

Goal 4 *INCREASE BICYCLING AS A TRANSPORTATION MODE*

Develop a comprehensive system of bicycle routes which are integrated with other modes of transportation and which provide safe and efficient bikeways.

BACKGROUND

Although bicycling has been historically popular for both recreation and transportation, Santa Barbara's heightened awareness of the bicycle as an environmentally sensitive alternative mode of travel resulted from increased traffic congestion and higher gas prices. One goal of the City's Bikeway Master Plan, adopted in 1974, was "to make bicycling a means of transportation which may be used safely and enjoyably on any street in the City." Today, the more than 30 miles of bicycle paths and street lanes are steadily utilized and bicycle use in Santa Barbara is one of the highest in the nation (see **Figure 2**).

CONSTRAINTS

Despite significant improvement in the bikeway network, gaps in the system require infill and new routes need to be created to address concerns about safety. For example, traffic congestion at freeway interchanges can be an intimidating barrier to bicyclists, especially children. As Citywide vehicular traffic has steadily increased, so have requests for more bicycle lanes and paths.

The broad range of rider types and skill levels (e.g. commuters, recreational riders, children, mountain bicyclists, and racers) is a constraint because each has different bicycling needs. To maximize the community benefit, rider differences should be considered in plan development and implementation.

Another key constraint is the lack of adequate, safe, and secure bicycle storage lockers adjacent to destination points within the City. Where these have been provided, there is ample anecdotal evidence of high levels of use. Lastly, integration with other modes of transportation has been somewhat limited. Recent additions of bike racks to the front of MTD buses are a first step in addressing this issue.

OPPORTUNITIES

Increased bicycle use is directly linked to a number of goals articulated within this Circulation Element. Increased bicycle ridership will result in decreased demand for parking, reduced auto traffic congestion and lower levels of air pollution. To achieve increased ridership, the City must expand and improve the existing regional bikeway system. This includes expansion of on-street bike lanes, improved lighting and path quality on existing bicycle paths and the addition of bicycle paths in targeted areas with the potential for high levels of use. This can only be accomplished in coordination with the City of Carpinteria and the County of Santa Barbara.

Improving the convenience for commuters requires the City to improve bicycle storage safety at work locations and to expand the opportunities for multi-modal travel (i.e. bikes used in

conjunction with buses, trains, carpools and vanpools). This can be done in a cost effective manner with the addition of storage lockers, funding of additional bikeracks on buses and shuttles, and the same type of employee incentive programs utilized for carpool programs. Secure bicycle storage can be located in a manner that provides benefits to specific business and properties. As a result, it is one program that may be tailored to the public-private partnership concept in order to expand the level of funding. Where secure bicycle lockers are provided, the City (and any partners) will need to address both short-term and long-term parking bicycle needs. The relatively low cost of these improvements, and the direct impact of reducing automobile trips creates an opportunity for the City to move forward on these improvements within a short time period and have significant positive impacts on mobility.

Related Benefits

It is also important to understand how increased bicycling helps to meet the goals set forth in the Vision Statement. Increasing bicycle travel will help achieve the following goals:

- support the economic vitality of the City by enhancing livability and improving community space,
- move the City closer to equality of convenience and choice among all modes of transportation,
- increase the availability of parking and access for Downtown customers, both in cars and on bikes,
- develop a mobility system that carries all modes of transportation from pedestrians to automobiles,
- review traffic impact standards used at intersections for consistency with Circulation Element and General Plan,
- coordinate the regional bikeway system,
- reduce the need for automobile parking in the Coastal Zone,
- provide air quality benefits, and
- possibly reduce wear on City streets.

POLICIES AND IMPLEMENTATION STRATEGIES

BICYCLE MASTER PLAN

- 4.1 The City shall update and implement the City's Bicycle Master Plan.**
- 4.1.1 Work with neighborhoods, interest groups, employers, the County, UCSB, and SBCAG to identify current and future needs for bikeways in the Bicycle Master Plan.
- 4.1.2 Outline criteria for installing bike lanes on City streets in the Bicycle Master Plan.
- 4.1.3 Review bikeway routes and the Bicycle Master Plan periodically to address changing conditions and the needs of bicycle riders of various types and skill levels.
- 4.1.4 Incorporate Bicycle Master Plan projects into the City's Capital Improvements Program.
- 4.1.5 Monitor the use and effectiveness of bicycle parking facilities required by the Santa Barbara Municipal Code.

BIKEWAY SYSTEM

- 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.**
- 4.2.1 Create bikeways that conveniently serve major areas of attraction, such as shopping centers, public buildings, parks, places of employment, schools, and the Waterfront.
- 4.2.2 Keep public bike facilities and rights-of-way in good condition, well lit, and well maintained.

- 4.2.3 Encourage facilities for bicycle travel and parking in any future development, construction, or reconstruction projects during the review of new development and infrastructure improvements. Bicycle facilities can be achieved through methods such as:
- purchase, dedication, and other means of property acquisition,
 - conditions of approval,
 - expanding the scope of maintenance projects, and
 - enforcement of the Santa Barbara Municipal Code, Parking Section.
- 4.2.4 Create opportunities for bicycle travel to interface with bus and train travel by working with transit providers to ensure that transit facilities are equipped with adequate bicycle carrying capacity and that the equipment is consistently deployed.
- 4.2.5 Adopt and implement the Regional Bikeway Signage Program.
- 4.2.6 Increase attractive, convenient, and secure bike parking and storage facilities on public property and encourage the provision of the same on private property. Continue to consider fully enclosed individual lockers and/or bicycle racks.
- 4.2.7 Identify possible changes at freeway interchanges and over/under passes that will facilitate the movement of bicycles through the interchange. Gather input from neighborhood groups, business groups, bicycle support groups and other interested organizations.
- 4.2.8 Install bicycle sensitive traffic signals at main bikeway intersections.

BICYCLE COORDINATOR

4.3 The City shall designate a Bicycle Coordinator.

- 4.3.1 The Bicycle Coordinator shall coordinate implementation of the goals, policies, and strategies of the Circulation Element and the Bicycle Master Plan with those of the County.
- 4.3.2 The Bicycle Coordinator shall represent bicyclist's interests in any significant discussions of transportation developments within the City.
- 4.3.3 Implement a system to report maintenance needs to the Bicycle Coordinator.

- 4.3.4 The Bicycle Coordinator shall promote the use of bicycles.
- 4.3.5 The Bicycle Coordinator shall encourage City Staff to use bicycles for short trips or deliveries.
- 4.3.6 The Bicycle Coordinator shall encourage the use of programs intended to teach safe bicycle riding techniques.
- 4.3.7 Work with local and regional bicycle groups and coalitions to promote bicycling both within and outside of the City.
- 4.3.8 Encourage bicycle retailers to sponsor bicycle "Fun Rides" or races to promote bicycle riding.
- 4.3.9 Recognize the role of bicycle related businesses as important to supporting bicycle commuting and riding.
- 4.3.10 The Bicycle Coordinator shall explore the feasibility of creating a "green bike program" designed to provide communal bicycles for local trips.

PARKING REQUIREMENTS AND STANDARDS

- 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.**
- 4.4.1 Consider prohibiting peak commute period parking on major streets to create additional bicycle travel lanes, as appropriate, and upon consultation with adjacent property owners and a properly noticed public hearing.

EDUCATION/OUTREACH

- 4.5 The City shall actively promote the safe use of bicycles as an efficient and affordable mode of transportation.**
- 4.5.1 Work with the Convention and Visitor's Bureau and the Chamber of Commerce to promote a bicycle friendly image of the City to residents and tourists.

- 4.5.2 Work with schools to provide information to children, adults, bicyclists, and motorists about the safe use of the bicycle on City streets including, but not limited to, the following:
- safety awareness programs at area elementary, middle, and high schools,
 - providing maps outlining bikeways, streets with designated bicycle lanes, and streets with lesser traffic volumes that are safer for bicycle travel,
 - increased signage to alert motorists to the presence of bicycles,
 - work with bicycle retailers to provide patrons with information regarding the safe use of the bicycle,
 - promote ride-to-school days, and
 - promote/sponsor a Bike-to-Work Day.
- 4.5.3 Encourage local business to use bicycle couriers for deliveries.
- 4.5.4 Educate people about and enforce laws relating to safe bicycle use, such as:
- using lights and reflectors at night,
 - stopping at signalized or signed intersections and crosswalks,
 - riding on the right side of the road,
 - keeping off of the sidewalk, and
 - properly using helmets, especially youth.

Insert Figure 2
Bicycle Map