



IX. GOAL 5 - ENCOURAGING PEOPLE TO WALK

The City of Santa Barbara was founded and built based on the fundamental need to walk from one building and activity to another. Extensive use and accommodation of the automobile has changed both how we have constructed the public right of way and just how culturally acceptable it is to walk. Designing for the car has increased the distance between home and work. While a few decades ago most children walked to school, today relatively few do so. “Walking into town” is a phrase of a bygone era. And yet, an essential ingredient to Santa Barbara’s quality of life is walking.

An effective public awareness and education program is an important complement to the proposed pedestrian improvements of this Plan. This program can raise awareness of walking as means of transportation, emphasize crossing safety, and contribute to helping people make healthier lifestyle choices. The City of Santa Barbara includes a wide spectrum of people who can benefit from walking, including an active senior community, immigrant populations, visitors, tourists, students, employers, employees, and others. Sometimes, providing improvements to the pedestrian environment is not enough. Encouraging people to walk can provide the invitation necessary to start a lifestyle change and return Santa Barbara to its walking heritage.

In addition to the promotion of walking, education is needed regarding pedestrian and motorist laws. For example, many do not understand that motorists must yield to pedestrians crossing at corners, whether or not the crosswalk is painted. Others may be confused about when walking across the street mid-block is jaywalking or not. Adding to the education efforts, the existing laws that protect pedestrians will require enforcement.

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

Strategy 5.1.1 Conduct effective pedestrian awareness campaigns

Strategy 5.1.2 Educate City residents in such a way as to enable a cultural shift that embraces the many benefits of walking

Strategy 5.1.3 Promote and conduct walk to work and walk to school days

Pedestrian Awareness and Education Campaign

A public awareness and education campaign, through literature and public service announcements, can show Santa Barbarans the benefits of choosing walking for travel and recreation. Awareness campaigns should be done in conjunction with recently completed pedestrian improvements. Staff should consider integrating walking campaigns and education with other programs, such as the Neighborhood

Traffic Management and Safe Routes to School Programs. The City’s website should also be used as a tool to promote walking from the standpoint of a tourist destination.

The pedestrian awareness campaign should use many forms of media techniques such as printed advertisements, service announcements, events, contests, murals, and other attention getting, creative approaches that effectively change people’s behavior and attitude toward walking. The campaign should have a tag line, such as “Walk Santa Barbara!” that links all media types. Some example media approaches include the following:

Print Campaign

PROGRAM

A print campaign might include guides with map inserts, bumper stickers, and posters.

- A. The brochures would include the following information:
 - Maps highlighting routes and sites
 - Health benefits of walking
 - Rules of the road and sidewalk
 - Information/hotline number
- B. Bumper stickers would feature the promotional slogan “Walk Santa Barbara!”
- C. Posters would feature the promotional slogan (e.g., “Walk Santa Barbara! For More Information, Call XXX-XXXX.”). To offset the cost to the City of Santa Barbara, sponsors could be secured. Sponsors logos will be added at the bottom of the poster.

DISTRIBUTION

- A. The brochures, maps, and bumper stickers could be distributed in and around Santa Barbara to businesses and community groups.
- B. Brochures would be provided to the Santa Barbara Police Department to distribute to those who receive moving violations.
- C. Brochures and posters would be distributed at the following locations:
 - Worksites
 - Retail sites
 - Chamber of Commerce
 - Visitors Bureau
 - Hotels and motels
 - Gas stations
 - Libraries
 - Community centers
 - DMV
 - Churches
 - Schools

D. Access to the material would be promoted on the City's web site.

A consultant or volunteer organization could produce and arrange the distribution of printed materials and identify sponsors and funding sources to offset the costs associated with the printed material. All activities will be done under the supervision of the Public Works Department.

Public Service Announcements

The most cost-effective way for the City of Santa Barbara to promote the pedestrian mode as an effective and enjoyable way to travel is to use existing television public service announcements made available through the National Highway Traffic Safety Administration (NHTSA), Safe Kids Coalition, and the California Office of Traffic Safety (OTS). City TV also has the capability of producing public service announcements. These agencies can provide award-winning television public service announcements on the following topics:

- Pedestrian education for seniors
- Pedestrian education for the general public
- Pedestrian education for children and their families
- Driver education on pedestrians
- Drivers running red lights

Potential theme of a public service announcement could be: "I Got there on Foot." The City of Santa Barbara should tag each of the television public service announcements with a promotion slogan (e.g., "Walk Santa Barbara!" Call XXX-XXXX for more information!"). Production of the tags could be accomplished by City TV.

A. Movie Theatre Public Service Announcements

The City of Santa Barbara would provide local movie theatres with existing television public service announcements to be included as trailers on-screen. Several theatres use slides for community announcements, and the City of Santa Barbara could provide a slide or digital photo of the slogan.

B. Television Public Service Announcements

Solicit the interest of local television and radio public service directors to interview a Santa Barbara spokesperson to discuss the campaign and the importance of walking as an alternative mode of transportation in Santa Barbara. City TV should also be used to run the promotional segments.

A consultant or volunteer would produce and arrange for the distribution of public service announcements. In addition, a consultant will identify sponsors and funding sources to offset the costs associated with the video production. All activities will be done under the supervision of the Public Works Department.

Other Promotional Activities

A campaign of promotions would be implemented to promote walking as an effective, fun, healthy, and economical way to travel in Santa Barbara.

A. Commuter of the Month

Implement a contest for residents and employers to nominate a person who walks and/or uses transit to get around Santa Barbara. Entry forms available at employer sites, retail sites, churches, and recreation and community centers would promote the contest. Monthly winners would receive prizes that may include gift certificates to dinner, retail stores, and merchandise.

B. Murals

Murals have successfully been used to promote ideals and inform the community of important issues. The mural program would solicit help from local volunteers, artists, children, seniors, and other community members. Costs for the production of the murals could be generated by grants through public art foundations.

C. Retail Involvement

Partnerships with local retailers would be established to promote walking. These partnerships would involve the campaign theme being promoted on bag stuffers and pre-printed bags. The costs of the bag stuffers and pre-printed bags would be born by retailers and could act as a donation by them. The City of Santa Barbara would provide suggested artwork for the printed material. Retailers would, if possible, agree to provide counter space for guides and window space for promotional posters.

D. Walk Exhibit

Santa Barbara would produce a traveling mobile exhibit promoting walking and bicycling. The exhibit would feature the following elements:

- Photo displays of new facilities
- Photos of residents and employees walking
- Walk Guides
- Interactive video television monitors encouraging participants to take the “Walk Santa Barbara! Challenge”

This exhibit would be featured at all community events including Earth Day, Clean Air Week, Bike to Work Week, and other events. The exhibit would be built to allow assembly and attendance to be done by one person, who could be staff or a volunteer.

E. Event Producers Obligation

Santa Barbara would require all community events to promote walking in all event literature, advertisements, and other collateral materials as a mode of transportation to their event. The City would include this requirement as part of the permit process for events.

F. Contests/Promotions

Santa Barbara would partner with a local gym and/or recreation center to host an attempt to set the Guinness Book of World Record for the greatest number of miles walked on a treadmill. The contest would include residents participating in walking on a treadmill for a designated time in order to set the record. Promotional flyers would be distributed to promote the event and local media would be solicited to cover the record-setting attempt. Although all the walking is done on a treadmill, the goal of the special event is to generate interest in walking.

G. Community Event

Santa Barbara could produce an annual “Walk Santa Barbara!” expo to promote the use of alternative modes of transportation, including shuttle services, buses, electric cars, bicycling, and carpooling. Other aspects of walking would also be showcased, including health benefits, the active lifestyle of those who walk, the equipment, the financial benefits, and the environmental benefits.

The event would include:

- Exhibits from law enforcement
- Exhibits from vendors
- Exhibits from transit providers
- Exhibits from alternative modes of transportation providers
- Exhibits on pedestrian facilities
- Entertainment
- Sidewalk Stroll, a recreational walk for all ages

H. Monthly Events

Sidewalk Strolls - Organized walks would be implemented for seniors at local centers. The goal of these events would be to generate interest in recreational walking for health reasons with the ultimate goal of promoting walking as a form of transportation.

City Walk Tours - Organized walks would be organized for the general public in order to (1) showcase the destinations reachable by walking, (2) educate participants on walking as a mode of transportation and (3) promote walking as a healthy activity.

A consultant will produce and arrange coordination and implementation of all promotional activities. In addition, a consultant will identify sponsors and funding sources to offset the costs associated with the promotional activities. All activities will be performed under the supervision of the Public Works Department.

I. Street Banners

Display street banners with the message “Walk Santa Barbara!” during the designated month for the annual “Walk Santa Barbara!” event. A consultant or volunteer would coordinate the production of the street banners and identify sponsors and funding sources to offset the costs associated with the banners. All activities will be performed under the supervision of the Public Works Department.

J. Interactive Video

A consultant, in conjunction with a vendor, would produce an interactive video to simulate the City's traffic environment and test the user's abilities as a pedestrian to ride and walk through Santa Barbara from destination to destination. The user would receive a score for knowledge and skills as a pedestrian. The video would showcase the existing pedestrian facilities and be presented in multiple languages.

The video would be made available to employers, recreational centers, libraries, community groups and Neighborhood Watch organizations. In addition, the video would be made accessible to the general public via the city's website. Existing technology would allow the production of this interactive video to be cost effective and a valuable source of on-going education.

A consultant will coordinate the production of the interactive video and identify sponsors and funding sources to offset the costs associated with the presentations. All activities will be performed under the supervision of the Public Works Department.

Strategy 5.1.4 Develop media to educate motorists regarding pedestrian right-of-way

Driver Education

Driver education is important to foster a safe and enjoyable environment for pedestrians. Crossing a busy street at an uncontrolled intersection can be a challenging experience for most. Motorists generally do not sense or perceive the level of pedestrian unease at uncontrolled street crossings. Yielding to a pedestrian is less dictated by the law and more influenced by the speed and design of the street and level of motorist awareness of potential pedestrian conflicts. Increasing motorists' understanding of the requirements to yield to pedestrians will help, but must also be supplemented with education concerning a pedestrian's perspective and the serious consequences of hitting one.

Potential education elements could include:

A. Walk Guides

The program would be created to educate drivers on the laws for pedestrians and motorists as well as encourage drivers to share the road. Pedestrians would also be encouraged to obey traffic laws.

B. Speakers

A consultant or volunteer would visit traffic schools to talk about the rights, the responsibilities, and the proper behavior of pedestrians in relation to traffic. If a consultant cannot be arranged to participate in existing traffic school programs, then the Santa Barbara Police Department could speak with participants at community events.

C. Share the Road

The Share the Road message would be included in all printed material to be distributed at worksites, parking structures, and retail sites.

D. Radio and Television Public Service Announcements

Advertisements should be designed to heighten the serious nature of pedestrian collisions and fatalities. The material should increase motorist awareness of pedestrians waiting to cross street corners.

Education Enforcement

The program would work to improve communication between the public and the Santa Barbara Police Department, as well as work to prioritize enforcement of pedestrian safety laws. A consultant or staff member would meet with Santa Barbara Police Department officers, especially bicycle patrol officers, to open up discussion about existing problems facing pedestrians and motorists. The officers would also be briefed on new facilities that affect walking in the City of Santa Barbara. In addition, City staff would provide all information regarding available programs to be implemented to encourage pedestrian activity.

A consultant or staff member would also meet with Santa Barbara Police Department and other municipal departments to discuss public safety.

Themes of Focus:

- Improve communication with law enforcement
- Prioritize enforcement of pedestrian and motorist laws

Strategy 5.1.5 Coordinate with the health community, schools, and other organizations interested in promoting walking

The City of Santa Barbara is not the only organization interested in increasing walking. Other organizations are interested in promoting an attractive walking environment. The World Health Organization and the Center for Disease Control have both sent representatives to conferences promoting good pedestrian policy and infrastructure. These health organizations have linked America's leading causes of illness and death to sedentary lifestyle, which has gotten significantly worse as fewer people walk for transportation. By coordinating with other organizations, the City can more effectively educate and promote walking.

Senior Citizen and Disabled Groups

Programs and workshops would include instructors and guest speakers to provide information specific to the needs of the seniors and disabled groups who are interested in mobility.

A. Instructor

A consultant or staff member would conduct presentations at community centers, churches, clubs, senior citizen centers, physician offices, and hospitals. The presentation would address the sensitive issues of physical limitations of many seniors and the crucial need for them to reach their destinations (e.g. medical appointments, food shopping, etc.).

A consultant or staff member would conduct the presentations and identify sponsors and funding sources to offset the costs associated with the presentations. All activities will be performed under the supervision of the Public Works Department.

B. Guest Speakers

In addition, presentations will include guest speakers including officials from Santa Barbara, transit providers, retailers, physicians, and officers from the Police Department. A consultant or staff member could coordinate the participation of guest speakers and identify sponsors and funding sources to offset the costs associated with the presentations. All activities will be performed under the supervision of the Public Works Department.



Themes of Focus:

- Suggested places to walk
- Poor choices to walk
- Personal safety
- Traffic devices
- Recognition of causes of pedestrian collisions
- Avoidance of pedestrian collisions
- Promotion of proper attire (bright colors, proper shoes, glasses, walkers, canes etc)
- Effects of certain medication on physical reactions, eyesight, hearing

Education for Elementary School Children

Theme of Focus: Pedestrian Education

- Recognition and avoidance of common pedestrian collisions
- Understanding of motorists, rights, and responsibilities
- Awareness of the California Vehicle Code governing pedestrians
- Physical, social, and economic consequences
- Promotion of benefits of walking as an effective mode of transportation



- Traffic knowledge assessment and skills

Pedestrian Education at Bus Stops

- Proper behavior around bus stops
- Schedules, fares, and passenger skills
- Intermodal use (bike racks on buses)

The Safe Routes to Schools program for elementary schoolchildren should include rodeos and classroom curricula and would be tailored to meet the needs of schoolchildren, parents, and teachers in pre-school through 6th grade (see Chapter VI, “Establishing and Enhancing Routes to School”).

A. Community-Based Rodeos

Community-based rodeos would be conducted bi-monthly for families of school-aged children and would include bicycle and pedestrian education. Volunteers—including parents, senior citizens, bike enthusiasts, and other screened/qualified volunteers—could staff the rodeo.

Each rodeo would feature a traffic simulation course consisting of a miniature city with streets, sidewalks, intersections, traffic signs, traffic signals, a residential area, a business area, bike lanes, trucks, and buses. The course would allow children with their parents to practice bicycle handling and pedestrian skills. By utilizing this simulated environment, the ability of children to recognize traffic hazards is improved. These rodeos would also allow parents to participate in the educational process by involving them in the lesson plans.

B. Curriculum

Curricula would be implemented in pre-schools, childcare centers, and elementary schools in Santa Barbara. The curricula would be designed to target specific grade levels: pre-school, kindergarten, 1st, 2nd, 3rd, 4th, 5th, and 6th grades. Each grade level program would include basic information, demonstrations, activities, and printed material. An outline of a model curriculum is described below.

The tenets of a model curriculum for Santa Barbara children include the following lessons:

Pre-school, kindergarten, 1st and 2nd grades

- Stopping before crossing the street
- Recognition of physical barriers
- Model street crossing and visual barriers
- Neighborhood walks

4th, 5th, and 6th grades

- Bicycle Education
- Recognition and avoidance of common bicycle collisions

- Understanding of motorists’ behaviors, rights, and responsibilities
- Awareness of the California Vehicle Code governing bicyclists
- Bicycle helmet purchase and use
- Bicycle purchase, maintenance, and repair
- Physical, social, and economic consequences of bicycle collisions
- Promotion and benefits of bicycling as an effective mode of transportation
- Traffic knowledge assessment and skills

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

The best protection for pedestrians at intersections and crossing streets are motorists who are aware of the laws regarding pedestrian right-of-way and who respect those rights. But many are unaware of these laws.

Strategy 5.2.1 Emphasize pedestrian right-of-way especially in High Pedestrian Use zones through a combination of signage and enhanced enforcement

Strategy 5.2.2 Conduct targeted enforcement of right-of-way violations that involve pedestrians, especially at crosswalks and on sidewalks

Enforcement of Pedestrian Laws

Targeted pedestrian enforcement action should be focused in those areas with high pedestrian volumes or where pedestrians are especially vulnerable. Law enforcement efforts should be targeted during periods and at locations where motorists and the general public will become aware of pedestrian laws and their penalties. It is recommended that such targeted enforcement occur at least four times per year and last one week. Focused enforcement should also take place at the start of the school year at selected schools near their primary access points by children walking. The Police should also be surveyed for input on appropriate educational material, advisory and warning signs, and other tools to help them accomplish their mission. Finally, it is recommended that the Police Department vigorously pursue legal action against motorists who cause a pedestrian injury or fatality.

Pedestrians are protected in the public right-of-way by the California Vehicle Code, as enforced by the Santa Barbara Police Department. Some of the key provisions of the California Vehicle Code as it relates to pedestrians are shown below.

21950. (a) The driver of a vehicle shall yield the right-of-way to a pedestrian crossing the roadway within any marked crosswalk or within any unmarked crosswalk at an intersection, except as otherwise provided in this chapter.

(b) This section does not relieve a pedestrian from the duty of using due care for his or her safety. No pedestrian may suddenly leave a curb or other place of safety and walk or run into

the path of a vehicle that is so close as to constitute an immediate hazard. No pedestrian may unnecessarily stop or delay traffic while in a marked or unmarked crosswalk.

(c) The driver of a vehicle approaching a pedestrian within any marked or unmarked crosswalk shall exercise all due care and shall reduce the speed of the vehicle or take any other action relating to the operation of the vehicle as necessary to safeguard the safety of the pedestrian.

(d) Subdivision (b) does not relieve a driver of a vehicle from the duty of exercising due care for the safety of any pedestrian within any marked crosswalk or within any unmarked crosswalk at an intersection.

21950.5. (a) An existing marked crosswalk may not be removed unless notice and opportunity to be heard is provided to the public not less than 30 days prior to the scheduled date of removal. In addition to any other public notice requirements, the notice of proposed removal shall be posted at the crosswalk identified for removal.

(b) The notice required by subdivision (a) shall include, but is not limited to, notification to the public of both of the following:

(1) That the public may provide input relating to the scheduled removal.

(2) The form and method of providing the input authorized by paragraph (1).

Added Sec. 9, Ch. 833, Stats. 2000. Effective January 1, 2001.

21951. Whenever any vehicle has stopped at a marked crosswalk or at any unmarked crosswalk at an intersection to permit a pedestrian to cross the roadway the driver of any other vehicle approaching from the rear shall not overtake and pass the stopped vehicle.

21954. (a) Every pedestrian upon a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection shall yield the right-of-way to all vehicles upon the roadway so near as to constitute an immediate hazard.

(b) The provisions of this section shall not relieve the driver of a vehicle from the duty to exercise due care for the safety of any pedestrian upon a roadway.

Amended Ch. 1015, Stats. 1971. Operative May 3, 1972.

21955. Between adjacent intersections controlled by traffic control signal devices or by police officers, pedestrians shall not cross the roadway at any place except in a crosswalk.

21956. (a) No pedestrian may walk upon any roadway outside of a business or residence district otherwise than close to his or her left-hand edge of the roadway.

(b) A pedestrian may walk close to his or her right-hand edge of the roadway if a crosswalk or other means of safely crossing the roadway is not available or if existing traffic or other conditions would compromise the safety of a pedestrian attempting to cross the road.

Amended Sec. 10, Ch. 833, Stats. 2000. Effective January 1, 2001.

21961. This chapter does not prevent local authorities from adopting ordinances prohibiting pedestrians from crossing roadways at other than crosswalks.

21970. (a) No person may stop a vehicle unnecessarily in a manner that causes the vehicle to block a marked or unmarked crosswalk or sidewalk.

(b) Subdivision (a) does not preclude the driver of a vehicle facing a steady circular red light from turning right or turning left from a one-way street onto a one-way street pursuant to subdivision (b) of Section 21453.

Added Sec. 11, Ch. 833, Stats. 2000. Effective January 1, 2001.

21970. (a) No person may stop a vehicle unnecessarily in a manner that causes the vehicle to block a marked or unmarked crosswalk or sidewalk.

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Added Sec. 11, Ch. 833, Stats. 2000. Effective January 1, 2001.

An effective form of targeted enforcement has been conducted in the City through the use of a Police Officer posing as a pedestrian crossing the street. Motorists who do not yield to the officer are ticketed by other Police Officers further down the street. Another example of effective enforcement of the pedestrian right of way is ticketing cars parked across the sidewalk. All targeted pedestrian enforcement actions should be coordinated with the Public Works Department.