



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** July 15, 2014

**TO:** Mayor and Councilmembers

**FROM:** Transportation Division, Public Works Department

**SUBJECT:** Bicycle Master Plan Update Community Engagement Process

### **RECOMMENDATION:**

That Council approve the proposed approach for a community engagement process to update the Bicycle Master Plan.

### **EXECUTIVE SUMMARY:**

The Bicycle Master Plan was last comprehensively updated in 1998, and the plan was re-adopted by Council in 2003 and 2008. The City is required to update the Bicycle Master Plan every four years in order to qualify for grant funding through the State of California's Active Transportation Program, formerly the Bicycle Transportation Account.

The City has made significant bicycle achievements that have benefited residents and received national recognition. The next level of bicycle improvements will require a renewed community commitment. The easier bike network expansion improvements have been done. Further improvements will need to balance all modes of transportation based on community needs and desires. Understanding the community's needs and desires for bicycling, therefore, is the proposed focus of the Bicycle Master Plan Update. The following objectives are proposed for the Bicycle Master Plan Update:

1. Identify current bike network deficiencies and analyze bike collision record.
2. Gauge the community's commitment level to bicycling now and in the future.
3. Increase community awareness of the rules of the road and promote mutual respect between road users.
4. Propose an updated Bike Master Plan that reflects the community's input and needed safety improvements.

Staff is coming to Council for the approval of the proposed community engagement process before releasing the request for proposal.

## **DISCUSSION:**

### **Background**

Since 1998, the City of Santa Barbara has made significant advancements in bicycling for transportation and recreation. The three main goals of the 1998 Plan update were: 1) Making a decision to ride, 2) Improving the bicycle network, and 3) Removing destination barriers and providing bicycle parking. City staff, alongside other regional partners, have made considerable progress with all three Plan objectives.

The network of bike lanes has been expanded from 13 to 40 lane miles. The number of additional places to lock a bike has been expanded by an estimated 2,000 locations in the public realm and in new commercial and multi-family developments. An example of a Capital Improvement Project that added a separate bike path is the Shoreline Bike Lane Project between La Marina and Loma Alta Drive, adjacent to Ledbetter Beach. The City has supported various successful programs to invite Santa Barbara residents to try bicycling through Bike-to-Work-Week, Bike to School, the Team Bike Challenge, CycleMAYnia, and "Take a Vacation from your Car".

These community and non-profit led activities, along with City investments in the transportation infrastructure, have enhanced the public awareness and attractiveness of bicycling. Cycling for transportation has gradually increased from 3.4 percent of the commute to work in 2000 to 6.9 percent in 2012, as reported by the United States Census Bureau. Santa Barbara is ranked 3<sup>rd</sup> in the nation for percentage of cycling commute trips for cities our size (65,000 – 100,000 people) and 8<sup>th</sup> overall in the nation among all cities. The proportion of Santa Barbara residents who drive to work has dropped from 80 percent in 2000 to 72 percent in 2012, while the share of workers biking, walking, and taking transit has grown by 101 percent, 10 percent, and 27 percent, respectively, over the same period. Accordingly, the rise in bicycling and other modes has equated to a reduction in traffic congestion.

### **Future Bicycle Infrastructure**

Bike growth in terms of percentage of commute trips has grown across America by 61 percent since 2000. Communities like Long Beach, Los Angeles, San Luis Obispo, San Francisco and Santa Cruz have installed modern bike facilities, separated lanes, bike share programs, bicycle boulevards, and even painted bike lanes in a contrasting color to increase visibility. Staff has received requests from community members who have visited these cities and suggested similar facilities in Santa Barbara. Additionally, the League of American Cyclist has rated Santa Barbara at the Silver level for bicycling for the past 9 years (league scorecard is attached). Gold, Platinum, and Diamond are levels that could be achieved with further expansion of the bike network.

Expanding the City's bike network in Santa Barbara can be accomplished, but requires community commitment to implement. Nearly all of the "easy" Class II bike lanes have been completed. Most bike lanes were added by restriping wider streets at the time

they were repaved. Haley Street is the most recent example. Additional expansion will likely involve some compromises in the form of additional one-way streets, lane reconfigurations, or removal of on-street parking (Bath and Castillo bike lanes are examples of streets that were made one way in the early 1970's to accommodate bike lanes). The question is: what does Santa Barbara's bicycle future look like? How far does the community want to go to provide for bicycling? To answer these questions, the staff is proposing a focus on community engagement for the scope of work of the Bicycle Master Plan Update.

### **Proposed Community Engagement Process**

Staff recommends the following scope of work for a community engagement process. Staff recommends selecting a firm that specializes in community engagement rather than bicycle planning. A professional bike planning firm could be a subcontracted service to provide expertise on cycling infrastructure and planning options.

Staff hired a public relations consultant to develop a community engagement strategy for the Bicycle Master Plan Update. The proposed strategy calls for a listening campaign to engage the community, which would include the following components:

- Online Survey: The survey will be framed by a short video entitled: "The Santa Barbara Bicycle Dilemma." The video short will also be used broadly in presentations to describe the process and invite participation from the community. The survey provides an opportunity to ask a broad range of questions, is easy to access, can be completed at the user's convenience, and will reach those inclined to use the Internet and smart phones.
- Interviews: Interviews would be conducted in the physical context of the users, such as on the street, at bike racks, in the business district, etc. A team of trained interviewers would conduct one-on-one interviews (250) with people that represent distinct perspectives and experiences: people who bicycle, drive motor vehicles, and walk; Downtown business owners, and homeowners who live along bike lanes and routes (about 50 interviews for each category). The interviews would be videotaped to tell the story of what residents are saying.
- Stakeholder Road Show: Staff would conduct outreach to local groups of interest including community groups, School Parent Teacher Associations, and business organizations to increase community awareness of the project, promote participation, and gain insights.
- "The Future of Cycling" Neighborhood Summits: The community outreach professionals would use the survey results, the interviews, and the stakeholder input to produce a presentation of what residents are recommending about its bicycle future. This presentation would be taken to the Downtown, Eastside, Westside, Mesa, and Uptown neighborhoods. Neighborhood-specific proposals for bicycle improvements would be vetted with the goal of establishing 2-3 key

initiatives based on community input. These summits would be videotaped to capture the meeting process, outcomes, and participation.

- Draft a Bicycle Master Plan Update: Using the community survey, the one-on-one interviews, the stakeholder outreach, and neighborhood summits, the consultants would produce a Draft Bicycle Master Plan Update and mini-documentary telling the story of the process and the outcomes. Boards, Commissions, and Council would be presented options for implementation. Whatever the option chosen by council, Staff would prepare for immediate implementation of any approved council projects such that actions are taken as close as possible to the community/council decisions.
- Boards and Commissions: This process envisions multiple check-ins with the Boards, Commissions, and Council to keep decision makers actively engaged in the process at various milestones. Staff proposes including the Transportation Circulation Committee, Downtown Parking Committee, and Planning Commission as the guiding Boards and Commissions invested in this process.

### **Board and Commission Input**

Staff took this item before the Transportation Circulation Committee (TCC) and the Council Sustainability Committee. Both supported the proposed community process. The Sustainability Committee asked that examples of facilities in other cities be tried so that the community could learn about modern bike facilities first hand. The TCC also asked for examples. Staff is considering the cost of painting some portions of a bike lane green as one example that has been well received in other cities by both motorists and cyclists.

### **BUDGET/FINANCIAL INFORMATION:**

If Council approves the proposed scope of work, a request for proposals will be issued for consulting services to conduct the community engagement process. Staff will return to Council to recommend awarding the contract. The budget for drafting the Bicycle Master Plan Update and conducting the proposed scope of work is \$200,000. The City received \$130,000 in regional Measure A funds to create the new Bicycle Master Plan and the balance of anticipated cost (\$70,000) is funded via the Streets Measure A Fund.

### **SUSTAINABILITY IMPACT:**

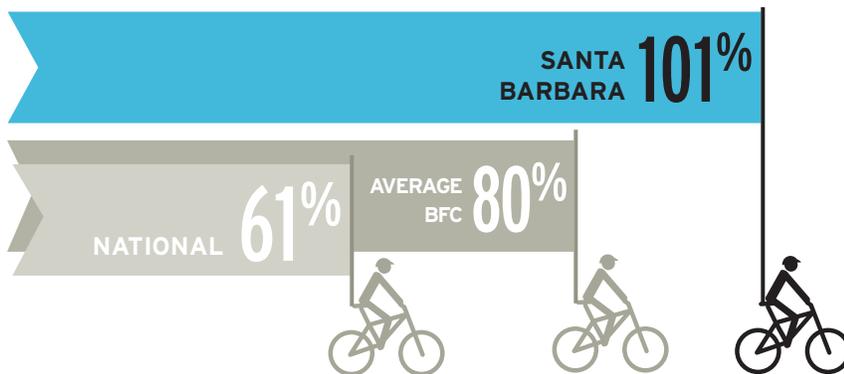
Implementation of the Bicycle Master Plan increased bicycle ridership in Santa Barbara. More people choosing to bicycle helps to reduce daily traffic congestion, pollution, and the use of non-renewable fossil fuels. Bicycle use also promotes a healthy lifestyle.

**ATTACHMENT:** League of American Bicyclist Scorecard for Santa Barbara  
**PREPARED BY:** Browning Allen, Transportation Manager/RD/kts  
**SUBMITTED BY:** Rebecca J. Bjork, Public Works Director  
**APPROVED BY:** City Administrator's Office

SANTA BARBARA IS A

# BICYCLE FRIENDLY COMMUNITY

2000-2012  
RIDERSHIP  
GROWTH



**RIDERSHIP**

6.9%  
*Commuting by bicycle*



**CRASH RATE**

189  
*Per 10k daily cyclists*



**FATALITY RATE**

.8  
*Per 10k daily cyclists*



**PUBLIC RATING**

*Local cyclists take on Santa Barbara*



**ENGINEERING**

*Bicycling network and connectivity*



**EDUCATION**

*Motorist awareness and bicycling skills*



**ENCOURAGEMENT**

*Mainstreaming bicycle culture*



**ENFORCEMENT**

*Promoting safety and protecting bicyclists' rights*



**EVALUATION**

*Setting targets and having a plan*



ATTACHMENT  
COMMUNITY:

SANTA BARBARA  
CALIFORNIA

TOTAL POINTS:

43 of 100



## KEY STEPS TO GOLD

Expand the bike network and improve network connectivity through the use of bike lanes, buffered bike lanes, cycle tracks and bike boulevards

Increase bike program staff beyond current 0.5 FTE and establish a Bicycle Advisory Committee

Update the current 1998 bike plan, setting a high but attainable target for safety, ridership and comfort

## GET INVOLVED:

ANSWER 5 SHORT QUESTIONS TO IMPROVE BIKING & GET CONNECTED TO LOCAL ADVOCACY!

» [BIKELEAGUE.ORG/COMMUNITY-SURVEY](http://BIKELEAGUE.ORG/COMMUNITY-SURVEY)





# Bicycle Master Plan Update Community Engagement Process

City Council  
July 15, 2014



# BMP Objectives:

1. Identify network deficiencies and analyze bike collision record.
2. Gauge community's commitment level to bicycling now and in the future.
3. Increase community awareness of the rules of the road and promote mutual respect between road users.
4. Propose a BMP that reflects the community's input and needed safety improvements.



# Bicycle Master Plan Update

## Presentation Overview:

1. Previous Plan accomplishments
2. The future of bicycling
3. Community engagement process

# 1998 Bicycle Master Plan

## Document Goals:

- ◆ A bikeable roadway network
- ◆ A place to hitch
- ◆ An invitation to ride





# 1998 Bicycle Master Plan

## Accomplishments:

- ◆ 40 miles of bike lanes (from 13 miles)
- ◆ Approx. 2,000 bike spaces added
- ◆ Extensive bike programming (mainly through partners: Traffic Solutions, SBBIKE)



Find the room...



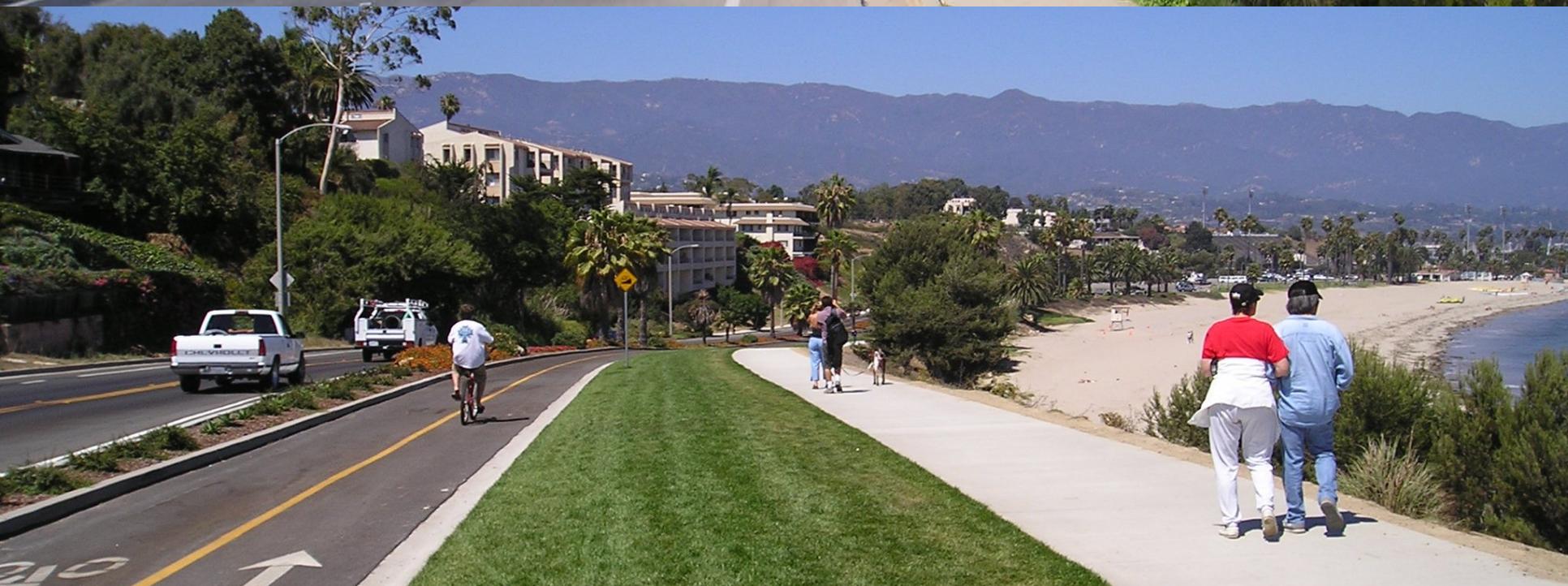
Rearrange...



Rearrange...



Rearrange...

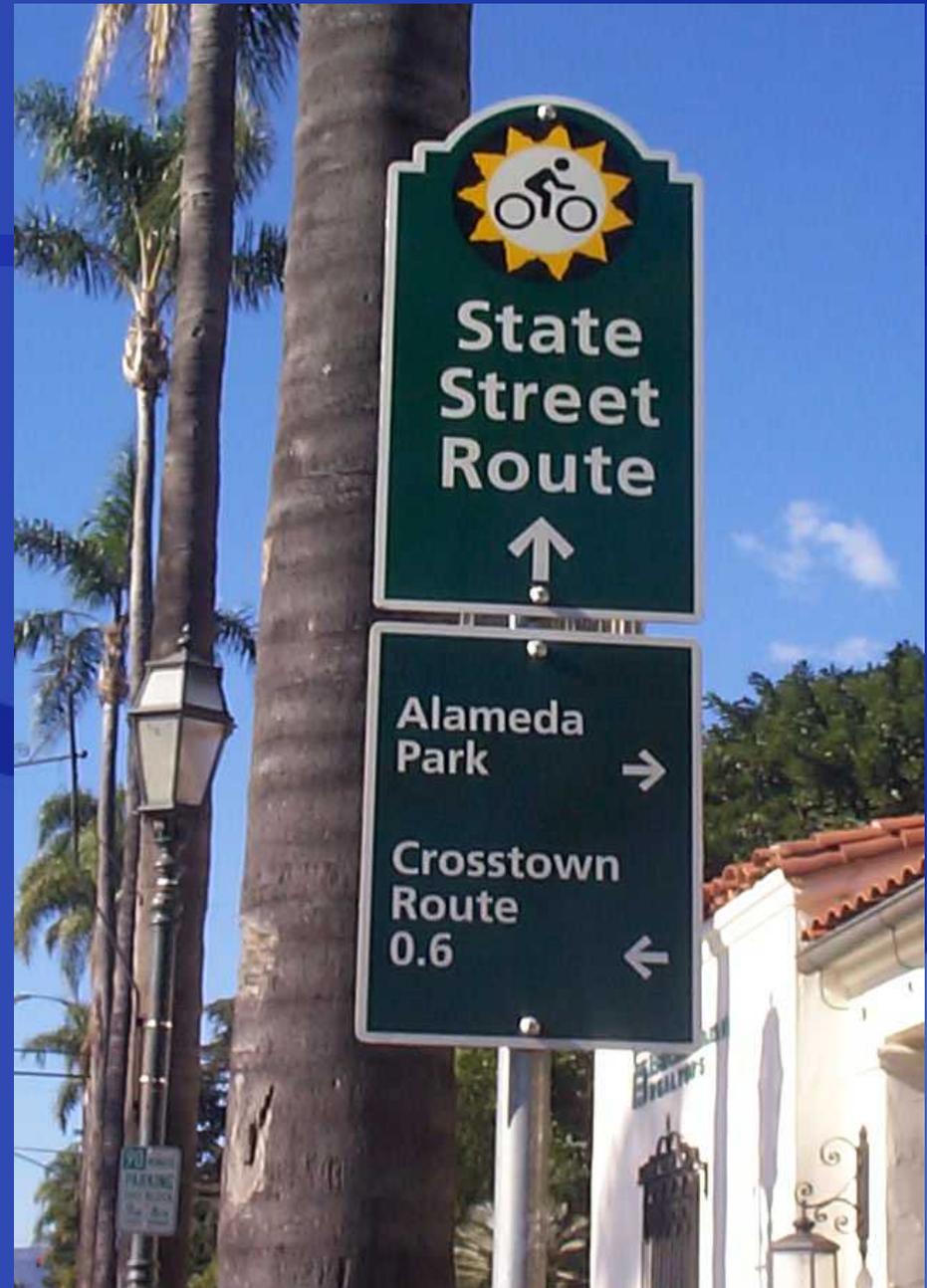


# Sharrows



# Route Signage

- ◆ All of South Coast
- ◆ Major Routes
- ◆ Correlating Map



# Hitching Post Program

- ◆ 50/year
- ◆ Land development projects
- ◆ Bikestation





*Life is like  
Bicycling,  
You need  
to have  
Balance!*

**Bike Week 2001  
Santa Barbara County**

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Photo courtesy of the Archives  
California Institute of Technology

# An Invitation to Ride





# 1998 Bicycle Master Plan

Getting to work: (US Census data)

- ◆ 101% growth in bicycling (2000-2012)
- ◆ Bicycling nearly 7% of work trips
- ◆ Corresponding 10% reduction in driving to work.
- ◆ SB is 8<sup>th</sup> in US for cycling to work
- ◆ SB is 3<sup>rd</sup> in US (pop: 65,000-100,000)



# BICYCLE FRIENDLY COMMUNITY

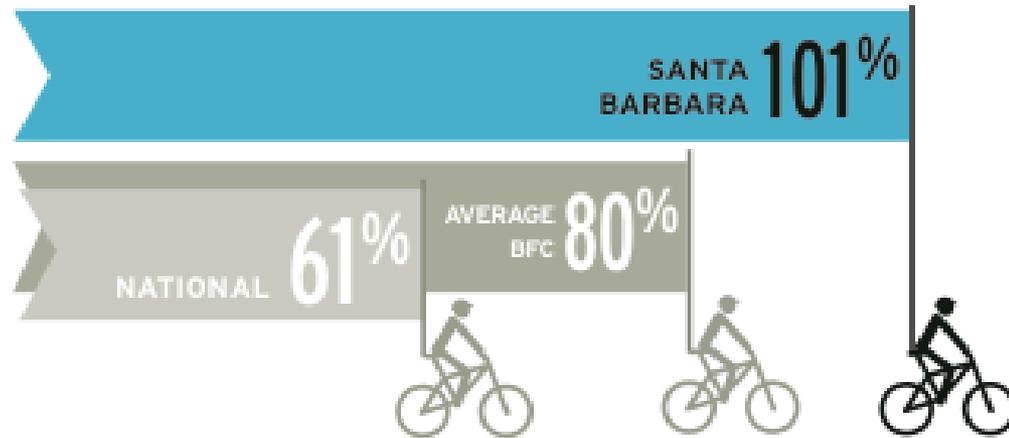
**THE LEAGUE  
OF AMERICAN BICYCLISTS**

*since 1880*

SANTA BARBARA IS A

# BICYCLE FRIENDLY COMMUNITY

2000-2012  
RIDERSHIP  
GROWTH



**RIDERSHIP**  
6.9%  
*Commuting by bicycle*



**CRASH RATE**  
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*Per 10k daily cyclists*



**FATALITY RATE**  
8



COMMUNITY:

SANTA BARBARA  
CALIFORNIA

TOTAL POINTS:

43 <sup>of 100</sup>



## KEY STEPS TO GOLD

Expand the bike network and improve network connectivity through the use of bike lanes, buffered bike lanes

# Other Cities...

San Francisco



Long Beach



Santa Cruz



San Luis Obispo





# Community Engagement

- ◆ On-line Survey
- ◆ Stakeholder Road Show
- ◆ Interviews
- ◆ “The Future of Cycling” Neighborhood Summits
- ◆ Draft Bicycle Master Plan Update



# On-Line Survey

- ◆ Video “The Santa Barbara Bicycle Dilemma”
- ◆ 20-25 questions
- ◆ Internet and smart phone access
- ◆ Goal: 300-500 responses



# Stakeholder Road Show

- ◆ Community group outreach with varied interests
- ◆ Video “The Santa Barbara Bicycle Dilemma”
- ◆ Promote participation/gain insights
- ◆ Videotaped to tell the story



# Interviews

- ◆ Team of trained interviewers
- ◆ 250 One-on-one
- ◆ Conducted in the context of the users
- ◆ People biking, driving, walking; business owners, residents on bike lanes
- ◆ Videotaped to tell the story



# “The Future of Cycling” Neighborhood Summits

- ◆ Presentation describing participation and input (surveys/road show/interviews)
- ◆ Neighborhood-specific proposals
- ◆ Goal: Establish 2-3 key initiatives
- ◆ Downtown, Eastside, Westside, Mesa, Uptown



# Draft Bicycle Master Plan Update

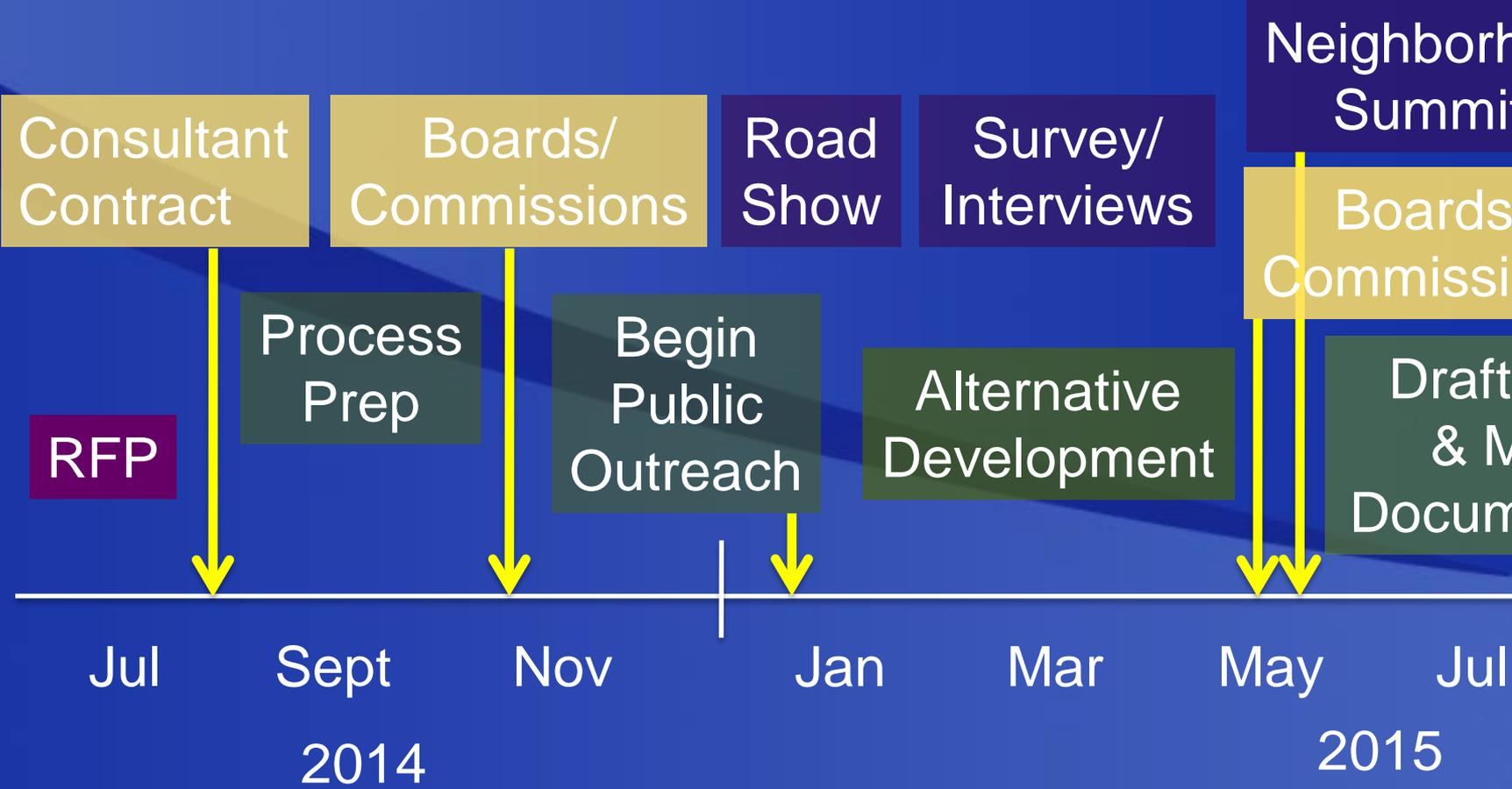
- ◆ Staff report documenting process/outcomes
- ◆ Mini-documentary
- ◆ Draft Plan with implementation options



# Boards and Commissions

- ◆ Multiple check-ins
- ◆ Goals: active engagement and promotion of participation
- ◆ Key advisors: PC, TCC, DPC

# Time Line





# Bicycle Master Plan Update

\$200,000 Budget:

- ◆ Measure A, \$130,000

(Competitive regional grant)

- ◆ City Match Dollars, \$70,000

(Measure A Streets allocation)



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