COMMUNITY WORKSHOP #2

HOLLISTER AVENUE
COMPLETE STREETS
CORRIDOR PLAN

March 13, 2018
INTRODUCTION

• City of Goleta

• TJKM and RRM Design Group
AGENDA

1. What We Have Accomplished
2. Input Received
3. Stakeholders Input
4. Concept Alternatives
5. Breakout Sessions
6. Summary of Feedback
City of Goleta was awarded a TIGER VI Grant to develop a Complete Streets Corridor Plan along Hollister Avenue.

Hollister Avenue serves as a main corridor in Old Town providing access to the businesses and neighborhoods.

The purpose of the project is the development of a Complete Streets Corridor Plan to prioritize and enhance safety, access and mobility for all users.
PROJECT EXTENT
GOALS AND OBJECTIVES OF THE PROJECT

• Make Hollister Ave through Old Town safer for all travel modes and all users.

• Provide safe and convenient multi modal connections to residents, employees and visitors.

• Improve the quality of life by making Hollister Avenue appealing to walk, bike, drive, shop and dine.

• Maximize Community Engagement

• Identify a community preferred improvement alternative to achieve the vision of the project.
PROJECT KEY TASKS

• Public Outreach

• Inventory Existing Facilities and Identify Issues

• Needs and Demand Analysis

• **Develop Alternatives – Current**

• Complete Streets Plan
WHAT WE HAVE ACCOMPLISHED

• Existing Conditions and Feasibility Assessment (July 2017)
• Outreach
  o Workshop No.1 (April 2017)
  o Online Survey (March – May 2017)
  o Website goletacompletestreets.com
  o Text/Email Blasts
  o Walk/Bike Tour (May 2017)
  o Stakeholders Meetings (July & October 2017)
• Developed Concept Design for Future Hollister Avenue

TODAY: YOUR INPUT ON CONCEPT ALTERNATIVES
INPUT RECEIVED

• Workshop No.1 (April 2017)

• Online Survey (March – May 2017)

• Walk/Bike Tour (May 2017)

*Community input was analyzed and concepts were developed based on the input received.
### Community Feedback

**What are your concerns when travelling on Hollister Avenue? Please rank top three.**

<table>
<thead>
<tr>
<th>Concern</th>
<th>Priority 1</th>
<th>Priority 2</th>
<th>Priority 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cars are going too fast</td>
<td>![Red Circles]</td>
<td>![Yellow Circles]</td>
<td>![Green Circles]</td>
</tr>
<tr>
<td>Too many cars, traffic is too heavy</td>
<td>![Red Circles]</td>
<td>![Yellow Circles]</td>
<td>![Green Circles]</td>
</tr>
<tr>
<td>Walking is not safe</td>
<td>![Red Circles]</td>
<td>![Yellow Circles]</td>
<td>![Green Circles]</td>
</tr>
<tr>
<td>Missing sidewalks or crosswalks to get to my destinations</td>
<td>![Red Circles]</td>
<td>![Yellow Circles]</td>
<td>![Green Circles]</td>
</tr>
<tr>
<td>Bicycling is not safe</td>
<td>![Red Circles]</td>
<td>![Yellow Circles]</td>
<td>![Green Circles]</td>
</tr>
<tr>
<td>Missing bicycle paths to get to my destinations</td>
<td>![Red Circles]</td>
<td>![Yellow Circles]</td>
<td>![Green Circles]</td>
</tr>
</tbody>
</table>

**Commuter traffic using Hollister Avenue as alternative to other routes**

| Bus stop location is not ideal                                        | ![Red Circles] | ![Yellow Circles] | ![Green Circles] |
| Parking                                                               | ![Red Circles] | ![Yellow Circles] | ![Green Circles] |
| Street is too dark                                                    | ![Red Circles] | ![Yellow Circles] | ![Green Circles] |
| Personal Safety                                                       | ![Red Circles] | ![Yellow Circles] | ![Green Circles] |
What are your primary concerns when traveling on Hollister Avenue? (Select Top 3 Concerns)
Which mode of transportation (Walk/Bike/Drive/Transit) do you most often use for trips in Old Town? (Please select all that apply)
How would you rate the amenities along Hollister Avenue?

- Vehicle lanes
- Bicycle area and bicycle facilities
- Sidewalks and pedestrian facilities
- Street Lighting
- Landscaping
- Bus stop facilities (shelters, benches, timetables, etc.)

1. Excellent
2. Good
3. Fair
4. Poor
If sidewalks, bike lanes, and bus stop improvements were made to Hollister Avenue, how likely is it that you would choose the following rather than drive?

- **Bus**
  - Very Likely
  - Somewhat Likely
  - Not Likely

- **Bike**
  - Very Likely
  - Somewhat Likely
  - Not Likely

- **Walk**
  - Very Likely
  - Somewhat Likely
  - Not Likely
WALK/BIKE TOUR (MAY 2017)
STAKEHOLDERS INPUT

Met with the stakeholders on July and October 2017:

- City of Goleta
- Old Town Association Community
- Old Town Business Group and Goleta Chamber of Commerce
- COAST (Coalition for Sustainable Transportation)
- SB Bike (Santa Barbara Bicycle Coalition)
- City of Santa Barbara
- County of Santa Barbara
- Community Environment Council
- SBCAG (Santa Barbara County Association of Governments)
- Traffic Solutions - SBCAG
- MTD (Metropolitan Transit District)
- UC Santa Barbara Planning
CONCEPT ALTERNATIVES

EXISTING CONDITIONS

OPTION A

OPTION B

OPTION C
A. TWO LANE + PARKING ON NORTH SIDE
B. SINGLE LANE + REVERSE DIAGONAL PARKING

- At a glance
  - Option A
  - Option B
  - Option C
C. SINGLE LANE + PARALLEL PARKING
BACK IN/REVERSE ANGLED PARKING
BACK IN/REVERSE PARKING

BACK-IN ANGLE PARKING

Did you know?

• Back-in angle parking allows you to safely load parcels in your trunk from the sidewalk.

• By backing in, your doors create a barrier to discourage any young passengers from running into the street.

• When departing, you have full field of vision up and down the street.
WORKSHOP SESSION

• Understand three options;
• Share your ideas, comments and concerns;

• Vote before you leave the room: stickers
NEXT STEPS

• Businesses and Property Owners Workshop (March 14, 2018)

• Finalize preferred concepts based on input

• Traffic Analysis

• Prepare Complete Streets Plan

• Visit www.goletacompletestreets.com to receive email/text updates.
Hollister Avenue Complete Streets Corridor Project

We want to hear from you! Join us for an upcoming workshop on this project where you will view three design options for Hollister Avenue and provide your feedback.

- **Community Workshop** (for residents and visitors to the area) - March 13, 5:30 - 7:30 p.m. at the Goleta Valley Community Center (5679 Hollister Avenue)

- **Old Town Business Workshop** (for business owners and employees) - March 14, 9:00 - 10:30 a.m. at the Goleta Valley Community Center (5679 Hollister Avenue)

Can't make the workshop? Take our survey in English or take our survey in Spanish.

To have information on this project delivered via email, sign up here. For more project details, check out our flyer in English and our flyer in Spanish.

Description