

# CHAPTER 4

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## Goals, Policies, and Coordination

Based on the community input and data described in Chapter 3, three major conclusions, or themes, about bicycling were reached. These themes include the decision to ride a bicycle, the network of bikeways within the City, and the support facilities for the cyclist once a destination is reached. Combined with the direction of the Circulation Element, the themes were used to develop the goals and policies of this Bicycle Master Plan. This chapter outlines the goals and policies of both the Circulation Element and the Plan. It also describes the Bicycle Coordinator's role in implementing the two documents.

### Bicycle Related Circulation Element Goals and Policies

With an overall vision statement to "strive toward achieving equality of choice among all modes of transportation," the Circulation Element is devoted to enhancing various forms of transportation. Chapter Four of that Element is devoted to bicycling with the goal to "increase bicycle use as a mode of transportation." The chapter also has specific policies, including the direction to update the Bicycle Master plan. The Circulation Element Bicycle Policies are as follows:

- The City shall update and implement the City's Bicycle Master Plan. (Circulation Element Policy 4.1)
- 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. (Circulation Element Policy 4.2)
- The City shall designate a Bicycle Coordinator. (Circulation Element Policy 4.3)
- 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. (Circulation Element Policy 4.4)
- The City shall actively promote the safe use of bicycles as an efficient and affordable mode of transportation. (Circulation Element Policy 4.5)

The Circulation Element also mentions bicycle-related improvements nineteen times in coordination with nine other goals discussing land use, mobility, the Waterfront and others.

In writing the Bicycle Master Plan, the first policy has been addressed. The designation of a Bicycle Coordinator is also specified by this document. Included at the end of this chapter is an outline of the responsibilities of this person. Finally, Circulation Element Policies 4.2, 4.4 and 4.5, as well as all of the Element's implementation strategies that relate to bicycling, have been directly included as goals, policies or implementation strategies of this Bicycle Master Plan.

## **Bicycle Master Plan Goals**

The three goals of the Bicycle Master Plan follow the three major themes developed in the previous chapter. Together, these goals provide specific guidance for developing policies and strategies that will help to achieve the Circulation Element's goal to increase bicycling as a transportation mode. By implementing the plan and achieving this goal, the City also hopes to double the number of bicycle commuters from approximately 900 to 1,800.

- Goal 1            To enhance public awareness of the bicycle so that it is considered a viable, safe, fun, healthy, and environmentally friendly mode of transportation.
- Goal 2            To create and maintain an extensive network of bikeways, which enhances access between residential, recreational, educational, institutional and commercial areas within and outside the City.
- Goal 3            To provide support for people and their bicycles once they reach their destinations.

## **Bicycle Master Plan Policies**

The Bicycle Master Plan policies guide and determine bicycling related decisions on land-use development and implementation of transportation projects. The policy numbers below correspond to the goals stated above and repeat or further refine the policies of the Circulation Element. Policies provide clear direction to achieve goals. Chapters 5, 6 and 7 of this document describe some of the implementation strategies that the City may use to achieve these policies.

- 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.

## **Bicycle Coordinator**

The City's goals and policies will be achieved through the implementation of strategies identified in this Plan. The Bicycle Coordinator will be responsible for the implementation of these strategies and the oversight of this document and its updates. By assigning bicycle-related activities to a Bicycle Coordinator, the Circulation Element has ensured a comprehensive bicycle program. The Bicycle Coordinator shall work with City staff, local schools, public interest groups and businesses in order to promote the goals, policies and implementation strategies of the Bicycle Master Plan.

The Bicycle Coordinator is a full or part-time position. The position can easily be identified within the organization by his or her title. The Circulation Element identified some specific responsibilities of the Bicycle Coordinator. The following responsibilities, along with others recommended below, can be used to develop the job description for the position.

- Coordinate implementation of the goals, policies, and strategies of the Circulation Element and the Bicycle Master Plan with those of the County.
- Represent interests related to bicycling in any significant discussions of transportation developments within the City.
- Implement a system for the reporting of maintenance needs.
- Promote the use of bicycles.
- Encourage City Staff to use bicycles for short trips or deliveries.
- Encourage the use of programs intended to teach safe bicycle riding techniques.
- Work with local and regional bicycle groups and coalitions to promote bicycling both within and outside of the City.
- Encourage bicycle retailers to sponsor bicycle "Fun Rides" or races to promote bicycle riding.
- Recognize the role of bicycle related businesses as important to supporting bicycle commuting and riding.
- Explore the feasibility of creating a "green bike program" designed to provide communal bicycles for local trips.

In addition, the Bicycle Master Plan entrusts other duties to the bicycle coordinator, including tasks that will increase bicycle use that are unexplored at this time. These responsibilities include but are not limited to:

- Maintaining a comprehensive inventory of parking facilities, bicycle collision data, network mileage, and maintenance requests.
- Conducting "bike-aware" review on all traffic related documents and traffic calming measures.
- Proposing bicycle projects in the budget process.
- Monitoring the use and effectiveness of bicycle parking facilities required by the Santa Barbara Municipal Code.
- Evaluating bikeway use annually.

- Working with the Engineering Division to incorporate a spot improvement program into the maintenance schedule. This program would be devoted to low cost and small-scale improvements that improve conditions for bicyclists.
- Attending bicycle promotion, safety or planning courses regularly.
- Maintaining the City's bicycle pool.
- Explore participating in the pilot test program of the Pedestrian and Bicycle Crash Analysis Tool.
- Developing safety programs that increase proper helmet use and defensive riding techniques.
- Cooperating with citizens and community groups that are similarly interested in increasing bicycle use.
- Developing an analytical basis to evaluate the results of improvements, conduct market surveys, and develop and maintain maps of bikeways, barriers and linkages. This shall include, but not be limited to: bicycle counts before and after new bike lanes are striped; and parking counts before and after new bike parking is installed.
- Participating in policy development and project review.
- Alerting participants in the planning and enforcement process to the particular needs of bicyclists.
- Working with other agencies to implement the adopted SBCAG's Regional Bikeway Plan.
- Communicating regularly with the Planning Commission, SBCAG, bicycle advocates, MTD, and Caltrans.
- Preparing and submitting grant applications to the various funding agencies for bicycle projects.

## **Institutional Coordination**

The vision of the Santa Barbara Bicycle Master Plan is that of a city with new opportunities for safe and convenient travel by bicycle. We hope that many in our community will discover that motor vehicle travel is a choice, not a necessity, and that bicycling will become respected and used for its many benefits, as it is in many other cities around the world. New and enhanced facilities are only a small part of the plan that will be coordinated through the efforts of City staff, bicycle advocates and volunteers. In order to meet the three goals of the Plan, operational changes must also take place within the City.

## **The City as a Role Model**

In general, the Circulation Element has directed the City to be a role model by making changes that encourage the use of vehicles other than automobiles. The first step in increasing bicycle use is to reduce our own local agency's resistance to accepting the bicycle as a legitimate part of the transportation system. The incorporation of bicycle provisions into the routine operation of the City, and various development policies and standards will ensure a bicycle friendly infrastructure. In addition, providing lockers and inside storage for bicycles will promote the image of a bicycle friendly administration. Some strategies for local coordination and developing the City as a role model include:

- Develop clear and defensible standards that include bicycle accommodation as standard operating procedure across all divisions of planning and public works.
- Organize and implement a bicycle program to encourage bicycle commuting and bicycle use for errands.
- All traffic related documents and traffic calming measures will be reviewed with consideration for the bicycle.
- Expand the plan check process to include Bicycle Coordinator's input.
- Include the Bicycle Coordinator in policy development and project review.
- Consider the most effective community groups to discuss bicycle-related issues.
- Consider initiating a permanent City Coordinating Committee involving staff from Public Works, Parks and Recreation, Waterfront, Community Development, and the Police Department that will focus on a plan of implementation.
- Include articles on bicycle issues in the City Newsletter and distribute to local papers.

## **Plan Regionally**

City bicycle planning efforts will also be coordinated with efforts by the County, SBCAG, and the State of California. Interregional agency coordination has been a successful tool for providing mutual assistance and shared information. The City shall maintain close contact with agencies that represent Carpinteria and Goleta, Santa Barbara County Association of Governments, the Santa Barbara County Air Pollution Control District, Santa Barbara County, University of California at Santa Barbara, Santa Barbara City College, and local schools. Strategies for regional coordination include:

- Work with other agencies to implement the adopted Regional Bikeway Network.
- Work with the County on high priority projects such as the bicycle/pedestrian paths parallel to Hollister and the railroad, the extension of the South Fairview Bicycle Path, and the Bicycle/Pedestrian bridge over the freeway at La Patera or west of Fairview.
- Seek input for plans and share plans with neighboring jurisdictions.
- Cooperate with SBCAG in considering projects identified in the Regional Bikeway Study.
- Encourage visionary interagency coordination to develop previously undiscovered concepts for future bicycle-related programs, facilities, and enhancements.
- Ensure that as roadway improvement projects are undertaken, provisions for the bicycle are included, as appropriate, consistent with the adopted Regional Transportation Plan, Congestion Management Program, and Clean Air Plan requirements.

## **Include the Community**

Further input from local community members interested in bicycling shall be fully considered. One idea that was considered for implementation was the formation of a Bicycle Advisory Committee. With direct involvement and extensive knowledge of bicyclists' needs, such groups provide valuable information. However, as with other committees, they are special interest groups, which, in many cases, lose sight of the big picture in relationship to other forms of transportation. During implementation of the Bicycle Master Plan, serious consideration will be made to determine what groups will be most effective in hearing these issues.