Agenda Item No. 16

File Code No. 670.04

CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: April 7, 2015

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works Department

SUBJECT: 2015 Bicycle Master Plan Progress Report

RECOMMENDATION:

That the City Council receive a presentation on the 2015 Bicycle Master Plan progress.

DISCUSSION:

The City of Santa Barbara last developed a comprehensive Bicycle Master Plan (BMP) in 1998. The BMP provides policy direction for staff by identifying priority routes for bicycling facilities and improvements. It is also a helpful supporting document for future grant opportunities.

The City received a Measure A Grant totaling $170,000 to create a new plan and is providing a 40 percent match with local Street funds and Transportation Development Act funds. In July of 2014, Council provided direction to staff to conduct a public outreach campaign that emphasizes surveying the public, holding five consultant-led "Neighborhood Summits," and a "Stakeholder Roadshow" where City staff can listen to various organizations to understand community preferences. The overarching question being asked during the BMP public outreach phase is "What is the future of bicycling in Santa Barbara?"

The City has installed over 40 miles of bikeways in the last two decades and is ranked third in the nation for cities our size in terms of bicycle commute ridership. Bicycling as a mode of transport and recreation is realizing a national upward trend in popularity. However, with increasing ridership comes increasing conflicts between pedestrians, motorists and cyclists. The City is also highly ranked in state-wide bicycle collision totals by the Office of Traffic Safety. As a result of growing popularity and increasing safety conflicts, the 2015 BMP is well-timed to address these questions and to provide an important guiding document for Santa Barbarans.

In December of 2014, Council authorized a Professional Services Agreement with the firm Melendrez to lead the public outreach and plan development, along with Fehr and Peers to serve as the transportation engineering sub-consultant. The consultant's scope of work is scheduled for completion prior to the end of the 2015 calendar year.

Staff and consultant work completed to date and upcoming milestones include:

- Project schedule and drafting of a broad-based public outreach strategy to occur between April and June. (complete)
- Baseline mapping, existing bike network and collision analysis. (complete)
- Development of a comprehensive stakeholder contact list including businesses, neighborhood groups, schools, chamber of commerce members, advocates, etc. that may be interested in "Stakeholder Road Shows." (list has been drafted)
- Social media outlets, Twitter, Facebook, an online survey, and a BMP website that includes an interactive map for the public to inform the process in specified locations. (complete)
- Five Neighborhood Summits are scheduled with two in Spanish, on May 16th (Eastside, Westside), three to occur between May 18-20th (Uptown, Downtown and on the Mesa), and a community "pop-up" bike boulevard demonstration event envisioned by the community Eastside Neighborhood Transportation Management Plan on Alisos Street on May 30th. (scheduled)

On April 2, 2015, the Planning Commission was given an update on the progress of the 2015 Bicycle Master Plan and provided comments to staff regarding the public outreach strategy. The Transportation and Circulation Committee has received progress reports at the February 26, 2015 and March 26, 2015 meetings.

CONCLUSION:

The BMP is ahead of schedule and staff will be conducting a public outreach campaign during the months of April, May, and June. Once neighborhood, business, and community interests have been gathered and analyzed, staff and the consultant team can use the information to lay out a planning course that best fits the needs and desires of Santa Barbara residents. A City Council BMP progress report is anticipated in July and project completion is scheduled for this fall.

ATTACHMENT(S): 1. Public Outreach and Media Strategy
2. Stakeholder Outreach List

PREPARED BY: Browning Allen, Transportation Manager/PB/mj

SUBMITTED BY: Rebecca J. Bjork, Public Works Director

APPROVED BY: City Administrator's Office

BICYCLE MASTER PLAN

SANTA BARBARA

OUTREACH & MEDIA STRATEGY

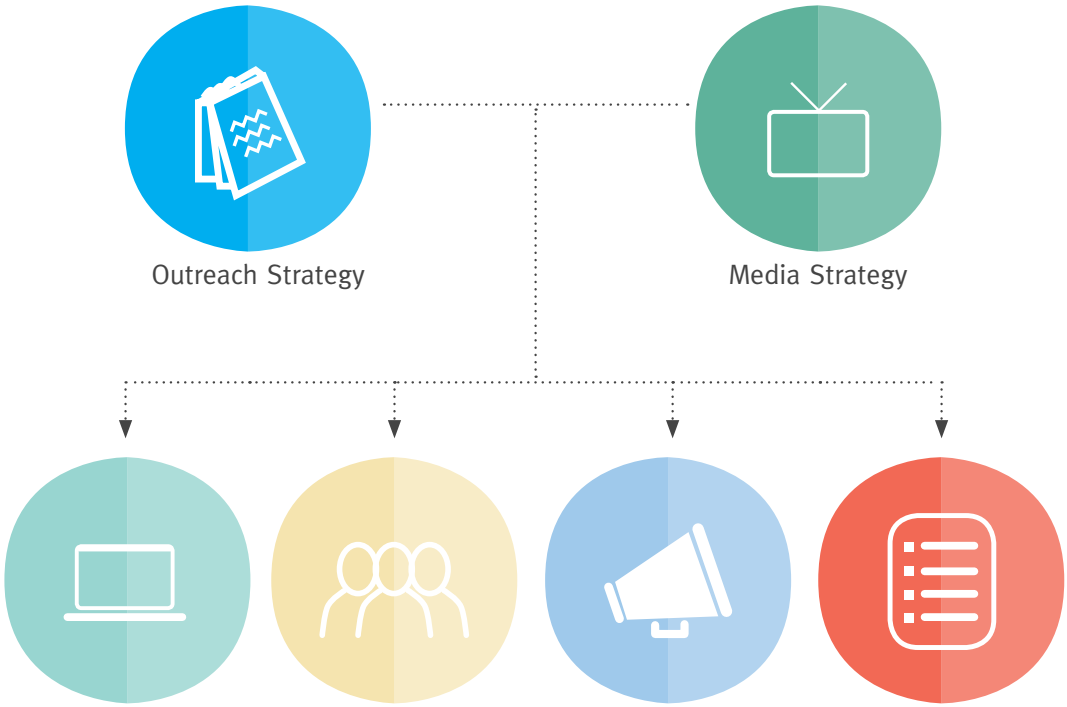
OUTREACH & MEDIA

THE OBJECTIVE OF THIS STRATEGY IS TO PROACTIVELY FRAME THE BMP DISCUSSION AROUND THE KEY TOPICS THAT INVITES A SPECTRUM OF VIEWPOINTS TO PARTICIPATE AND FEEL HEARD.

Strategy Process

The primary focus of the of 2015 Santa Barbara Bicycle Master Plan (SB BMP) is to engage the community; creating positive buzz that will generate meaningful input from a wide range of stakeholders throughout the City. This project will be unique in that it will involve a high quality media and tech interface, allowing various avenues for community members to provide input and stay connected to the BMP update throughout plan development. The following memo outlines a comprehensive Outreach and Media Strategy that includes launch dates, interactive web and in-person information-gathering platforms, and other innovative outreach tools that will result in increased engagement.

Outreach Diagram



Step 1:
Build Outreach Tools

- Build project brand / logo
- Project website
- Build survey
- Create social media campaign
- Film content throughout project progress

Step 2:
Identify Stakeholders

- Compile diverse list of community stakeholders
- Enlist trusted community leaders to inform their networks of BMP events

Step 3:
Blast Outreach Materials

- Post Facebook and Twitter blasts
- Send summit and online opportunities for engagement to mailing / email list

Step 4:
Collect Feedback / Host Neighborhood Summits

- Host neighborhood summits
- Compile survey results
- Perform intercept surveys
- Host stakeholder roadshows
- Interface with Council/ Committees
- Design a community CycleMAYnia pop-up bike event

STEP 1:
BUILD OUTREACH TOOLS

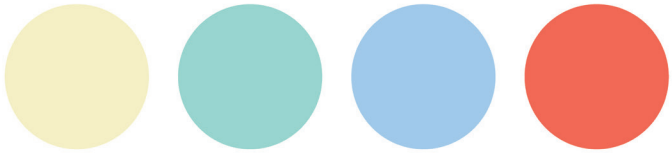
1.1] Branding

A recognizable, easy to read, and consistent brand will be a keystone element of the Santa Barbara Bike Master Plan (SB BMP) Outreach strategy. Using a consistent logo, color palette, and project font, each formal notice and media representation of the project will increase project recognition throughout the SB BMP process, and will also allow for an extended campaign beyond the identified BMP project scope. The project brand and color scheme has been crafted to function and manifest on multiple platforms, such as physical flyers, posters, the project website, films, and promotional 'swag' or giveaways. The brand may also incorporate a project tag line, allowing for future hashtags or campaigns that will generate buzz and excitement around the project.

The logo and branding elements below were carefully designed to celebrate the unique assets of the City of Santa Barbara, while also referencing the City's commitment to open community engagement. This project logo celebrates the positivity of the SB BMP for all modal groups such as motorists, pedestrians, transit riders, and other mobility devices.

Project Logo

Color Swatches



Typography

META PLUS BOLD CAPS
META PLUS BOLD CAPS ITALICS

OSTRICH INLINE
OSTRICH INLINE ITALICS

1.2] Project Website

To encourage project transparency, the team will launch an interactive, bilingual, and dynamic website for the BMP that will utilize the latest software tools to support greater community involvement in decision making and governance. The interactive website will include a question that will prompt visitors to geolocate issue areas with regards to cycling in Santa Barbara. Additionally, this website will host an introductory question-framing video that will further describe the intent of the project, and orient page visitors quickly to the project vision. In addition to an introductory video and interactive, comment-based mapping feature, the website will include a project timeline, a link to the formal online survey, information regarding upcoming events, and links to all other social media accounts. (See Appendix A)

1.2] Project Website [continued]

A City .gov URL will be used to capitalize on the existing credibility of the City's page, and during the life of the project, will be used to redirect visitors to the Interactive Project Website described above. The project URL will be attached to the City site, and will exist under a sub-domain to ensure that users will always see the .gov URL as the project site. This method will also allow the City to create a modified landing page when the BMP project website is no longer needed.

- **Website URL**: Will link from: www.santabarbara.gov/BMP
- **Temporary Website:** See Appendix A

1.3] Online Survey

The purpose of the online survey is to build an understanding of community sentiment towards cycling in the City. The survey will be posted on the project website and will elicit responses from stakeholders to better understand preferences for the final Bicycle Master Plan through the use of visuals, and graphics. (See Appendix B for survey questions)

- **Survey URL (English)**: www.sbsurvey.org
- **Survey URL (Spanish)**: www.ciclismosb.org

Hard copies of the survey will also be provided to the City Staff and the project team to hand out at Stakeholder Roadshows and other events to ensure a comprehensive response from Santa Barbarans.

1.4] Social Media Campaign

Facebook

With a large number of individuals already utilizing social media platforms such as Facebook and Twitter, the project campaign will benefit from the use of these established platforms.

- **SB BMP Facebook Page.** As the City of Santa Barbara does not yet have an existing Facebook page, a new page has been created for the project. The SB BMP Facebook page will allow the internal team to post information about the project progress, events, and critical avenues for community input. The Facebook page will largely be a virtual area for the posting of flyers, and updates, while also directing visitors to the official project website.
- **SB BMP Facebook URL:** https://www.facebook.com/BMPSB
- **SB BMP Facebook Weekly Updates:** Gearing up for the April 1, 2015 launch and throughout the outreach process, the team will update the SB BMP with weekly postings. Each month, a draft of the month's postings will be available on the backend of the project Facebook page. The first draft of weekly updates is detailed further in Appendix C.

In addition to posting on the Santa Barbara BMP Facebook page (Task 1.2), efforts will be made to post project information on other SB related Facebook pages. (Eg. SBCC, Santa Barbara Independent, Visit Santa Barbara, SB Unified School District etc.) The Facebook page will also be linked on the project website and any collateral material that will be distributed on behalf of the project.

Twitter

The City of Santa Barbara already has a Twitter following of 3,724. A roll out of twitter posts will be provided to the City of Santa Barbara Communication Department to ensure regular Twitter updates. This sheet will read as an introduction page that will outline weekly Twitter posts that should be released on identified dates.

- **SB BMP Twitter Weekly Updates:** Gearing up for the April 1, 2015 launch and throughout the outreach process, the team will update the SB BMP with weekly postings. Each month, a draft of the month's postings will be submitted to the SB Communications Dept. The first draft of weekly updates is detailed further in Appendix C.

1.5] Video

Videography and documentation of the outreach process will be a hallmark of the project. This tool will be used during both the information gathering phase to ground the project in reality, and then also to ensure that there are active representations of residents of all cross-sections participating in the project outreach process. The videos provide the ability to generate a project that lives beyond the pages of the final BMP.

- **Question framing video.** To be shown online on the public survey and at Neighborhood Summits.
- **Mini-film documentary.** Brief film narrating the public outreach process; highlighting viewpoints of key contributors in the community.

STEP 2:
IDENTIFY KEY STAKEHOLDERS

Business Groups

Santa Barbara Downtown Organization
Santa Barbara Hispanic Chamber of Commerce
Santa Barbara Chamber
Visit Santa Barbara

Auto Oriented Groups

AAA Santa Barbara
Santa Barbara Car Free
ABCD and Affiliates

Cyclist Groups

COAST
Traffic Solutions Program Administrators: SBCAG
Santa Barbara Bicycle Coalition
Echelon SB
SB Triathalon Club

Neighborhood Groups

Santa Barbara Beautiful
Santa Barbara Certified Farmers Market
La Casa De La Raza
SB Neighborhood Advisory Council
East/Westside Associations
Citizens Planning Association (CPA)
League of Women Voters

School Groups

Center for Community Education
Santa Barbara Unified School District
Santa Barbara City College
ECOalition (UCSB)

Environmental Groups

Community Environmental Council
Sustainability Project of Santa Barbara

Newspaper / Media / TV Outlets

KCSB Radio
Santa Barbara Independent
Santa Barbara News Press
SB Nooz Hawk
The Mesa Paper
Radio Brono (Spanish Station)
KEYT

Government

Santa Barbara County Air Pollution Control District

STEP 3:
BLAST PROJECT INFORMATION

3.1] Social Media Blasting

As referenced in Task 1.4, announcements and project information blasts will be released online regularly. Continual interface on social media sites will help to continue to generate buzz around the project, and will allow community members to participate with the City throughout the process.

- **Weekly Facebook Blasts:** A weekly update of the project schedule and reminders of upcoming events will be added to the Facebook site from April 1 - May 29. Subsequent Facebook posts will be made to inform the public of the projects' next steps.
- **Weekly Twitter Announcements:** A weekly update of the project progress and reminders of upcoming events will be released on the City of Santa Barbara Twitter handle from April 1 - May 29. Subsequent Twitter posts will be made to inform the public of the projects' next steps.

For project announcements, our team will compile project flyers. This information will be disseminated by the City to ensure credibility of the announcements.

3.2] Flyering

Bilingual flyering and outreach for the event will be used to announce public workshops, online engagement, and various community avenues for participation. The project team will provide the City with digital copies for printing and dissemination throughout the City.

OUTREACH & MEDIA CALENDAR

FEBRUARY

Feb 28
- Intercept Surveys

MARCH

March 26
- Transportation and Circulation Committee Presentation

APRIL

April 1
- Launch of project website
- Launch of online survey with question framing video
- Social media first posts

April 2
- Planning Commision Presentation

April 7
- City Council Presentation

APRIL (CONTINUED)

Throughout
- Ongoing collection of survey input
- TBD: Stakeholder Roadshows
- Weekly Twitter/Facebook posts

MAY

May 16
- 10am-12pm: Eastside Summit (Spanish) @ Franklin Elementary
- 2-4pm: Westside Summit (Spanish) @ Harding Elementary

May 18
- 6-8pm: Uptown Summit @ Peabody Elementary

May 19
- 6-8pm: Downtown Summit @ SB Public Libarary - Faulkner Gallery

May 20
- 6-8pm: Mesa Summit @ Washington Elementary

JUNE

June 15:
- Release of key findings from survey and Neighborhood Summits

JULY

TBD:
- Second interface with City Council

AUGUST - OCTOBER

Continual
- Announcement of project process through online portals

STEP 4:
COLLECT FEEDBACK

4.1] City Council Meetings

In addition to public meetings, the project team will also interface with the Santa Barbara City Council / Committees with information regarding project progress. The first interface will be held April 7th, 2015 in time for the project team to present the outreach and media strategy, and to preliminarily report on response rates. The second City Council meeting will be held shortly after the Neighborhood Summits to narrate the findings from the project outreach events.

4.2] Stakeholder Roadshow

The Stakeholder Roadshow will consist of a presentation that will be provided to Santa Barbara City Staff to circulate and present at select meetings held by key stakeholders. It is recommended that the City choose 10-15 existing community groups from the four key stakeholder groups (motorists, cyclists, business owners, and residents) to target for these presentations. The Stakeholder Roadways will ensure that community members that are not likely to utilize social media or the project website to get information regarding the project will be included in these discussions.

For this reason, the Stakeholder Roadshows should be scheduled shortly before the first of the neighborhood summits to ensure that attendees are made aware in advance, yet close enough to the summits to encourage attendance.

- **Distribution:** In addition to presenting at this meeting, the project team will generate flyers that outline the future dates of the summit, for distribution at each of the meetings.
- **Surveys:** At the roadshow, the team member present will bring copies of the project survey for attendees to fill out. These will mirror the questions that are asked on the Online Survey, and will be translated into the final tabulation of the survey results.

Most importantly, the Stakeholder Roadshow will excite residents about the project, begin to gauge the pulse of the feeling on the ground about the project goals, and help to ensure a large turnout for the follow-up neighborhood summits. Melendrez will prepare the content for the Stakeholder Roadshow, and will undergo one review and revision session with the City. The project manager at Melendrez will attend up to 3 Stakeholder Roadshows with City Staff.

4.3] Neighborhood Summits

Meléndrez and Fehr & Peers will facilitate five outreach events, which will include five two-hour neighborhood summits. The summits will incorporate creative and interactive media and technology, and allow for creative collection of responses. Videography and documentation will be available for approximately 10% of the neighborhood summits, and the footage will be used in future project materials.

The team is considering the following approach to the summits. One may be a Latino Summit; others may be coupled with additional neighborhood summits with existing CycleMAYnia events occurring throughout the City. Marrying the two efforts will increase the visibility of the Plan, and will allow the City to combine outreach efforts.

4.4] Intercept Surveys

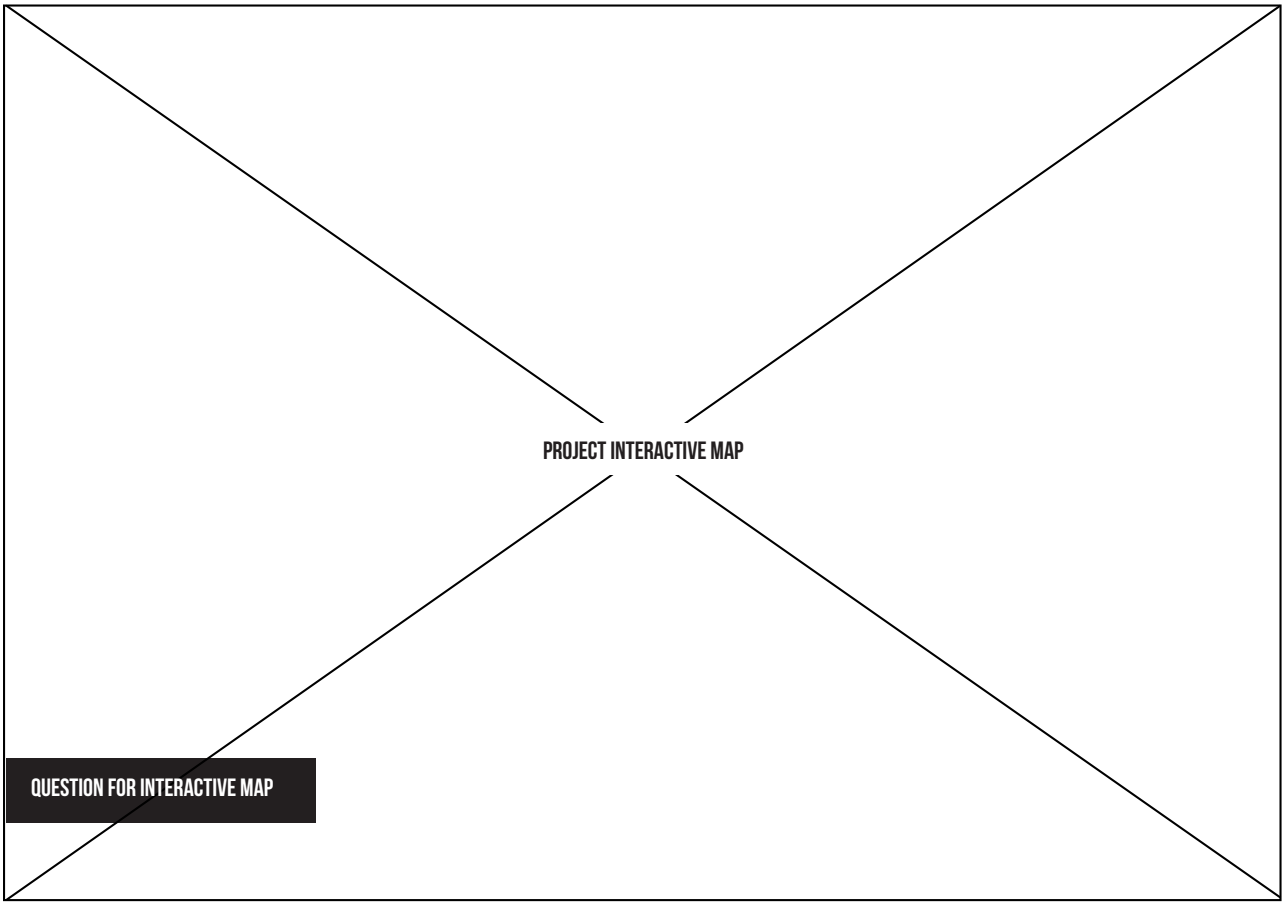
The project team will work with City staff to determine to what extent other surveys, community questionnaires, intercept surveys, etc., may be appropriate to gather comprehensive input.

4.5] Outreach Compilation

Summit Summaries: Our team will summarize findings of each Neighborhood Summit and produce a graphic document that outlines findings.

APPENDIX

WEBSITE WIREFRAME – APPENDIX A



SANTA BARBARA BICYCLE MASTER PLAN

PROJECT TAG LINE EXPLAINING INTERACTIVE MAP

MAP
PROJECT SURVEY
PROJECT TIMELINE
PROJECT EVENTS

JOIN US ON FACEBOOK

JOIN US ON TWITTER

SANTA BARBARA CITY WEBSITE

SANTA BARBARA BICYCLE MASTER PLAN

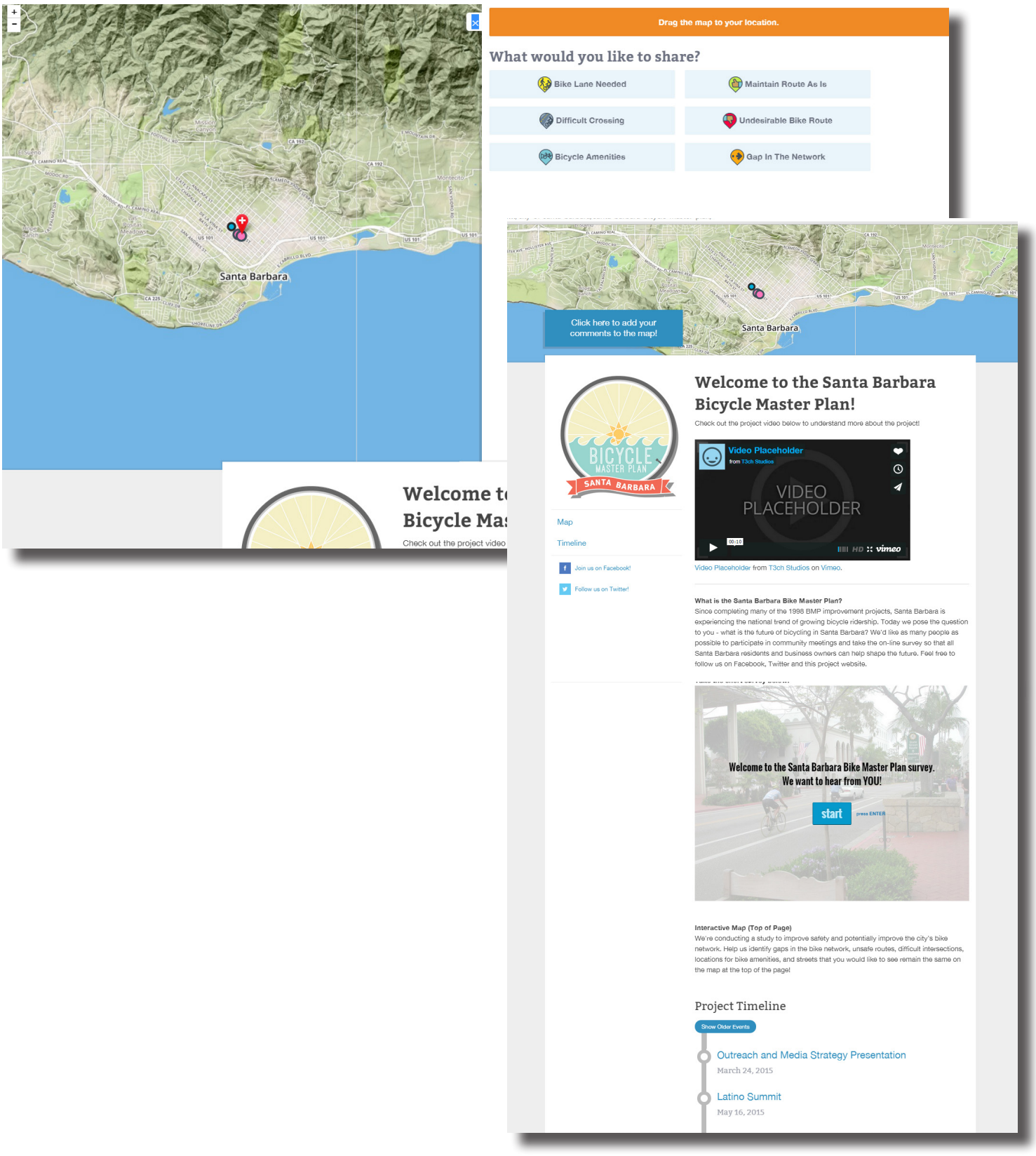
[PROJECT COPY EXPLAINING PROJECT]

PROJECT SURVEY LINK

PROJECT TIMELINE

PROJECT EVENTS

WEBSITE DRAFT SCREENSHOT – APPENDIX A



SURVEY DRAFT – APPENDIX B

Survey Questions:
Note: The survey questions will be formatted onto a Typeform online survey, and will also be graphically designed for convenient use during the Stakeholder Roadshows and Intercept Surveys

Circle your answer(s) and return/email to Peter Brown at: pbrown@santabarbaraca.gov or 630 Garden St, Santa Barbara, CA 93101

1. **What is your primary mode of transportation? In the last 7 days, I took most trips by (you must select one):**
   Bus, Car, Bike, Foot, Moped/motorcycle, Equal car/bike trips, Equal walk/bike trips

2. **Do you identify with any of these groups? (Choose all that apply)**
   I live on/near a bikeway, I have kids in a SB school, I own a business in town, I am a student, I am male, I am female, Other _____

3. **Do you think Santa Barbara is a safe place to ride a bike?**
   Very, Moderately, Barely, I won't ride in SB until the City does more, Riding is not for me

4. **What most prohibits you from riding a bike in Santa Barbara? (Select one)**
   Trip distance is too long, Routes are too hilly, Too dangerous: fast moving cars, I don't like riding a bike - I prefer driving or walking, Nothing - I ride regularly/occasionally

5. **Should it be a goal of the City of Santa Barbara to accommodate more people riding bikes to work and for recreational trips?**
   Yes, No

6. **What are your transportation priroties for Santa Barbara? (Please limit to your top three priorities)**
   Safety for all road users, Comfortable walking experience, Enhanced transit service, Improve the existing bicycle network, Extended bike network - create new routes, Ease of driving, Keeping existing car parking on City streets, Education and enforcement for people who bike, walk, and drive

7. **What types of bike facilities would you like to see more of in Santa Barbara? (Please limit to your top three)**
   *** Keyed photos**
   Colored bike lanes, Protected bike lanes, Buffered bike lanes, Painted bike lanes, Sharrows, Bike boulevards on residential streets, None - the City has enough bike lanes

8. **Why do you ride a bike? (Please limit your response to two choices)**
   I don't ride a bike, Save money, Do not own a vehicle, Exercise, Convenience/for fun, For the environment, Avoid traffic/parking

9. **The map below shows existing bike facilities in Santa Barbara. Rank your top two priorities for the Santa Barbara Bicycle Master Plan.**
   Close gaps in the bike network, Improve existing facilities (signage, colored lanes, buffers, etc.), Create new facilities, Keep bike facilities as is

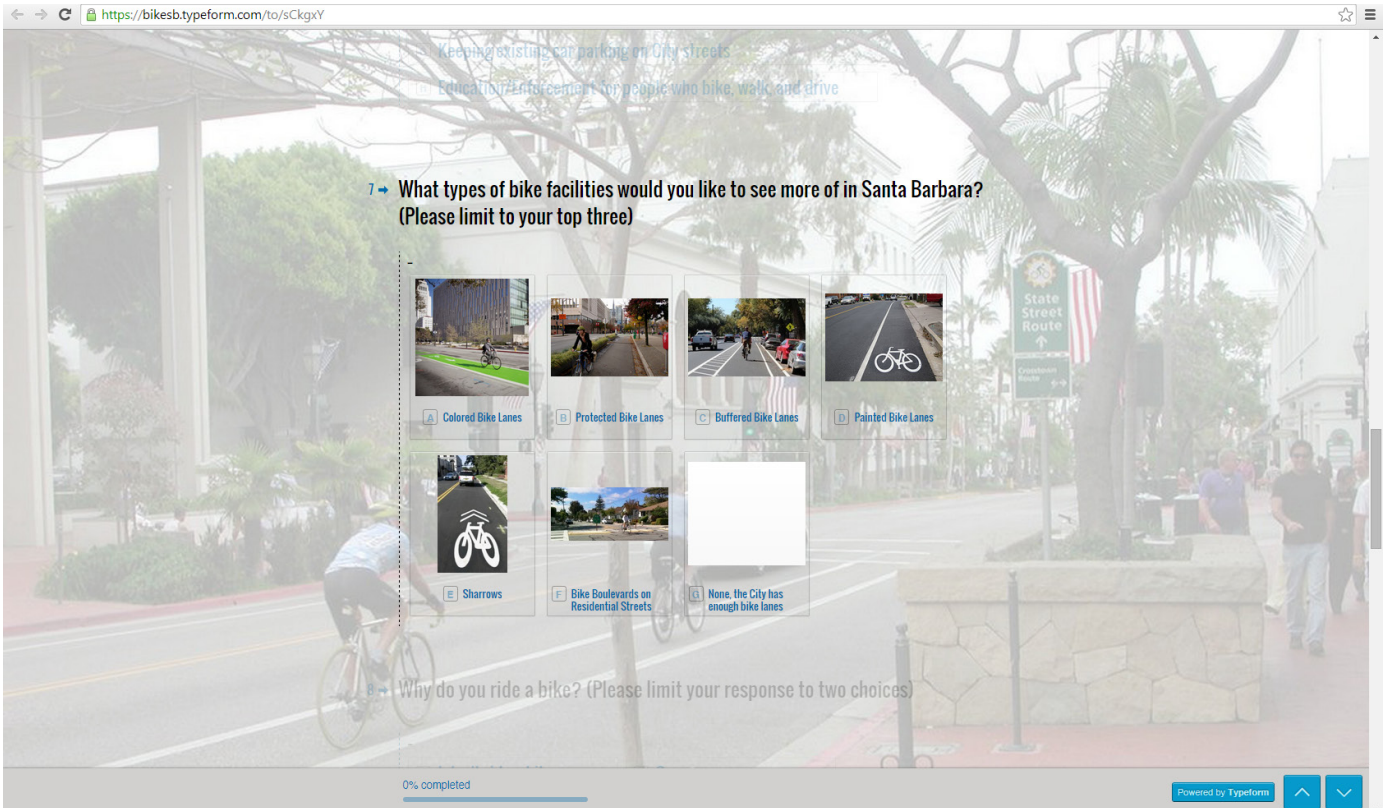
10. **What is the nearest intersection to where you live? (ex. Bath St. & Sola St.)**

    _____ & _____

11. **Please write your email address if you would like to get further information on the Bicycle Master Plan**

    _____

SURVEY SAMPLE SCREENSHOT – APPENDIX B



DRAFT MARCH SOCIAL MEDIA POSTS – APPENDIX C

First Month Twitter Posts: *March 23 - April 20*

- **Week of 3/23/15**
  Lookout for flyers about the SB Bike Master Plan. For more information on the project, visit us at: santabarbaraca.gov/BMP & like us on FB!

- **Week of 3/30/15**
  The SB Bike Master Plan is underway! Determine the future of the plan by going to SantaBarbaraCA.gov/BMP or sbsurvey.org to participate!

- **Day of 4/6/15**
  Come out to the City Council meeting tomorrow afternoon @ 2pm to hear about the SB Bike Master Plan project! #SBBMP

- **Week of 4/13/15**
  If you haven't already participated in the SB Bike Master Plan survey, visit sbsurvey.org or ciclismosb.org to give us your feedback! #SBBMP

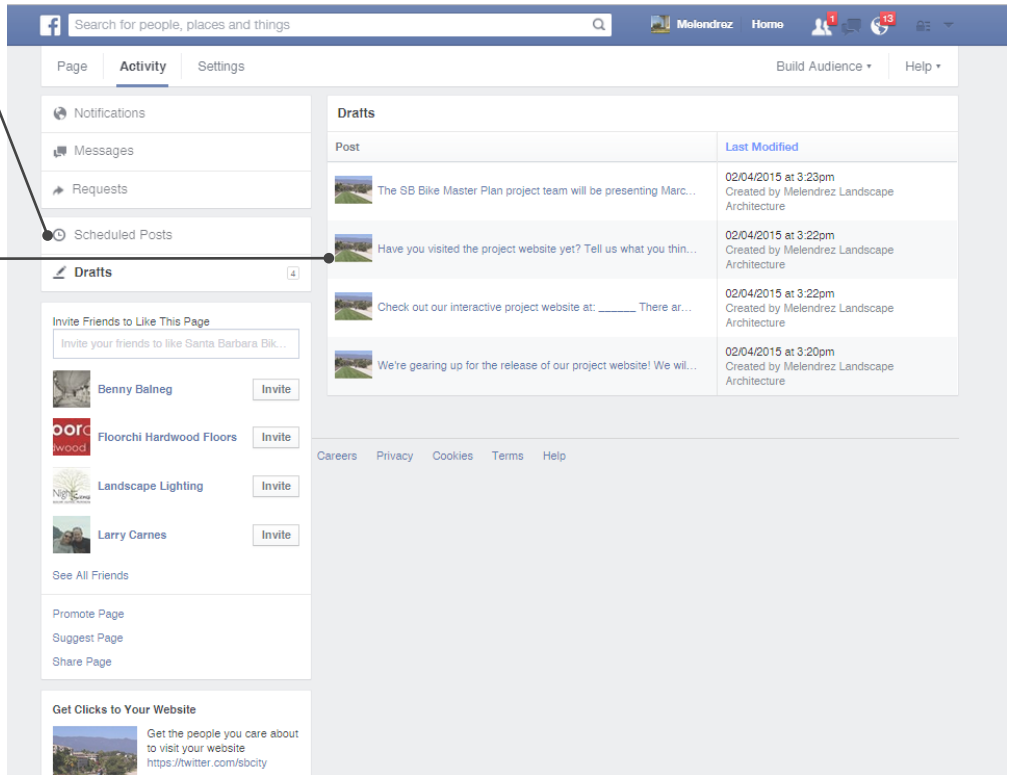
- **Week of 4/20/15**
  Visit our project website at santabarbaraca.gov/BMP to learn more about the upcoming Bike Master Plan Neighborhood Summits in May! #SBBMP

First Month Facebook Posts: *Late March 2015*

Utilizing the "Scheduled Posts" feature on Facebook, the project team will prepare weekly blasts for continual posting on the Facebook site. The area highlighted below outlines the first four Facebook posts that have been created for the SB Bike Master Plan Facebook page.

Scheduled Posts Feature

Draft Facebook Posts
[Available for review online]



Stakeholder Outreach List

City of Santa Barbara Public Works	Latino Community liaison
SBBIKE	Cambell Geo, Inc.
Sonos	SB County Air Pollution Control District
Community Environmental Council	Santa Barbara Metropolitan Transit District
SBCAG Traffic Solutions	SBCC Earth & Planetary Sciences
AB Design Studio	Visit Santa Barbara
SB Chamber of Commerce Public Info Officer	CMJ - Landscape Architechture
Downtown SB	Santa Barbara Rotary
Pelago (local tech firm	Santa Barbara Rotaract
Deckers	Kiwanis Club of Santa Barbara
Brownstein, Hyatt, Farber Shreck	Lions Club, Santa Barbara
Chamber of Commerce	Santa Barbara Downtown Organization
Lynx Prop Management	Santa Barbara Hispanic Chamber of Commerce
City of Santa Barbara Waterfront Dept.	
SBCC Biz Services Director	Santa Barbara Chamber
CAUSE/PUEBLO	AAA Santa Barbara
Nite Moves	Santa Barbara Car Free
Southern California Gas Company	Traffic Solutions Program
Southern California Edison	Santa Barbara Association of Governments
Montecito Bank and Trust	
City of Santa Barbara Creeks Division	Santa Barbara Bicycle Coalition
Ablitts-Dry Cleaning	Santa Barbara Beautiful
City Ventures- Developer	Santa Barbara Certified Farmers Market
PALABRA	La Casa De La Raza
Oniracom	SB Neighborhood Advisory Council
Invoca	Center for Community Education
Village properties, VP realityassoc.	Santa Barbara Unified School District
Mesa Lane Partners	University California Santa Barbara
Social Venture Partners	ECOalition
ebikezzzz electric bike shop	Community Environmental Council
Horny Toad- Clothing Company	Control District
Thompson Naylor, Mesa Arcitects	Sustainability Project of Santa Barbara
COAST	KCSB Radio
Santa Barbara City College	Santa Barbara Independent
Santa Barbara Open Streets	Santa Barbara News-Press
Santa Barbara Junior High	The Mesa Paper
Santa Barbara High	"Cottage Hospital and on the Coalition for Community Wellness"
	Milpas Community Association