City of Goleta received a TIGER VI Discretionary 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.

Project is undertaking development of the Plan to prioritize and enhance safety, access and mobility for all users.

**Incomplete Streets** – design is out of sync with the needs of the people using it. Incomplete Streets create barriers.

**Complete Streets** – Planned, Designed, Operated, and Maintained to provide safe mobility for all users. Complete Streets are streets for everyone.
City of Goleta received a TIGER VI Grants to develop a Complete Streets Corridor Plan along Hollister Avenue through direct community engagement and coordinated efforts.

- Make Old Town Hollister safer for all travel modes
- 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
• **Inventory Existing Conditions** – Key task to review and consolidate planned projects, as well as City and County’s development policies and guidelines.

• **Identify Issues and analyze needs** – A comprehensive evaluation of the Hollister corridor under existing and future conditions. The studies will look into elements such as traffic volumes, collision history, handicapped accessibility, deficiencies in pedestrian and bicycle facilities, parking, and public input results. The major evaluating criteria include traffic efficiency, safety, community preferences, and cost of implementation.

• **Public Outreach** – One of the most important tasks is to receive insights from the people who live, work, and play in Goleta. Involvement of residents, employees, business owners, and visitors is critical to the Plan’s success.
Develop Alternatives – Based on public input and engineering assessment, the project team will develop alternatives to the existing conditions that are feasible to implement.

A preferred corridor alternative will be developed.

The preferred corridor alternative will be taken forward in the Final Complete Streets Corridor Plan.
Primary Tasks

Future Tasks

• Programmatic Environmental Document for the Plan.

• Finalize and Adopt the Plan.
Public Outreach

• The first Public Outreach Workshop was held on April 13, 2017 at the Goleta Valley Community Center.
  - Over 60 people attended
  - Workshop focused on gathering input
• Held a Walking and Biking Tour of Old Town Goleta on May 6, 2017.
  
  ○ Over 40 people attended – broke into two groups a walking group and biking group
  
  ○ The groups toured the Old Town area to discuss existing issues and ideas, and discussed current and future projects programmed for the Old Town area.
Public Outreach

- **Project Survey** – Online and Print available until May 31, 2017

- Visit [www.goletacompletestreets.com](http://www.goletacompletestreets.com) to receive email/text updates.

- **Workshops scheduled in September 2017** – Present results of engineering and traffic studies

- **Workshop scheduled in October 2017** – Present corridor alternatives