigate use of Union Pacific right-of-way for a multipurpose pathway/bike route connecting Atascadero Bike Path to downtown.

  Citywide Corridor Improvement Plan: A citywide inventory and review of corridors requiring improvements.

  Westside Bikeway Plan: Develop a plan to improve bike connections to, from, and within the Westside.

10.3.3 Pedestrian Facilities Improvements

The city of Santa Barbara's "Sidewalk Missing Links" program has identified missing sidewalks throughout the city and uses funds from Measure D (sales tax) as well as state and Federal grants to fund improvements to the pedestrian network. The Sidewalk Missing Links program undertakes about $1 million in sidewalk improvements annually. The city of Santa Barbara's 2005 CTI Report identified the following planned and proposed improvements:

- *Citywide Corridor Improvement Plan:* A citywide inventory and review of corridors requiring improvements.
- *Mission Interchange Pedestrian Improvements:* Improve pedestrian conditions on Mission Street between Modoc Road and Castillo Street (portions currently under construction).

[35] Sources for this section include: MTD Short-Range Transit Plan FY 2006-10 (May 2005); SBCAG Metropolitan Transportation Plan (2005); Caltrans/LOSAAN Rail Corridor Agency's North Corridor Strategic Plan (October 2007); and City of Santa Barbara's Transportation Conditions, Trends, and Issues (CTI) Report (2005).

[36] Source: Table 18 on page 57 of MTD Short-Range Transit Plan FY 2006-10 (May 2005).

- *Carrillo Street Pedestrian Walkway:* Construct all missing sidewalk links on Carrillo Street between San Andres and Cliff Drive (portions currently under construction).
- *Cabrillo Boulevard Sidewalk Improvements:* Repair sidewalks and make pedestrian improvements along Cabrillo Boulevard from State Street to Milpas Street and in front of the Cabrillo Arts Center.
- *Loma Alta Drive Sidewalk:* Construct sidewalk on Loma Alta Drive from Canon Perdido Street to Cornel Road on the downhill side of the road, Including street lights and retaining walls (under environmental review).
- *Ortega Corridor Improvements:* Construct enhanced street crossings, landscape, street furniture and lighting between Chapala Street and the Ortega Pedestrian Overcrossing.
- *Anapamu Corridor Improvements:* Construct enhanced street crossings, landscape, street furniture and lighting between Chapala Street and the Anapamu Pedestrian Overcrossing.
- *Alameda Padre Serra Sidewalk Feasibility Plan:* Conduct a pedestrian study and prepare a cost estimate to construct a sidewalk on Alameda Padre Serra between Los Olivos Street and Salinas Street.

11 TRANSPORTATION FUNDING SOURCES

In addition to Measure D regional sales tax revenues distributed by SBCAG, Federal transit funds allocated directly to transit operators, and ad hoc grant awards, the transportation improvements in Santa Barbara are generally funded via the following sources:

- Local funding sources:
  - Utility Users' Tax. A specific portion of the utility users' tax is dedicated to transportation.
  - General Fund. The Streets and Transportation Department is funded from the General Fund, and the Streets Capital Program receives a pre-determined portion of General Fund revenues. The largest revenue sources for the General Fund are Sales Tax, Transient Occupancy Tax, Utility Users' Tax, and Property Tax.
  - Downtown Parking Fund. This enterprise fund collects revenues and manages parking in the Downtown area. It is administered by a division of the Public Works Department, manages downtown parking supply and "looks for innovative and practical ways to clear congestion, air pollution and a better quality of life in the downtown district." In addition to constructing and maintaining parking facilities, the Fund also supports efforts to encourage commuters to choose alternative transportation. It funds a Crosstown Shuttle and free bus passes for qualifying downtown workers.
  - Downtown Parking & Business Improvement Area District. An annual assessment on downtown properties (based on proximity to public parking lots and garages) is used to subsidize 75-minutes of free parking in downtown parking facilities.
- State funding sources:
  - Gas Tax revenues from the State, which are distributed on a per capita basis, are accounted for in the Gas Tax Fund and then transferred to the General Fund for use in funding street operations and maintenance. These are legally restricted to use in the City's streets program.
  - Traffic Safety Fund. Pursuant to State law, all fines and forfeitures received from citations issued by City officers for vehicle code violations must be deposited into a special Traffic Safety Fund and must be used for traffic control, law enforcement, accident prevention, etc. Once recorded in this Fund, they are transferred to the General fund and expended by Public Works for Traffic Signals.
  - Bicycle Transportation Account. Caltrans awards about five million dollars in grants annually to eligible bicycle facility projects that are supported by a Bikeway Master Plan.
- Federal funding sources:
  - Transportation Development Act (TDA) Funds. The City receives TDA (Article 3) funds annually for restricted use in support of alternative transportation, including sidewalks and bikeways.

APPENDIX A: POLICY FRAMEWORK

This section summarizes the two key policy documents affecting transportation and parking conditions in the City of Santa Barbara and surrounding region that were not specifically summarized elsewhere in this report. These two key policy documents are the City's General Plan Circulation Element and SBCAG's Metropolitan Transportation Plan.

A.1 City of Santa Barbara General Plan Circulation Element

In California, every City and County is required to develop a General Plan. General Plans are often described as the "constitution" or "blueprint" for a community. Implicit in their name, General Plans are usually more general in nature, articulating a broad vision of the future while leaving specific implementation details to be developed in later planning processes and documents (e.g. zoning codes, municipal codes, neighborhood plans, corridors plans, and the like).

General Plans consist of a number of chapters called "Elements" that cover a variety of issues such as land use, housing, noise pollution, air quality, etc. Transportation and parking is addressed in the Circulation Element. The City of Santa Barbara's last General Plan was adopted in 1998 and the Circulation Element lays out a comprehensive vision of Santa Barbara's desired transportation system. The City's goals and policies that are particularly relevant to this report are listed below.

A.1.1 Goals & Policies

- Goal 1: Provide a Transportation System that Supports Economic Vitality
  - Policy 1.1.1: Optimize access and parking for customers in business areas by implementing policies of the Circulation Element aimed at reducing dependence upon the automobile, and improving and increasing pedestrian, bicycle use, and transit use.
  - Policy 1.1.3: Enhance alternative transportation services and infrastructure access between residential, recreational, educational, institutional and commercial areas.
- Goal 2: Strive to Achieve Equality of Choice Among Modes
  - Policy 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.
  - Policy 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.
  - Policy 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.
- Goal 3: Increase the Availability and Use of Transit
  - Policy 3.1: The City shall promote the development, improvement, expansion, and increased ridership of transit within the City, including the development of new forms of transit as they become available.
  - Policy 3.3: The City shall support increases in regional transit services.
  - Policy 3.4: The City shall work to improve and expand intermodal connections.
- Goal 4: Increase Bicycling as a Transportation Mode
  - Policy 4.2: The City shall work to expand, enhance, and maintain the system of bikeways to serve current community needs and to develop increased ridership for bicycle transportation and recreation.
  - Policy 4.4: The City shall continue to use parking restrictions to create peak commute hour capacity for bicycle traffic. Public hearings shall be held prior to the creation of new parking restrictions.
  - Policy 4.5: The City shall actively promote the safe use of bicycles as an efficient and affordable mode of transportation.
- Goal 5: Increase Walking and Other Paths of Travel
  - Policy 5.1: The City shall create an integrated pedestrian system within and between City neighborhoods, schools, recreational areas, commercial areas and places of interest.
  - Policy 5.2: The City shall link pedestrian paths with other alternative modes of transportation.
  - Policy 5.5: The City shall create and foster a pedestrian friendly environment through

physical and cultural improvements and amenities.

- Goal 6: Reduce the Use of the Automobile for Drive-Alone Trips
  - Policy 6.1: The City shall continue to support efforts to expand Transportation Demand Management Programs.
  - Policy 6.2: The City shall set an example as a model employer to reduce the use of the single occupancy vehicle.
  - Policy 6.3: The City shall support and promote regional programs that reduce the use of the single occupancy vehicle.
- Goal 7: Increase Access by Optimizing Parking Citywide
  - Policy 7.2: The City shall improve ways to utilize existing parking and create new parking opportunities through partnerships and cooperation.
  - Policy 7.3: The City shall continue to operate a Residential Parking Permit Program.
  - Policy 7.4: The City shall update its Parking Requirements and Design Standards to optimize its parking resources and to encourage increased use of alternative transportation.
- Goal 8: Increase Parking Availability and Access for Downtown Customers
  - Policy 8.2: The City shall manage the Downtown parking supply to reduce the need for employee parking while increasing the availability of customer parking and working with the County of Santa Barbara to address parking needs.
  - Policy 8.5: The City shall promote/facilitate the development of housing to decrease the need for parking through an increased walking/biking population that lives, works, and shops in the Downtown.
- Goal 9: Develop Special Policies Related to Transportation and Parking in the Coastal Zone
  - Policy 9.1: The City shall encourage use of alternative modes of transportation, especially non-motorized options, in and around the Coastal Zone.
  - Policy 9.3: The City shall coordinate parking lot access and alternative modes of transportation.

A.2 SBCAG Metropolitan Transportation Plan

Many of the issues that face local governments and the people they serve, such as traffic, housing, air quality, and growth, extend beyond jurisdictional boundaries. The Santa Barbara County Association of Governments (SBCAG) is an association of city and county governments in Santa Barbara County that provides a forum for regional collaboration and cooperation on problems that impact multiple communities and jurisdictions in Santa Barbara County. A particular focus of SBCAG's work is transportation; as such SBCAG plays several regional roles relevant to this report:

- Metropolitan Planning Organization (MPO): MPOs are responsible for regional transportation planning and programming activities required under federal law. This includes development of long range transportation plans and multi-year funding programs, and the selection and approval of transportation projects using federal funds.
- Regional Transportation Planning Agency (RTPA): RTPAs are the multi-modal transportation planning, programming, and funding agency required by state statutes. This includes the annual allocation of state Transportation Development Act (TDA) funds.
- Congestion Management Agency (CMA): CMAs develop and implement the county-wide Congestion Management Program (CMP). A CMP is required of all urban counties in California to evaluate the transportation impacts of local land use decisions and coordinate regional solutions.
- Local Transportation Authority (LTA): SBCAG is the administrator of a ½ cent county-wide sales tax authorized by voter approval in 1989 (Proposition D) and up for reauthorization in November of 2008 (Proposition A).
- Traffic Solutions Program: SBCAG manages and funds Traffic Solutions, a county-wide Transportation Demand Management (TDM) program.

In its role as the RTPA for Santa Barbara County region, SBCAG is tasked with developing a Regional Transportation Plan, or RTP, laying out regional transportation goals and priorities. SBCAG's most recent RTP, the 2005 Metropolitan Transportation Plan, lists the following goals, policies, and objectives relevant to this report.

A.2.1 Goals

- Provide a comprehensive multimodal transportation system of facilities and services that is balanced, coordinated, safe, cost effective, and environmentally sound and that meets the public's need for the movement of people, information,

goods, and services that is consistent with the social, economic, and environmental goals and policies of the region.

- Preserve and maintain the existing transportation system, emphasizing safety and efficiency.
- Promote alternative forms of transportation to reduce traffic congestion and air pollution.
- Make the most efficient use of limited transportation funds.
- Enhance the movement of goods and services within the region.
- Encourage land use and growth patterns that enhance the livability of our communities for current and future generations.

A.2.2 Policies and Objectives

A.2.2.1 Regional Policies for System Integration

- Policy 1. The RTP shall provide for a coordinated multimodal system designed to serve the travel requirements of the region and should, where feasible, provide the citizens of individual communities with a realistic choice of travel modes.
- Policy 2. The planning, construction, and operation of transportation facilities and of the system as a whole shall:
  - Be coordinated with land use planning
  - Be consistent with other regional policies
  - Enhance access, circulation, and safety (including seismic considerations)
  - Minimize social, economic, and environmental impacts
  - Be consistent with applicable federal, state and local energy conservation programs, goals and objectives
  - Preserve existing investments in the system by emphasizing life cycle cost principles in investment decisions in order to reduce annualized capital and maintenance costs of transportation facilities
  - Be consistent with the approved California Transportation Plan
  - Give special attention to the needs of elderly and disabled individuals for improved transportation accessibility and removal of physical barriers, including provisions required under the 1990 Americans with Disabilities Act (ADA)
  - Facilitate freight and goods movement
  - Provide for improved ground access to the airports and rail terminals in the region
  - Be compatible with the surrounding area
  - Encourage private sector participation where feasible
- Policy 3. The RTP shall encourage the completion of emergency preparedness plans that address the transportation needs of the elderly and/or disabled members of the population.
- Objective 4.1 Encourage jurisdictions and transit agencies to secure private funding to subsidize transportation improvements in exchange for advertising on transit vehicles, bus shelters and benches, and bicycle maps.
- Objective 4.2 Encourage the coordination of transportation services provided by various community and human service agencies to maximize vehicle use, improve efficiency, and increase the level of service provided where needed, when resources are available.
- Policy 5. Air Quality**.** The RTP shall be consistent with the air quality goals of the region.
  - *Objective 5.2* The RTP shall promote the use of alternative fuels and vehicle fleet modifications to zero/low emission alternative fuel vehicles; improved vehicle efficiency; and, the application of advanced transportation and energy technologies to reduce vehicular emissions and energy consumption.
- Policy 6. Land Use. The RTP shall emphasize the importance of land use decisions on the transportation system and include recommendations that local agencies:
  - Objective 6.1 Make land use decisions that adequately address necessary regional transportation issues and adopt improvement proposals that are consistent with the RTP and local land use policies.
  - Objective 6.2 Require mitigation of the traffic impacts of new land development through on-site improvements for all modes of transportation, contribution to or construction of offsite improvements, provision of facilities for all modes of transportation, and incentives to encourage the use of alternative transportation modes.
  - Objective 6.3 Implement the Jobs/Housing Policy recommendations in the region's Congestion Management Program and Jobs Housing Study.
- Policy 7. Transportation System Management (TSM) / Transportation Demand Management (TDM). Increase transportation system efficiency, improve mobility, reduce travel demand and provide for improved air quality through the imple-

mentation of system management and demand management strategies and Intelligent Transportation System (ITS) applications.

- Policy 7.1. The RTP shall encourage alternatives to the automobile and increase the efficiency of automobile usage through inclusion of operational improvements (e.g., fuel-efficient signal timing, left turn lane channelization, ramp metering for Route 101, etc.); and the Transportation Demand Management (TDM) requirements of the region's CMP and the 1994 and 1998 Clean Air Plans.
- Policy 7.2. The RTP will support the maintenance and expansion of the Traffic Solutions TDM programs budget.
- Objective 7.2 SBCAG's Traffic Solutions staff shall work with employers to encourage commuting during off-peak hours or by a travel mode other than the single occupant auto, increase educational marketing efforts, including TV and radio public service announcements concerning bicycling safety, commuting tips and Traffic Solutions services, expand outreach and contacts with companies in Santa Barbara County, and expand public outreach on alternative forms of transportation (e.g., APCD's [Air Pollution Control District] "Take a vacation from your car" program). Traffic Solutions shall also identify/implement new and innovative TDM programs, such as start-up subsidies for vanpools, elementary school education programs and regional bus pass programs.

- Policy 8. Intelligent Transportation Systems. SBCAG shall promote transportation strategies that encourage the application of telecommunications technologies to improve transportation.
  - *Objective 8.1* Participate in implementing the Central Coast Intelligent Transportation Systems Strategic Deployment Plan.
  - *Objective 8.2* Encourage acceptance of the regional architecture developed in the ITS Deployment Plan as the common structure for development of ITS throughout our region.
  - Objective 8.3 Work with Caltrans, CHP, local agencies and transit providers to maintain and enhance the regional ITS architecture.
  - Objective 8.4 The RTP shall contain an Intelligent Transportation System (ITS) component that includes telecommuting, Smart Call boxes, changeable message signs, and other applications of information technology.
- Policy 10. Environmental Justice. Ensure compliance with the DOT and FTA/FHWA environmental justice policy.
  - Objective 10.3 Analyze the impacts of the RTP on accessibility and mobility of minority and low-income populations.
  - Objective 10.4 Identify the distribution of RTP environmental impacts (noise, traffic congestion, air quality) in relation to the location of minority and low-income populations.
  - Objective 10.5 Take steps to propose mitigation measures or consider alternative approaches when disproportionately high and adverse impacts on minority or low-income populations are identified.
  - Objective 10.6 Continue to evaluate and respond as necessary to environmental justice issues that arise during the implementation of regional plans.

A.2.2.2 Multi Modal Policies and Objectives

<u>Bicycling</u>

- Policy 11. The RTP shall promote bicycling as a means to decrease auto-use, air pollution, and traffic congestion.
  - Objective 11.1 Promote the development of the regional bikeway system adopted in SBCAG's Regional Bikeway Study, with emphasis on linking gaps in the bikeway system to provide for regional connectivity.
  - Objective 11.2 Update and upgrade SBCAG's Regional Bikeway Study to a full plan status, including a chapter for each jurisdiction consistent with the state Bicycle Lane Account requirements to ensure their eligibility for Bicycle Lane Account funding;
  - Objective 11.3 Encourage local jurisdictions to adopt a capital improvement program for bikeways with a funding commitment policy to support the program.
  - Objective 11.4 Encourage the jurisdictions to include in their capital programs projects to construct commuter bikeways (i.e., between residential areas and schools, and residential areas and business areas).
  - Objective 11.5 Encourage local agencies to use the policies and standards adopted in the Regional Bikeway Study in completing future bikeways (use of a consistent set of policies and standards regionwide will reduce inter-jurisdictional issues in developing bicycle facilities and increase the safety of the facilities).

- Objective 11.6 Encourage the implementation of signal-actuating mechanisms for bicycles at all major signalized intersections.
- Objective 11.7 Encourage the implementation of bicycle safety and bicycle education programs.
- Objective 11.8 Encourage local jurisdictions to provide for Class II bike lanes as part of roadway improvement projects where feasible.

- Policy 12. The RTP shall encourage the jurisdictions to program funds to improve the safety of bikeways, including projects to mitigate identified bicycle/vehicle conflict problem areas.
- Policy 13. The following SBCAG Bicycle Funding Policies (approved 8/20/98) shall guide SBCAG programming decisions for bicycle facilities:
  - Policy 13.1. Determine that projects supportive of the SBCAG Regional Bikeway Study will be given priority for the use of bikeway funds.
  - Policy 13.2. Establish goal to program at least 10% of TEA 21 flexible funds from the Regional STP, CMAQ and TEA funds for these bikeway projects.

Transit

- Policy 14. The RTP shall promote the expansion of public transit services within the county to meet the mobility needs of the residents for access to essential services, educational, recreational and employment opportunities as a means to reduce air pollution, traffic congestion, and parking problems.
  - Objective 14.1 Include in the RTP Action Element projects to implement improvements identified in the transit agencies' Short Range Transit Plans and Transit Development Plans to meet existing and forecast ridership needs over the short term planning period, as well as those identified to meet forecast ridership needs consistent with projected population increases over the twenty year RTP planning period.
  - Objective 14.2 Incorporate projects in the RTP Action Element that foster the use of alternative fuels and advanced technologies to reduce vehicle emissions.
  - Objective 14.3 Include projects in the RTP Action Element to implement improvements identified through the annual Unmet Transit Needs public hearings.
  - Objective 14.4 Encourage the adoption of transit oriented standards and criteria to be used by local jurisdictions in their land use approval process.
  - Objective 14.5 Ensure that transit projects included in the Action Element are consistent with the provisions of the ADA of 1990.
  - Objective 14.6 Encourage intermodality by including projects in the Action Element such as bike lockers at park and ride lots and transit facilities and bike racks on buses.
  - Objective 14.7 Support federal and state transportation legislation that continues funding support for transit, particularly for operating expenses commensurate with transit's expanded role in addressing congestion and improving air quality.

Pedestrian Facilities

- Policy 15. The RTP shall promote the provision of pedestrian facilities to meet the mobility needs of the residents for access, and recommend the design/safety objectives below be followed in planning and implementing new pedestrian facilities.
  - Objective 15.1 New pedestrian accessways and revisions to existing accessways over or under Route 101 where possible should include provisions for bicycles.
  - Objective 15.2 Pedestrian accessways over or under Route 101, whether new or revised, should be designed to provide accessible use by the disabled, consistent with the Americans with Disabilities Act (ADA) requirements.
  - Objective 15.3 Pedestrian accessways must include lighting to encourage use; existing underpasses are dark, and should be modified.
  - Objective 15.4 Design of pedestrian facilities should include separation of pedestrians from traffic through elevated walkways or other means of separation; where a devil strip does not separate sidewalks, sidewalks should be wide enough to provide reasonable separation from traffic.

Street and Road System

- Policy 16. For highways, streets and roads, the RTP shall give the highest priority to upgrading existing facilities to eliminate or mitigate high accident situations or congestion, based on the Level

of Service standards of the Congestion Management Program (CMP).

- Policy 16.1 Due consideration should be given to examining alternative forms of transportation in addressing congestion problems.
- Policy 16.3 Due to overriding cost and environmental considerations, Route l54 shall not be expanded to provide more than two through lanes, except that passing lanes should be added where appropriate.

Rail

- Policy 17. The RTP shall provide for increased availability of intercity passenger rail service as a mode of public transportation to serve the region.
  - Policy 17.1 SBCAG shall support federal and state policies and programs that maintain or expand the level of passenger rail service, the acquisition of rolling stock, and the rehabilitation/upgrade of railways.
  - Policy 17.2 SBCAG shall support AMTRAK in the process of increasing rail passenger train service to and within Santa Barbara.
  - Policy 17.3 SBCAG shall monitor the need for passenger rail commute service.

Airports

- Objective 16.2 The RTP shall provide for improved multimodal ground access to the airports in the county where appropriate.

Performance Measures/Monitoring

- Policy 19. Performance Measures. To ensure the RTP achieves the goals and policies SBCAG shall implement a transportation system performance monitoring program (TSPM) that assesses by mode and as appropriate, the nine desired outcomes of system performance, namely, mobility, sustainability, safety, reliability, economic well-being, equity, cost-effectiveness and environmental quality. The RTP's TSPM program is described in Chapter 7.