City of Goleta • Bicycle and Pedestrian Master Plan

Draft Document Outline – Revised 10 August 2017

1. INTRODUCTION
   Scope
   Study Area
   Vision, Goals and Objectives
      Potential Performance Measures
   Planning Context
      Bicycle/Pedestrian Network History
      Regional Planning and Previous Master Plans
      Relationship to GP and Other City Planning
         Integrating Hollister Avenue Complete Streets
   Bicycle and Pedestrian State of Practice
      Overview
      Primary Guidance (Caltrans HDM Chapter 1000, AASHTO Bikeway Guide, NACTO Bikeway, Street and Stormwater Guides)
      Applicable Legislation (SB 1, 375, 672, 743 and AB-902, 1096, 1358, 1581, 1371, 1193, 1218)
      Complete Streets and Routine Accommodation
   Bicycling and Walking Benefits
      Environmental Benefits (Community/regional emissions reductions, air quality improvements)
      Health Benefits (Individual and community health improvements, active lifestyle, social interaction)
      Economic Benefits (Individual and community cost savings, property values, tourism)
      Social Justice (Disadvantaged communities, expanded mobility choice)

2. EXISTING CONDITIONS AND ANALYSIS
   Existing Conditions
      Land Use (Existing and planned)
      Roadway Conditions (Roadway types, ADTs, speed limits)
      Activity Centers (Typical and specific to Goleta)
      Mobility Barriers (Bicycle and pedestrian travel barriers)
      Bicycling Mode Share (Most recent bike mode share: US Census, Strava®, other sources)
      Walking Mode Share (Most recent walking mode share: US Census)
      Public Transit Mode Share (MTD routes and boarding/alighting data)
      Personal Vehicle Availability (Personal vehicle ownership: US Census)
      School Zone Infrastructure (Existing bike/pedestrian treatments around schools)
      Population and Employment (Population density, employment density: US Census)
      Income (Household income: US Census)
      Age Stratification (Age density patterns: US Census)
Analysis
- Bicycle and Pedestrian Propensity (GIS modeling/analysis)
- Bicycle and Pedestrian Collisions (Collision mapping/analysis (SWITRS, TIMS, Sheriff))
- Demographic Trends and Characteristics (Population, ethnicity, age trends: US Census)
- Level of Traffic Stress (Analysis employing existing street type, width, traffic volume, speed, etc.)
- Gap Analysis (Barriers to bicycle and pedestrian travel analysis)

3. PUBLIC OUTREACH
Outreach Plan
Technical Advisory Committee (Role, member list: Various City of Goleta departments, City of Santa Barbara, County of Santa Barbara, UCSB, SBCAG, MTD, Goleta Chamber of Commerce, County Health, SBBike, COAST, Community Environmental Council, Community Associations)
Public Workshops and Pop-up Events (Locations and outcomes)
Online Survey and Comment Map (Methodology and outcomes)
Outreach Summary (Outreach results compilation and analysis)

4. RECOMMENDATIONS
Bicycle and Pedestrian Treatments
- Bicycle Treatments (Class I, II, III, IV, Buffered Class II lanes, sharrows, bike boxes, bicycle boulevards, protected intersections, signage and wayfinding)
- Pedestrian Treatments (PHBs, RRFBs, pedestrian refuges, mid-block crossings, curb extensions, senior zones)
Traffic Calming (Roundabouts, speed tables/raised crosswalks, diverters, signals/warning devices)

Recommended Physical Improvements
- Bicycle and Pedestrian Improvement Prioritization (Based on analysis, City and public input, best practices, demographic trends, etc.)
- Updated Street Design Standards (Current best practices supporting Complete Streets)
- Wayfinding Signage Improvements
- Integration with Other Transportation Modes

Recommended Programs and Policies
- Pedestrian and Bicycle Policies (Recommended new policies and revisions)
- Walking/Biking Education/Promotion Programs (Example programs)
- Inter-Agency Communication (City, County, SBCAG, UCSB, MTD, Sheriff, Fire)
- Tracking and Monitoring Pedestrian and Bicycle Travel (Recommended protocols)
- Policy Integration (Vision Zero, GHG, Complete Streets, Routine Accommodation, Safe Routes to School, Social Justice, Disadvantaged Communities)

Future Opportunities (Long-term vision, comprehensive low-stress network)

5. FUNDING
Typical Costs
Preliminary Cost Estimates
Funding Source Recommendations and Strategies