

COMPREHENSIVE GOAL AND VISION STATEMENT

"While sustaining or increasing economic vitality and quality of life, Santa Barbara should be a city in which alternative forms of transportation and mobility are so available and so attractive that use of an automobile is a choice, not a necessity. To meet this challenge, the City is rethinking its transportation goals and land use policies, and focusing its resources on developing balanced mobility solutions. The language presented here, when taken together, will move the City in the direction of achieving the Vision."

*Circulation Element Update Consensus Group
Consensus Report, May 31, 1995*

This Comprehensive Goal and Vision Statement is the statement from which all the Goals, Policies, and Implementation Strategies of this Circulation Element are derived. It was drafted by a 22-member Consensus Group, which was comprised of a wide range of neighborhood and business representatives. The Consensus Group was charged with the task of drafting a Vision Statement aimed at solving the community transportation problems facing Santa Barbara. The statement above represents the unanimous consensus of the group.

INTRODUCTION

The Circulation Element is a required element of the City's General Plan. Government Code Section 65302(b) states that a circulation element shall consist of:

... the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, and other local public utilities and facilities, all correlated with the land use element of the plan.

The Circulation Element was created during a two-phased effort by members of the community. This was purely a "grass roots" effort to create circulation policies that address the concerns of the community. The first phase began January 17, 1995, when a 22 member Consensus Group was formed from a diverse cross section of the community representing neighborhood, business, environmental, transit, and bicycle interests. With the help of a professional facilitator, the Consensus Group created and wrote the Consensus Group Report, which was adopted on May 31, 1995. The Consensus Group Report contains the overall vision for the City's circulation system and broad goals to attain that vision. The second phase began August 9, 1995, when the Consensus Group began to distill the overall vision and broad goals into implementable policies and implementation strategies. During this effort, the goals and vision were retained in their exact form. The Consensus Group made their final recommendations on April 23, 1997, and the Consensus Group Draft Circulation Element was finalized.

The Consensus Group Draft Circulation Element was then reviewed by the Planning Commission on a chapter-by-chapter basis during a series of six public meetings. During these meetings, the Planning Commission received input from members of the Consensus Group and public to help strengthen and clarify the document. The Planning Commission made final changes and a final recommendation to the City Council on September 11, 1997. The Draft Circulation Element, which included changes made by the Planning Commission, was released for public review in October, 1997. The City Council reviewed the Draft Circulation Element during a public hearing on November 11, 1997, and adopted the Circulation Element on November 25, 1997.

The purpose of the Circulation Element is twofold. First, the Circulation Element addresses the requirements of State Law, which are to evaluate the transportation needs of the community and to present a comprehensive plan to meet those needs. Second, and most importantly, it contains measures for the implementation of the Comprehensive Goal and Vision Statement. This purpose must be taken in the context of sustaining Santa Barbara's high aesthetic values. Implementation of specific goals must be accomplished through a three-phased process of 1) establishing defined benchmarks or objectives, 2) monitoring and measuring policy impacts and results, and 3) developing City-initiated response strategies should those policy outcomes not be consistent with the Comprehensive Goal and Vision Statement.

Specifically, this Circulation Element will motivate change in the following ways:

- Provide a transportation system that supports the economic vitality of the City,
- Strive to achieve equality of convenience and choice among all modes of transportation,
- Increase the availability and use of transit,
- Increase bicycling as a transportation mode,
- Increase walking and other paths of travel,
- Reduce the use of the automobile for drive-alone trips,
- Increase access by optimizing parking citywide,
- Increase parking availability and access for Downtown customers,
- Develop special policies related to transportation and parking in the Coastal Zone,
- Develop a mobility classification system that will carry all modes of transportation from pedestrian to automobiles,
- Review traffic impact standards used at City intersections for consistency with the goals of the Circulation Element and the General Plan,
- Establish a process to include neighborhoods in discussions of the effects of traffic on residential streets,
- Establish a process to include business and non-residential property owners in discussions of the effects of traffic along business corridors,
- Apply land use planning strategies that support the City's mobility goals,
- Coordinate with regional systems and goals,
- Support the movement of people, goods, and services by other transportation facilities, such as air, rail, and water, and
- Provide and maintain public utilities.

FORMAT OF THE CIRCULATION ELEMENT

This Circulation Element is based upon the Vision Statement and specific goal statements identified above. The goals are shown at the beginning of each Chapter as bolded, italicized text. Each of the 16 goal statements appears at the beginning of a Chapter with specific policies and methods to achieve the desired goal. Within each Chapter, the policies are shown as bolded text and numbered with two digits (e.g. **1.1**, **5.4**) and the Implementation Strategies are shown as normal text and numbered with three digits (e.g. 1.1.1, 5.4.1). Each Chapter is arranged in the following manner:

Circulation Element Goal

The general direction and desired outcome of each chapter of the Circulation Element. The State of California General Plan Guidelines define a goal as, *“a direction setter. It is an ideal future end, condition, or state related to the public health, safety or general welfare toward which planning and planning implementation measures are directed. A goal is a general expression of community values and, therefore, is abstract in nature. Consequently, a goal is generally not quantifiable, time-dependent or suggestive of specific actions for its achievement.”* The Circulation Element Goals were developed by a community consensus group and adopted May 31, 1995.

Example: *Develop a comprehensive system of pedestrian routes which is integrated with other modes of transportation and which provide safe and efficient paths of travel.*

Introduction Section

A description of the circulation conditions existing at a particular moment in time. The Introduction Section contains the following three segments:

Background

A brief description of the circulation setting and issues in the City.

Constraints

A brief description of potential restrictions in the circulation system and community that must be addressed in order to achieve the Vision of the Circulation Element.

Opportunities

A description of the potential issues and conditions that can be capitalized upon to achieve the Vision of the Circulation Element.

Policies and Implementation Strategies Section

A description of the methods to achieve the goal statement of each chapter. The Policies and Implementation Strategies Section contains the following two segments:

Policies

The State of California General Plan Guidelines defines a Policy as, *“a specific statement that guides decision making. It indicates a clear commitment of the local legislative body.”* Policies, in conjunction with the Implementation Strategies (described below), create clear directions to achieve the Vision Statement.

Example: **5.2 The City shall link pedestrian paths with other alternative modes of transportation.**

Implementation Strategies

Specific methods to achieve the Vision of the Circulation Element and provide examples of programs and actions that the City may take to achieve the goal and policy. An Implementation Strategy is *“a rule of measure establishing a level of quantity that must be complied with or satisfied. Implementation Strategies further define the abstract terms of goals and policies.”*

Example: 5.2.2 Continue to provide information on popular bike and walking routes to the transit providers so that their services can be linked with these routes.

Glossary

Contains a list of words and their definitions. This list can be referenced by the reader to determine the meaning or context for a number of terms in the Circulation Element.

Insert Figure 1, Existing Street System

