



# Santa Barbara CALIFORNIA



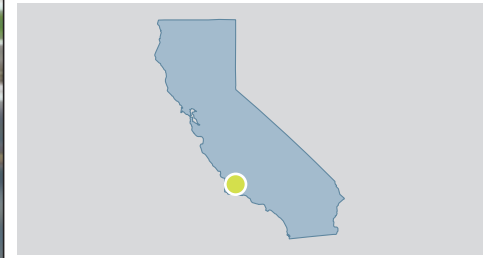
Level Awarded: Silver

Date Awarded: May 2003, renewed May 2005

Population: 90,473

Square Miles (land): 19.0

Location:



## MOST SIGNIFICANT ACCOMPLISHMENT

Santa Barbara recently completed the Shoreline Bikeway, a shared use path with an adjacent sidewalk and landscaping that was made possible through the removal of two mixed-flow motor vehicle lanes. The project cost \$1.2 million.

## HIGHLIGHTS

Santa Barbara has established an Alternative Transportation Planning Division to make alternative modes of transportation so attractive and accessible that use of the automobile is a choice, not a necessity. The city's daily operations are focused on improving the bicycle and pedestrian environment.

Santa Barbara has recognized the importance of bicycling with its pioneering 1974 Bike Master Plan, with a subsequent Bicycle Master Plan of 1998, and a progressive Circulation Element of 1998. The City updated its Bicycle Master Plan in late 2003 with a renewed commitment to fulfilling the goals of the document.

The city has purchased 10 bicycles for use by city employees for work, recreation, and personal purposes. Secure and covered bicycle parking for these fleet bicycles was installed in prominent places. In addition, the city offers monthly Street Skills for Cyclists classes, and provides free helmets for employees who take part.

The city hosts Bike to Work day annually at a downtown location and participates regularly in incentive program to increase bicycling, such as a \$200 per day give-away to all downtown employees who bicycled to work or used another form of alternative transportation during a six-month period.

Santa Barbara installs short-term bicycle parking facilities in front of any local businesses that request it. The city provides materials in English and Spanish for bicyclists on traffic laws, safety at night, and employer assistance opportunities. Santa Barbara also provides support for the area's Safe Routes to School program.

Santa Barbara offers scholarships for Spanish speakers to become League Cycling Instructors and distributes lights to bicycle-dependent commuters.



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For More Info

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