

# 4. ROLLING IT OUT

## INTRODUCTION

The Bike Action Plan envisions a transformation in Santa Monica, guided by the LUCE goals and propelled by the community's energy and enthusiasm for bicycling. This chapter identifies immediate implementation strategy for programs and bicycle facilities that reflect community input, staff and consultant analysis, funding opportunities and feasibility. The strategy is both innovative and practical. It accounts for existing conditions, looking at ways to enhance what is available today, while introducing complementary programs and facilities. Together these programs and facilities form an effective way to get more people to bicycle over the next five years. These priorities will inform investment and funding decisions, guide grant applications, and coordinate bicycle-related efforts over the next five years.

Bike Action Plan implementation focuses on investment education, encouragement, parking, wayfinding, bike sharing, and bikeway network development. Recommended programs consist of a comprehensive and

aggressive effort to encourage and support people who choose to bicycle. Bikeway recommendations implement fundamental improvements on as many streets as possible, and advance improvements on a core network that will showcase key projects and will effectively elevate the profile of bicycling in Santa Monica. All recommendations are informed by the City's coordinated land use and transportation planning efforts and the opportunities to capitalize on current investment in the Expo Light Rail system.



Source: City of Santa Monica

The Bike Action Plan recommends two implementation phases characterized as the 5-Year Implementation Plan and the 20-Year Vision. The 5-Year Implementation Plan consists of critical projects and programs that can be completed within the timeframe considering the amount of planning, design and engineering effort required. This includes installation of shared lane markings and buffered bike lanes on streets with adequate space for striping without realigning a street's centerline, moving curbs, or removing parking or travel lanes. The 5-Year plan also includes bikeway development that will involve more change to curbs, parking, or roadway

configuration and the therefore require additional planning, design and engineering effort. The 20-Year Vision includes key facility and program development that may require larger investments in staff resources, study, design, and public processes. The main difference between the 5-year and 20-year implementation strategies are the implementation challenges and funding requirements associated with the programs and projects within each strategy.

Bike Action Plan implementation envisions ongoing support from community collaborators, monitoring, and dialogue with bicycle groups and bicyclists. Partnerships play an important role in the implementation of the Plan. The Plan must reflect and respond to community needs to keep programs and bikeways appealing and current.

Recommendations will be enabled by existing or anticipated resource availability including grant awards, summarized in Figure 4-1.

The conceptual construction cost of the 5-Year Implementation Plan exceeds the baseline funding scenario. However, the implementation strategy's flexibility in project and program selection allows for adjustments based on funding opportunities and community priorities at any given point in time.

In all, this plan's recommended future programs and bikeway improvements are brought together as effective ways to implement LUCE and achieve Metro's regional and state goals, as reflected in Caltrans' goals for bicycling. The public and the bicycling community will have opportunities to provide input on proposed implementation through regular bicycle public meetings/hearings. The Planning Commission may review specific project proposals, monitor ongoing performance against objectives and make recommendations to the City Council on implementation priorities. In this way, the Bike Action Plan offers a roadmap that sets a course—guided by community participation—for making Santa Monica a bicycle-friendly community for all.

### HIGH VISIBILITY BIKEWAYS

As part of the 5-Year Implementation Plan, the City of Santa Monica will begin striping high visibility bikeways enhanced with green color pavement treatments. Corridors that will be enhanced with these highly visible treatments are those that experience high bicycle demand and connect into major transit hubs or future Expo Light Rail stations. Although the City is adopting a bike lane striping standard that includes green colored bike lanes for all buffered bike lanes, the corridors that are prioritized for initial investment include:

- ▶ 2nd/Main Bikeway
- ▶ 11th Street Bikeway
- ▶ 14th Street Bikeway
- ▶ Broadway Bikeway

### IMPLEMENTATION STRATEGY ACTIVITIES

Implementation activities within the 5-Year Implementation Plan and the 20-Year Vision are flexible and were identified as shorter or longer term generally based on funding availability, level of effort, and barriers to implementation. The following list summarizes the implementation approach:

- ▶ Improving existing programs
- ▶ Creating new and innovative programs
- ▶ Developing new bikeways
- ▶ Enhancing existing bikeways
- ▶ Showcasing demonstration projects
- ▶ Supplementing the network with ancillary infrastructure

The following sections provide details of 5-year implementation projects (including programs and bikeways), as well as procedures for measuring and monitoring implementation and effectiveness, and recommended next steps as projects are implemented.

**Figure 4-1 Existing Grant Funding for Bicycle Facilities and Programs**

| Infrastructure Project Type | Description   | Status                            | Outside Grant Funding |
|-----------------------------|---|-----------------------------------|-----------------------|
| Facility Improvements       | Bike network enhancements to support Exposition line. Increased safety and convenience with signal detection, highly visible lane markings and new bike racks.  | Funding Secured<br>Available 2013 | \$2,057,489           |
| Facility Improvements       | Design, installation and evaluation of several bicycle technologies in Santa Monica and development of toolkit by use of Westside Cities.   | Funding Secured                   | \$279,000             |
| Facility Improvements       | Michigan Avenue Neighborhood Greenway (planning)  | Funding Secured                   | \$138,600             |
|                             |   | <b>FACILITY TOTAL</b>             | <b>\$2,475,089</b>    |
| Program – Bike Sharing      | System of shared public bicycles supporting major destinations such as transit stops, commercial districts, large employers, and educational institutions.  | Funding Secured<br>Available 2016 | \$1,542,925           |
| Program – Encouragement     | No Net New Trips' Rideshare Toolkit   | Funding secured                   | *                     |
| Program – Education         | Confident City Cycling Training   | Funding secured                   | \$33,000              |
| Program – Education         | Safe Routes to School – Bicycle infrastructure improvements such as improved intersection configurations, crosswalks, and pavements markings. Also includes student educational component, signage and bicycle storage. | Funding secured                   | \$880,000             |
| Program – Education         | Safe Routes to School – Consultant services to coordinate education, outreach, evaluation and documentation of pedestrian and bicycle programs at the two middle schools and two elementary schools.                    | Funding secured                   | \$197,000             |
| Program – Education         | Save Routes to School – School-based bicycle training program (Curriculum developments, educational activities, hands-on training, outreach, evaluation and documentation) for middle school students.                  | Funding Secured                   | \$85,000              |
|                             |   | <b>PROGAMS TOTAL</b>              | <b>\$2,737,925</b>    |
|                             |   | <b>TOTAL GRANT FUNDING</b>        | <b>\$5,213,014</b>    |

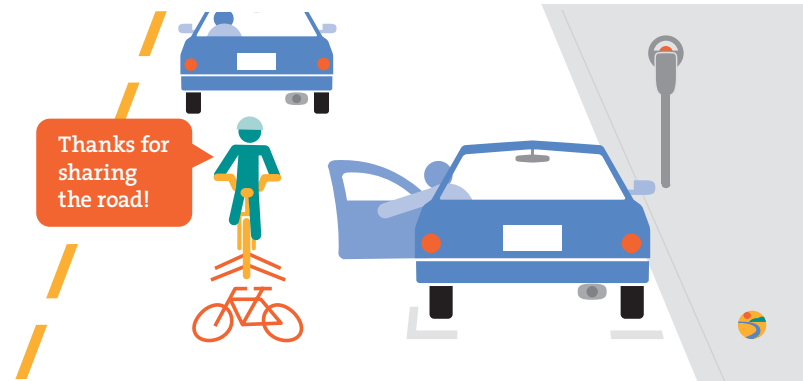
\* These grants have a broader multi-modal scope, however they are listed as they have a bicycle component.

## BALANCE PROGRAM DEPLOYMENT BASED ON COMMUNITY PRIORITIES

A toolkit for programming and development of supporting facilities is listed in Chapter 3 and provides a broad menu of options. The following implementation strategy focuses on investment in programming over the next five years. The intensity and robustness of program deployment depends on:

- ▶ Funding and effort scenarios anticipated by the City of Santa Monica (base, medium, and high); and
- ▶ Relative priority levels of program categories as communicated by the community.

Bicycle programs are typically funded through a limited number of competitive grants, thus some degree of flexibility allows the City to be opportunistic. The programs that are prioritized highest in the 5-Year implementation strategy strongly reflect what the public signaled as important. During the community outreach process, citizens identified education, encouragement, and supporting facilities such as wayfinding and bike parking as critical needs. Therefore, the City intends to apply moderate to aggressive funding levels to these program categories and deploy programs that may require a higher level of investment and effort.



*When shared lane markings were installed on 14th Street, the City of Santa Monica initiated a bus advertisement education campaign. Source: City of Santa Monica*

The level and type of program implementation should be guided using the following actions:

- ▶ Prioritize education and encouragement as a compliment to bikeway network development.
- ▶ Deliver programs concurrent with bikeway projects that require education, awareness, and promotion (e.g. shared lane markings may not be understood by the general public immediately after installation).
- ▶ Be informed by changing community needs and results of monitoring over time and adjust the types or intensity of programs.



Figure 4-2 displays prioritized program categories developed by the community, and in turn identifies what types of programs could be pursued given current and anticipated levels of funding.

## Program Implementation

These prioritized program categories were developed by citizens and identifies what type of programs should be pursued for funding and deployed given current and anticipated levels of funding. **Bold** indicates some funding has been secured for the project.



Figure 4-2 Program Implementation Strategy

| Program Category | Base   | Medium  | High   |
|------------------|--|---|--|
| Education        | <b>Bicycle Campus Planning</b> , Develop a City TV episode highlighting benefits of biking, safety, etc., Bike Education at events, Bike Rodeos, <b>One time Bike training for city workers</b>  | Educational videos, <b>Bicycle Campus Opening, Classes offered through City Bike Center</b> , Additional City TV Episodes, Bike Training for adults and additional training for youth and targeted groups like Seniors  | Develop Core Educational Programming, On-going Bicycle Training, Bicycle Repair Skills   |
| Events           | <b>Bike to Work Day, Bike It! Day</b> , Bike to Park Day, <b>Presence at special events (Glow, Marathon)</b> , Technical support for events with bike element (i.e. Tour da Arts)  | Bike cross promotion at events, Success celebrations for programs and facilities, <b>Revise event requirements regarding bicycles, Bike Center Tours</b> , Car Free Street Events   | Cyclovia   |
| Awareness        | <b>Attend public forums and existing group and or commissions' meetings</b> , Create Bike Program Identity, One targeted Sharrow campaign including bus tailcards  | <b>Continued collaboration with Advocacy Groups, City Leadership Cycle Talks</b> , Awareness Campaigns, Bicycle Showcase Tours, Giveaways   | Ongoing targeted campaigns   |
| Information      | <b>Request System (City Go App and Web Page), Bike info. at City Events, Self-guided bike tour maps, bike on bus web information and on maps</b>   | <b>Electronic map information on City website and others</b> , Updated Bike Map, Directions to major destinations, Encourage others to include cycling in promos, <b>New resident packet, Info incorporated into event process, Web Improvements, Web based multi-modal trip planning</b>   | Real time bike parking availability  |
| Encouragement    | <b>Offer technical assistance to schools for access, Support Bikelt! Day, Employer TDM web improvements, Provide information to employers regarding Bike@Work and Bike Parking, Work with bicycle advocacy groups, New resident outreach</b> | <b>Safe Routes to School (Samohi, Middle School bicycle training, Middle and Elementary encouragement)</b> , Mobile School Bike Training, Bike Friendly Business Recognition, Support Buy Local, Encourage Bike Local bike to business discounts, Car-Free Tourism support, <b>TMA Formation Planning</b> , Bike Pooling, Partner with SMC on TDM | TMA Formation Outreach, <b>Santa Monica High School access and parking improvements, No Net New Trips Toolkit that provide help and incentives for employers</b> , Bicycle Ownership |
| Enforcement      | <b>PD Bicycle Ambassador</b> , Establish Ticket Diversion Program  | Prioritize enforcement based on safety, Agency coordination on rules and rights of the Road   | Consider anti-harassment rules   |

| Program Category  | Base   | Medium   | High  |
|---|--|--|---|
| Supporting Infrastructure                               |  |  |   |
| Bicycle Parking (Valet, Bike Centers, and public racks) | Bike Valet at Sunday Farmers' Market, Bike Parking at Santa Monica High School, 800 New public bike parking spaces | Increased bike parking requirements and amenities, Bike Valet at additional Farmers' Markets, 2,500 new bike parking spaces for public, provide on site bike racks for businesses as part of TDM toolkit, Create four bike corrals | Complete and Operate Bike Centers – full and self service at Parking Structures 7 and 8, additional Bike Centers at two rail stations |
| Bike Share  | Planning efforts for local and citywide Bike Share   | Pilot Bike Share Program in Downtown focused on Employees or in business areas   | Citywide Public Bike Share Program – 10 bikes at 25 locations   |
| Wayfinding  | Planning Beach Bike Trail signage improvements   | Install Beach Trail signage and striping plans, Citywide wayfinding to major destinations and on primary bikeways  | Design and phased implementation of comprehensive wayfinding system   |

Chapter 3 provided brief descriptions of the many types of programs that Santa Monica plans for near- and long-term deployment. Figure 4-3 expands upon the programs' descriptions by identifying potential partners and actions steps for implementation, and a sense of funding needed to support each program. The action steps are intended to ensure implementation is achievable and that potential partners and stakeholders are engaged earlier. Potential program partners include a wide range of community-based and business groups including advocacy groups, The action steps will also help programs operate as effectively as possible.

**Figure 4-3 5-Year Program Implementation Recommendations**

| Program                              | Description  | Effort/<br>Funding<br>Needs | Partners  | Potential Action Items   |
|--------------------------------------|--|-----------------------------|---|--|
| <b>EVENTS &gt;&gt;</b>               |  |                             |   |  |
| Bike to Work Month/<br>Week/Day      | Celebratory events during the month of May including "pit stops" providing food, giveaways, information and specials to encourage bicycling. | Low                         | Advocacy groups, Bike Shops, Major Employers, City, Schools, Convention and Visitors Bureau | <ul style="list-style-type: none"> <li>▶ Appoint a Bike to Work leader to coordinate and expand the program</li> <li>▶ Develop employer-based competition with prizes and recognition</li> </ul>   |
| Bikelt! Day                          | Student-led event to encourage biking, walking, and taking a bus to school.  | Low                         | Advocacy Groups, Schools, City  | <ul style="list-style-type: none"> <li>▶ Outreach to non-participating schools</li> <li>▶ Invite more partners (such as businesses)</li> <li>▶ Create incentives for participation like free bicycle gear</li> <li>▶ Promote the success of recent Bikelt! Days</li> </ul> |
| Car-Free Street Events               | In conjunctions with other events, close streets to automobiles and open them to bicycles, pedestrians, etc.                                 | High                        | City, Event Organizers, Advocacy Groups   | <ul style="list-style-type: none"> <li>▶ Identify existing street closure events that could incorporate bicycle use before or after the event</li> <li>▶ Identify ideal streets</li> <li>▶ Work with Police Department on traffic re-routing options</li> </ul>            |
| Cross-Promotion at<br>Bicycle Events | Integrate bicycling into Santa Monica events such as the Farmers' Markets, GLOW, Twilight Dance Series, Pier Drive-In, etc.                  | Low – Med                   | City, Special Events Organizers   | <ul style="list-style-type: none"> <li>▶ Assist in promoting bike access and information for distribution</li> <li>▶ Identify strategies for incorporating unique bike efforts</li> <li>▶ Coordinate with event organizers</li> </ul>                                      |
| Bike Tours                           | Occasional tours of the City by bike that may be focused on a special theme.   | Low – Med                   | Volunteers, City, Advocacy Groups, Bicycle and Tourism-based Businesses                     | <ul style="list-style-type: none"> <li>▶ Develop schedule of community bicycle rides and resources</li> <li>▶ Provide logistical support</li> </ul>  |
| Bicycle Event Support                | Technical support to encourage others to host successful bicycle events (i.e. Tour da Arts)  | Low                         | Businesses, Artists, City, Advocacy Groups  | <ul style="list-style-type: none"> <li>▶ Coordinate with local event sponsors</li> <li>▶ Include events on upcoming event calendars</li> </ul>   |
| Success Celebrations                 | Host ribbon cuttings, openings, and provide award recognition  | Low                         | City, Community Leaders, Advocacy Groups  | <ul style="list-style-type: none"> <li>▶ Plan and organize press releases and opening ceremonies</li> </ul>  |

| Program   | Description  | Effort/<br>Funding<br>Needs | Partners   | Potential Action Items   |
|---|--|-----------------------------|--|--|
| <b>AWARENESS &gt;&gt;</b>                         |  |                             |  |  |
| Cycle Talks                                       | Regularly hosted discussion to explore bicycle issues  | Low                         | City, Public, Advocacy Groups  | <ul style="list-style-type: none"> <li>▶ Schedule regular dates and times</li> <li>▶ Identify discussion themes and potential speakers (local and state leaders / practitioners in bicycle planning, research, and advocacy)</li> <li>▶ Promote Cycle Talks at schools and colleges (including SMC, UCLA, USC, etc.), libraries, businesses, community centers</li> </ul>                            |
| Collaboration with Advocacy Groups                | Collaborate with established bicycle advocacy and support groups to create synergy   | Low                         | LACBC, Santa Monica Spoke, City, C.I.C.L.E., Sustainable Streets     | <ul style="list-style-type: none"> <li>▶ Meet with support and advocacy groups and maintain ongoing communications</li> <li>▶ Explore joint program and mutual support opportunities</li> </ul>  |
| Santa Monica’s Bike Network Showcase              | Self-guided or guided tours highlighting Santa Monica bike programs and facilities   | Low – Med                   | City, Bike Shops, Public   | <ul style="list-style-type: none"> <li>▶ Create and schedule a tour of new and current bicycle programs and facilities</li> <li>▶ Promote on website and through other means</li> </ul>  |
| Bike Program Identity                             | Development of a new visual identity that has the ability to encompass the entire suite of current and future bicycle programs and facilities                      | Low                         | City, Design Consultant  | <ul style="list-style-type: none"> <li>▶ Hire a graphic designer to create consistent branding and eye-catching design work</li> <li>▶ Develop tailored logos</li> </ul>   |
| Targeted Campaigns                                | Educate all road users about the rules of the road, benefits of cycling, etc. in a fun and catchy way such as Celebrity PSAs, television spots, giveaways and more | Med                         | City, Advocacy Groups, Local Celebrities and Bike Champions, City TV | <ul style="list-style-type: none"> <li>▶ Develop messaging ideas</li> <li>▶ Establish outlets for a list of places to have signage</li> <li>▶ Roll out a campaign at a strategic time of year (i.e. start of the school year)</li> <li>▶ Regularly review key messages for current bicycle topics</li> </ul>   |
| <b>INFORMATION &gt;&gt;</b>                       |  |                             |  |  |
| Updated Website                                   | Create a more comprehensive and robust online bicycle-information source   | Med                         | City   | <ul style="list-style-type: none"> <li>▶ Launch and promote website domain name</li> <li>▶ Develop a list of website content</li> <li>▶ Work with a web developer to create site</li> </ul>  |
| Request System<br>Santa Monica GO App and Website | Online and mobile applications which enable the public to connect to the City to report needs and issues   | Low                         | City   | <ul style="list-style-type: none"> <li>▶ Better advertise this service</li> <li>▶ Monitor customer service requests and responses regularly</li> </ul>   |
| Bicycle Maps and Trip Planning                    | Printed, reusable bicycle maps and online bicycle maps which support local and regional bicycle and multi-modal trip planning and tour routes                      | Med – High                  | City, Advocacy Groups, Convention and Visitors Bureau                | <ul style="list-style-type: none"> <li>▶ Update existing map as needed</li> <li>▶ Print and distribute maps as available and needed</li> <li>▶ Determine feasibility of coordinating with other trip planning resources such as Google maps</li> <li>▶ Maintain integration with Big Blue Bus multi-modal maps</li> <li>▶ Coordinate data to develop resources for regional trip planning</li> </ul> |

| Program  | Description   | Effort/<br>Funding<br>Needs | Partners   | Potential Action Items   |
|--|---|-----------------------------|--|--|
| Directions to Major Destinations                 | Encourage destinations to provide directions and parking information for cyclists makes it easier to arrive by bike   | Med                         | Convention And Visitors Bureau, Chamber of Commerce, Major Destinations, Advocacy Groups                   | <ul style="list-style-type: none"> <li>▶ Reach out to businesses on the importance of supporting cyclists</li> <li>▶ Provide major destinations resources on how to map bicycle routes</li> </ul>  |
| Bike Information at City Events and Info Outlets | Provide information about bicycles at Santa Monica events, such as the Santa Monica Festival, and information outlets such as the Visitor's Center  | Low                         | City, Advocacy Groups, Bike Shops, Bike Center, Event Organizers   | <ul style="list-style-type: none"> <li>▶ Create a bicycle awareness materials for distribution</li> <li>▶ Identify distribution locations and outlets</li> <li>▶ Coordinate distribution of bicycle information and materials</li> </ul>   |
| Transit Connectivity                             | Provide information about how and where to make connections to transit via bicycle  | Low – Med                   | Metro, City, Bicycle Advocacy Groups, Santa Monica College   | <ul style="list-style-type: none"> <li>▶ Identify major transit locations</li> <li>▶ Develop materials on making connections</li> <li>▶ Coordinate distribution and upkeep of materials</li> </ul>   |
| <b>EDUCATION &gt;&gt;&gt;</b>                    |   |                             |  |  |
| Bike Rodeos                                      | Hands-on bike training and providing awareness and skill building for youth   | Low                         | City, Schools  | <ul style="list-style-type: none"> <li>▶ Bring in other partners</li> <li>▶ Schedule rodeos</li> </ul>   |
| Bicycle Training                                 | Support the provision of a range of bicycle education and training courses such as Commuting 101, "B.E." Bike Education, Beginning Bicycling, League Certified Instructor (LCI) Certification, etc. | Med                         | City, Bike Center, Santa Monica College, Advocacy Groups, Schools  | <ul style="list-style-type: none"> <li>▶ Identify target audiences</li> <li>▶ Coordinate with training groups such as TMA, Bike Center, Sustainable Streets</li> <li>▶ Work with schools to target particular grades/classrooms</li> <li>▶ Develop suggested curriculum</li> <li>▶ Aid in outreach/marketing</li> </ul>    |
| Bicycle Repair Skills                            | Support the provision of bike repair training and assistance  | Low – Med                   | Bicycle Advocacy Groups, Major Employers, Bike Shops, Santa Monica College, School and Youth Organizations | <ul style="list-style-type: none"> <li>▶ Collaborate with community bicycle organizations, such as Bikerowave</li> <li>▶ Coordinate programming and marketing</li> <li>▶ Co-host repair skills workshops in Santa Monica</li> </ul>  |
| Bicycle Campus                                   |   | Low                         | City, Advocacy Groups, Bicycle Instructors, Bike Center, Bike Shops  | <ul style="list-style-type: none"> <li>▶ Complete installation of the bicycle campus and signage</li> <li>▶ Market the Bicycle Campus at schools, libraries, beach, etc.</li> <li>▶ Encourage local employers to send interested employees to Bicycle Campus classes</li> <li>▶ Expand upon existing curriculum</li> </ul> |

| Program                               | Description   | Effort/<br>Funding<br>Needs | Partners  | Potential Action Items  |
|---------------------------------------|---|-----------------------------|---|---|
| <b>ENCOURAGEMENT &gt;&gt;&gt;</b>     |   |                             |   |   |
| Biking to School                      | Encourage biking to school through access planning, facility improvements, training for students, outreach to parents, etc. | Med – High                  | City, Schools, Santa Monica-Malibu Education Foundation, Private Schools                                | <ul style="list-style-type: none"> <li>▶ Continue to apply for Safe Routes to School grants</li> <li>▶ Identify volunteers that have a passion for bicycling to help deploy programs and monitor success</li> <li>▶ Develop access plans for schools within the city</li> <li>▶ Place more emphasis on safe routes to transit as light rail service commences and future bus transfer centers are created</li> <li>▶ Continually monitor (before and after) indicators of success like mode share, bicycle counts, event participation, parking utilization, and attitudinal surveys</li> </ul> |
| Bike-Pooling                          | Organized routes for biking to/from school and work that provide safety, comfort, and encouragement                         | Low                         | City, Major Employers, Schools, PTA, Advocacy Groups  | <ul style="list-style-type: none"> <li>▶ Determine best mechanisms to coordinate bike-pooling (e.g. basic database, online form)</li> <li>▶ Advertise bike-pooling</li> <li>▶ Track success</li> </ul>  |
| Santa Monica College Programming      | Collaborate with SMC on ways to encourage biking to campus  | Low – Med                   | SMC, City, Advocacy Groups, Major Employers   | <ul style="list-style-type: none"> <li>▶ Meet with SMC staff, students, and student groups</li> <li>▶ Coordinate pilot events</li> <li>▶ Assist in the identification of routes to campus</li> <li>▶ Explore the possibility of SMC as a bike share location</li> <li>▶ Identify and piggyback on existing SMC events</li> <li>▶ Share Bike Santa Monica marketing and promotional material for distribution and/or advertising campaigns</li> </ul>  |
| Bicycle Friendly Business Recognition | Recognize businesses that exceptionally promote bicycling for employees and customers                                       | Med                         | City, SMC, Chamber, Bike Shops, Advocacy Groups   | <ul style="list-style-type: none"> <li>▶ Develop program in conjunction with the Green Business Certification Program or Sustainable Quality Awards</li> <li>▶ Identify criteria for recognition</li> <li>▶ Advertise program to businesses</li> </ul>  |
| Buy Local Bike Local                  | Integrate bicycling into Buy Local efforts  | Low                         | Buy Local, City, Local Businesses, Advocacy Groups, BIDS and Merchant Associations, SMC                 | <ul style="list-style-type: none"> <li>▶ Encourage development of bicycle-focused tie-ins for Buy Local</li> <li>▶ Provide technical support</li> <li>▶ Coordinate local businesses directly with cyclists</li> </ul>   |
| Bike to Business Special Offers       | Encourage special offer promotions for bicycle customers to support vehicle trip reduction                                  | Med – High                  | Buy Local, Convention And Visitors Bureau, Local Businesses, Advocacy Groups, City, Chamber of Commerce | <ul style="list-style-type: none"> <li>▶ Research other model programs</li> <li>▶ Determine feasibility for Santa Monica</li> <li>▶ Develop toolbox of strategies</li> </ul>  |

| Program   | Description   | Effort/<br>Funding<br>Needs | Partners  | Potential Action Items   |
|---|---|-----------------------------|---|--|
| Employee Incentives                                     | Prioritize bicycling in employer TDM packages and provide incentives including bike parking, training and web-based trip planning | High                        | Major Employers, Bike Shops, City   | <ul style="list-style-type: none"> <li>▶ Identify specific companies and incentives that have potential to be models for others</li> <li>▶ Connect curious employers with successful examples</li> <li>▶ Develop material to support employer bike promotions</li> <li>▶ Distribute materials annually through the TMA</li> <li>▶ Target smaller employers that aren't covered under existing ordinance</li> </ul> |
| Bike@Work   | Use City Bike@Work as an example to promote the establishment of employee bike sharing programs                                   | Med                         | City, Major Employers   | <ul style="list-style-type: none"> <li>▶ Identify potential employee participants</li> <li>▶ Create regular events using Bike@Work bicycles</li> <li>▶ Encourage, track and advertise usage internally as a way to recognize enthusiastic participants</li> <li>▶ Promote Bike Center program as Bike@Work option for downtown employees</li> </ul>  |
| Transportation Management Association                   | Integrate bicycling into TMA formation  | Med                         | City, Major Employers, future TMA   | <ul style="list-style-type: none"> <li>▶ Incorporate bicycling into initial TMA programming</li> </ul>   |
| Bicycle Ownership                                       | Makes it easier to obtain and own a bike  | Med – High                  | City, BBB, Schools, student centers such as Pico Youth and Family Center, Chrysalis, Bikerowave | <ul style="list-style-type: none"> <li>▶ Research other model programs</li> <li>▶ Define opportunities for bike ownership program</li> <li>▶ Explore collaboration with local job training</li> </ul>  |
| New Resident Outreach                                   | Communicating that bicycles are part of the culture from when residents arrive  | Med                         | City, realtors, Chamber of Commerce   | <ul style="list-style-type: none"> <li>▶ Identify resources to be included in packet</li> <li>▶ Include information prior to information packet mailings</li> </ul>  |
| <b>ENFORCEMENT &gt;</b>                                 |   |                             |   |  |
| Police Bicycle Ambassadors                              | Facilitate communication on enforcement and safety and develop best practices   | Low                         | SMPD, City, Advocacy Groups   | <ul style="list-style-type: none"> <li>▶ Coordinate with Police Department</li> <li>▶ Identify avid utilitarian and recreational cyclists within Police Department</li> <li>▶ Develop training and procedures</li> <li>▶ Host training events, including on-the-ground training</li> </ul>   |
| Ticket Deferments                                       | Provision of bicycle safety courses in exchange for a ticket dismissal for bicyclists   | High                        | City, Advocacy Groups, LCI Instructors  | <ul style="list-style-type: none"> <li>▶ Research other programs</li> <li>▶ Work with partners and develop curriculum</li> <li>▶ Implement program</li> </ul>  |
| Agency Coordination on the Rules and Rights of the Road | Shared information on the rules and rights of the road to provide a more coordinated message                                      | Low                         | City  | <ul style="list-style-type: none"> <li>▶ Consolidate all relevant rules and regulations</li> <li>▶ Host a training event with multiple agencies</li> <li>▶ Monitor and evaluate through GO app</li> </ul>  |

| Program                                   | Description   | Effort/<br>Funding<br>Needs | Partners   | Potential Action Items  |
|---|---|-----------------------------|--|---|
| <b>SUPPORTING FACILITIES &gt;&gt;&gt;</b> |   |                             |  |   |
| <b>Bike Sharing &gt;&gt;&gt;</b>          |   |                             |  |   |
| Bike Sharing                              | Comprehensive system of publicly accessible bicycles strategically places at popular destinations such as downtown business districts, transit stations, hospitals, and schools. Bike sharing provides convenient access to a bicycle for one-way trips, supports car-free tourism, and provides last-mile connections to and from transit. | High                        | City, Independent bike sharing agency, Bike Advocacy Groups, Major Employers, Educational Institutions | <ul style="list-style-type: none"> <li>▶ Identify strategies to prepare for Metro grant coming in July 2016</li> <li>▶ Conduct a feasibility study to determine station locations, phasing, and a business plan</li> <li>▶ Host bike sharing focus groups geared towards corporate sponsorship opportunities (should include major employers, hotels, and potential maintenance contractors)</li> <li>▶ Pursue amending the City’s Municipal Code to allow for advertising and sponsor identification at bike share stations and on individual bicycle units</li> <li>▶ Partner with local businesses and the Chamber of Commerce to identify bike share “champions”</li> <li>▶ Schedule public workshops to educate about and incorporate public input in bike share deployment</li> </ul> |
| <b>Bike Centers &gt;&gt;</b>              |   |                             |  |   |
| Bike Centers                              | Parking facilities geared towards providing secure short- and long-term bike parking with high quality amenities like showers, lockers, and repair stations. Some centers may be full service with an attendant who can offer repair, sales, tours, and training.   | High                        | City, Major Employers, Educational Institutions  | <ul style="list-style-type: none"> <li>▶ Identify locations and develop plans for Bike Centers at each Expo light rail station</li> <li>▶ Considering amending the zoning code to require shower, changing, and locker facilities in new developments and major renovations (depends on land use type and intensity)</li> <li>▶ Develop guidelines for developments to include secure bike parking areas</li> <li>▶ Develop survey tools for employers to ascertain employees’ current and potential needs</li> <li>▶ Educate the business community, particularly major employers, of the costs and benefits of developing these facilities</li> </ul>   |

| Program                         | Description   | Effort/<br>Funding<br>Needs | Partners                                    | Potential Action Items   |
|---------------------------------|---|-----------------------------|---|--|
| <b>Bike Parking&gt;&gt;&gt;</b> |   |                             |   |  |
| Bicycle Parking                 | Bike parking may serve short- or long-term parking needs. Parking can include racks on public property—curbside and in-street—or on private property.   | High                        | City, Employers and Merchants, Big Blue Bus | <ul style="list-style-type: none"> <li>▶ Track and respond to business and employer requests for bicycle parking</li> <li>▶ Continually apply for grants to expand upon existing parking supply</li> <li>▶ Systematically replace undesirable parking types (such as wave racks, coat-hanger racks, and “wheel-bender” racks)</li> <li>▶ Identify locations of on-street bike corrals (may require advertising pilot application opportunities to interested businesses)</li> <li>▶ Monitor utilization seasonally to evaluate need for more bicycle parking at key destinations</li> </ul>  |
| <b>Bike Valet &gt;&gt;&gt;</b>  |   |                             |   |  |
| Bike Valet                      | An attendant service that provides a secure and convenient place to leave a bicycle at popular destinations   | Med – High                  | City, Major Employers                       | <ul style="list-style-type: none"> <li>▶ Explore permanent siting opportunities such as at Third Street Promenade, Santa Monica Place, and major employment centers</li> <li>▶ Expand on special events</li> </ul>   |
| <b>Wayfinding &gt;&gt;&gt;</b>  |   |                             |   |  |
| Wayfinding and Advisory Signage | Signage that identify key destinations and bikeways enabling people to easily navigate the City. May be used in conjunction with bike parking, Bike Center, and at major transit stops/station. | High                        | City  | <ul style="list-style-type: none"> <li>▶ Design wayfinding signs</li> <li>▶ Formalize the Bike Santa Monica program by incorporating its logo into wayfinding sign designs</li> <li>▶ Initially focus wayfinding along neighborhood greenways and dedicated bikeways; then expand to other bicycle corridors</li> <li>▶ Create unique and eye-catching branded wayfinding for neighborhood greenways</li> <li>▶ Develop a phased wayfinding plan that coordinates with bicycle network and Expo light rail implementation</li> <li>▶ Ensure that wayfinding is maintained and visible by removing graffiti and trimming trees and landscaping</li> </ul> |

## AGGRESSIVELY IMPLEMENT THE BIKEWAY NETWORK

The Bike Action Plan, consists of an ambitious implementation strategy for the bikeway network that balances high quality demonstration projects with projects that could be installed without major changes to the streetscape. Project sequencing and implementation challenges should be guided using the following actions:

- ▶ First and foremost, prioritize bikeway projects that foster connections to downtown and future light rail stations, enhance school access, and improve upon existing heavily used bicycle corridors
- ▶ Prioritize projects that are easy to implement, fill gaps in the network, and feature innovative treatments that ensure safe and convenient bicycling
- ▶ Prioritize marquee bikeway projects that stress some physical separation between motor vehicles and bicycles
- ▶ Group corridor segments into reasonable and implementable projects considering variations in facility type, curb-to-curb street widths, cost, and level of effort and planning
- ▶ Leverage funding opportunities stemming from the impending Exposition light rail station construction and the strength of the LUCE
- ▶ Make a commitment to creating beautiful neighborhood greenways that provide low stress connections for bicycles

- ▶ Coordinate with the City of Los Angeles to develop peripheral bikeway connections between the two cities

The following 5-year and 20-year project lists (displayed in Figure 4-4 and 4-5) disaggregate street segments located in a specific bikeway corridor into stand-alone projects that could be implemented or constructed all at once. In some cases, all segment improvements within a corridor are recommended for implementation at one time to ensure full corridor connections are fostered and new network gaps are not created. The high priority corridors found in the 5-year Implementation Plan are detailed even further in corridor sheets located in Appendix B. Projects have been chosen to reflect the implementation strategies detailed above.

Using planning-level cost estimation, the 5-year bikeway network would cost roughly \$5.8 million, while 20-year build-out would amount to about an additional \$23.6 million.

Recommendations in Figure 4-4 and 4-5 may be easily implemented with City repaving projects or may require further public outreach to determine the specifics of the project that best meet the community's needs. These projects will be implemented only after further technical and feasibility analysis is completed by the City and other governmental agencies to determine the potential impact on the transportation network.

The highest priority corridors for development include (in alphabetical order):

- ▶ 2nd/Main Bikeway
- ▶ 17th Street Bikeway
- ▶ Broadway Bikeway
- ▶ Expo Bike Path
- ▶ Michigan Avenue/Michigan Wiggle Neighborhood Greenway
- ▶ Yale/Stewart/28th Bikeway



City crew installs bike symbols and arrows. Source: City of Santa Monica

Figure 4-4 5-Year Implementation Plan Conceptual Construction Cost Estimates

| Bikeway Name (Streets)   | From              | To                      | Length (mi) | Facility Type(s)   | Conceptual Construction Cost Estimate* |
|--|-------------------|-------------------------|-------------|--|--|
| San Vicente Bikeway<br>▶ San Vicente   | Ocean Avenue      | 26th Street             | 2.02        | Buffered bike lanes  | \$20,000                               |
| Montana Avenue Bikeway<br>▶ Montana  | Ocean Avenue      | 21st Street             | 1.51        | Buffered bike lanes  | \$15,000                               |
| Montana Avenue Bikeway<br>▶ Montana  | 21st Street       | Stanford Avenue         | 0.68        | Buffered bike lanes, Shared lane markings, Raised median crossing                        | \$25,000                               |
| California Avenue Bikeway<br>▶ California Incline  | Pedestrian Bridge | Ocean Avenue            | 0.2         | Bike path (determined by design process)   | N/A                                    |
| California Avenue Bikeway<br>▶ California  | 17th Street       | 26th Street             | 0.68        | Climbing bike lanes, Shared lane markings  | \$5,000                                |
| Arizona Avenue Bikeway<br>▶ Arizona  | 26th Street       | Centinela Avenue        | 0.52        | Climbing bike lane, Shared lane markings   | \$5,000                                |
| Broadway Bikeway<br>▶ Broadway<br>▶ Santa Monica Boulevard   | Ocean Avenue      | 7th Street / 6th Street | 0.83        | Shared lane markings (Green "Super-sharrow"), Bus-bike lane                              | \$150,000                              |
| Broadway Bikeway<br>▶ Broadway   | 6th Street        | Centinela Avenue        | 2.04        | Buffered bike lanes (green)  | \$400,000                              |
| Santa Monica Pier Improvements<br>▶ N/A - Off-Street   | Ocean Avenue      | SM Pier                 | N/A         | Determined by design process   | N/A                                    |
| Colorado Esplanade<br>▶ Colorado   | Ocean Avenue      | 7th Street              | 0.45        | Buffered bike lanes (green), Shared lane markings  | N/A                                    |
| Exposition Bike and Pedestrian Path  | 17th Street       | Centinela Avenue        | 1.36        | Bike path (determined by design process)   | N/A                                    |
| Virginia Avenue Shared Lane Markings<br>▶ Virginia   | Stewart Street    | Dorchester Tunnel       | 0.2         | Shared lane markings   | \$5,000                                |
| Michigan Avenue Neighborhood Greenway<br>▶ Arcadia Terrace<br>▶ Appian Way<br>▶ Pacific Terrace<br>▶ Olympic Drive<br>▶ East Olympic Boulevard | Ocean Front Walk  | 7th Court               | 0.6         | Neighborhood greenway, Bike path, Shared lane markings, New intersection, Bicycle signal | \$1,200,000                            |

N/A incorporated in other City projects

\* This is a preliminary estimate of construction costs based on 2011 unit prices and is only intended to provide a projection of future funding needs. Actual design may require additional improvements that may change the estimate. All estimates should be reviewed and updated periodically to reflect the most current cost information. Some corridors will require additional planning, design, environmental or technical analysis by City departments and other governmental agencies to determine the potential cost and feasibility. The costs of these analyses have not been included in the estimates shown herein.

| Bikeway Name (Streets)  | From                  | To                | Length (mi) | Facility Type(s)  | Conceptual Construction Cost Estimate* |
|---|-----------------------|-------------------|-------------|---|--|
| Michigan Avenue Neighborhood Greenway<br>▶ Michigan<br>▶ 7th Court  | East Olympic          | 19th Court        | 0.98        | Neighborhood greenway, Shared lane markings, Neighborhood traffic circles, Bicycle access enhancement   | \$250,000                              |
| Michigan Avenue Neighborhood Greenway<br>▶ Michigan<br>▶ 20th Street<br>▶ I-10 right-of-way   | 19th Court            | 21st Street       | 0.17        | Shared use path, Bicycle Signal   | \$500,000                              |
| Michigan Avenue Neighborhood Greenway<br>▶ Michigan   | 21st Street           | Bergamot Station  | 1.85        | Contraflow bike lane, Buffered bike lanes, Bike lanes, Shared lane markings, Bike path                  | \$15,000                               |
| Michigan Wiggle Neighborhood Greenway<br>▶ 19th<br>▶ Delaware<br>▶ 22nd<br>▶ Virginia<br>▶ Kansas<br>▶ Yorkshire<br>▶ Urban<br>▶ Dorchester<br>▶ 30th | Michigan Avenue       | Ocean Park Blvd   | 1.69        | Neighborhood greenway, Shared lane markings, Neighborhood traffic circles, Median diverter with refuges | \$350,000                              |
| Pearl Street Bikeway<br>▶ Pearl<br>▶ Bay<br>▶ Bicknell<br>▶ Pacific<br>▶ Hollister  | Barnard Way           | Centinela Avenue  | 4.14        | Buffered bike lanes, Bike lanes, Climbing bike lanes, Shared lane markings                              | \$20,000                               |
| Ocean Park Boulevard Bikeway<br>▶ Ocean Park  | Main Street           | Lincoln Boulevard | 0.52        | Buffered bike lanes (green)   | N/A                                    |
| Ocean Park Boulevard Bikeway<br>▶ Ocean Park  | Cloverfield Boulevard | Centinela Avenue  | 0.83        | Bike lanes, Shared lane markings  | \$5,000                                |
| Ashland Avenue Neighborhood Greenway<br>▶ Ashland<br>▶ 28th Street  | Barnard Way           | 28th Street       | 1.91        | Neighborhood greenway, Shared lane markings   | \$60,000                               |

\* This is a preliminary estimate of construction costs based on 2011 unit prices and is only intended to provide a projection of future funding needs. Actual design may require additional or different improvements that may change the estimate. All estimates should be reviewed and updated periodically to reflect the most current cost information. Some corridors will require additional technical and feasibility analysis by City departments and other governmental agencies to determine the potential impact to transportation and public safety response. The costs of these analyses have not been included in the estimates shown herein.

| Bikeway Name (Streets)  | From                  | To                 | Length (mi) | Facility Type(s)  | Conceptual Construction Cost Estimate* |
|---|-----------------------|--------------------|-------------|---|--|
| Marine/Navy/Ozone/Dewey/Airport Bikeway<br>▶ Marine<br>▶ Navy<br>▶ Ozone<br>▶ Dewey<br>▶ Airport Way          | Barnard Way           | Bundy              | 4.85        | Climbing bike lane, Shared lane markings, Full closure retrofit       | \$30,000                               |
| Marvin Braude Bike Trail  | North City Limit      | South City Limit   | 3.07        | Bike path, wheel troughs  | \$75,000                               |
| Ocean/Barnard Way Bikeway<br>▶ Ocean  | North City Limit      | Pico Boulevard     | 1.89        | Climbing bike lane, Double bike lanes, Buffered bike lanes (green)    | \$325,000                              |
| Ocean/Barnard Way Bikeway<br>▶ East Ocean<br>▶ Barnard Way  | Pico Boulevard        | Neilson Way        | 1.11        | Bike lanes, Climbing bike lane, Shared lane markings                  | \$5,000                                |
| 2nd/Main Bikeway<br>▶ 2nd Street  | Montana Avenue        | South City Limit   | 1.02        | Buffered bike lanes (green), Intersection redesign                    | \$250,000                              |
| 3rd Street Bikeway<br>▶ 3rd Street  | Main Street           | South City Limit   | 0.88        | Shared lane markings  | \$5,000                                |
| 4th Street and 5th Street Shared Lane Markings<br>▶ 4th Street<br>▶ 4th Court<br>▶ 5th Street                 | California Avenue     | Olympic Boulevard  | 1.42        | Shared lane markings  | \$10,000                               |
| 6th Street / 7th Street Bikeway<br>▶ 6th Street<br>▶ 7th Street   | North City Limit      | Olympic Boulevard  | 1.76        | Buffered bike lanes, Climbing bike lane, Shared lane markings         | \$20,000                               |
| 6th Street / 7th Street Bikeway<br>▶ 6th Street<br>▶ 7th Street<br>▶ Pico<br>▶ Bay<br>▶ Raymond<br>▶ Highland | Michigan Avenue       | South City Limit   | 1.17        | Shared lane markings, Bicycle Signal, Bicycle access enhancement      | \$100,000                              |
| 11th Street Bikeway<br>▶ 11th Street  | San Vicente Boulevard | Wilshire Boulevard | 1.14        | Climbing bike lane, Shared lane markings                              | \$10,000                               |
| 11th Street Bikeway<br>▶ 11th Street  | Wilshire Boulevard    | Marine Street      | 1.86        | Buffered bike lanes (green), Climbing bike lane, Shared lane markings | \$375,000                              |

\* This is a preliminary estimate of construction costs based on 2011 unit prices and is only intended to provide a projection of future funding needs. Actual design may require additional or different improvements that may change the estimate. All estimates should be reviewed and updated periodically to reflect the most current cost information. Some corridors will require additional technical and feasibility analysis by City departments and other governmental agencies to determine the potential impact to transportation and public safety response. The costs of these analyses have not been included in the estimates shown herein.

| Bikeway Name (Streets)  | From                  | To                   | Length (mi) | Facility Type(s)   | Conceptual Construction Cost Estimate* |
|---|-----------------------|----------------------|-------------|--|--|
| 14th Street Bikeway<br>▶ 14th Street  | San Vicente Boulevard | Ashland Avenue       | 1.58        | Climbing bike lane, Shared lane markings                             | \$10,000                               |
| 14th Street Bikeway<br>▶ 14th Street  | Wilshire Boulevard    | Pico Boulevard       | 1.29        | Buffered bike lanes (green)  | \$300,000                              |
| 17th Street / 16th Street Bikeway<br>▶ 17th Street  | San Vicente Boulevard | Wilshire Boulevard   | 1.20        | Climbing bike lane, Shared lane markings                             | \$10,000                               |
| 17th Street / 16th Street Bikeway<br>▶ 17th Street<br>▶ Pico                                    | Wilshire Boulevard    | Pico Boulevard       | 1.25        | Side path, Cycle track   | \$1,000,000                            |
| 17th Street / 16th Street Bikeway<br>▶ 17th Street<br>▶ 16th Street<br>▶ Hill                   | Pico Boulevard        | Marine Street        | 1.66        | Climbing bike lanes, Shared lane markings                            | \$10,000                               |
| 20th Street Bikeway<br>▶ 20th Street  | Montana Avenue        | Ocean Park Blvd      | 2.12        | Shared lane markings   | \$10,000                               |
| 22nd Street and 21st Street Shared Lane Markings<br>▶ 21st Street<br>▶ 22nd Street              | Virginia Avenue       | Dewey Street         | 1.02        | Climbing bike lane, Shared lane markings                             | \$5,000                                |
| 23rd Street Bikeway<br>▶ 23rd Street  | Ocean Park Boulevard  | Dewey Street         | 0.19        | Buffered bike lane, Climbing bike lane, Shared lane markings         | \$3,000                                |
| 24th Street Shared Lane Markings<br>▶ 24th Street<br>▶ La Mesa Way/Drive<br>▶ Chelsea<br>▶ Park | 26th Street           | Broadway             | 1.91        | Shared Lane Markings   | \$10,000                               |
| 26th Street Shared Lane Markings<br>26th Street   | North City Limit      | Exposition Bike Path | 1.88        | Shared Lane Markings   | \$10,000                               |
| Yale/Stewart/28th Bikeway<br>▶ Yale   | Montana Avenue        | Colorado Avenue      | 1.03        | Climbing bike lane, Shared lane marking, Neighborhood traffic circle | \$85,000                               |
| Yale/Stewart/28th Bikeway<br>▶ Stewart<br>▶ Colorado  | Colorado Avenue       | Kansas Avenue        | 0.34        | Cycle Track, Buffered bike lanes, Median Bicycle Only Turn Pocket    | \$100,000                              |

\* This is a preliminary estimate of construction costs based on 2011 unit prices and is only intended to provide a projection of future funding needs. Actual design may require additional or different improvements that may change the estimate. All estimates should be reviewed and updated periodically to reflect the most current cost information. Some corridors will require additional technical and feasibility analysis by City departments and other governmental agencies to determine the potential impact to transportation and public safety response. The costs of these analyses have not been included in the estimates shown herein.

| Bikeway Name (Streets)                                    | From            | To                   | Length (mi) | Facility Type(s)  | Conceptual Construction Cost Estimate* |
|---|-----------------|----------------------|-------------|---|--|
| Yale/Stewart/28th Bikeway<br>▶ Stewart<br>▶ 28th Street   | Kansas Avenue   | Santa Monica Airport | 0.75        | Buffered bike lane, Climbing bike lanes, Shared lane markings, Half closure | \$125,000                              |
| Dorchester Tunnel Improvements<br>▶ N/A - Off-Street      | Virginia Avenue | Urban Avenue         | N/A         | Tunnel enhancements   | \$25,000                               |
| <b>TOTAL 5-Year Conceptual Construction Cost Estimate</b> |                 |                      |             |   | <b>\$5,858,000</b>                     |



\* This is a preliminary estimate of construction costs based on 2011 unit prices and is only intended to provide a projection of future funding needs. Actual design may require additional or different improvements that may change the estimate. All estimates should be reviewed and updated periodically to reflect the most current cost information. Some corridors will require additional technical and feasibility analysis by City departments and other governmental agencies to determine the potential impact to transportation and public safety response. The costs of these analyses have not been included in the estimates shown herein.

The 20-Year Vision Plan is comprised of all projects outside of the 5-year recommendations. The 20-year implementation strategy is flexible in that the City can opportunistically implement 20-year projects as funding comes available.

Figure 4-5 20-Year Bikeway Vision Plan Conceptual Construction Cost Estimates

| Bikeway Name (Streets)  | From                         | To                    | Length (mi) | Facility Type(s)  | Conceptual Construction Cost Estimate* |
|---|------------------------------|-----------------------|-------------|---|--|
| San Vicente Bikeway<br>▶ San Vicente  | Ocean Avenue                 | 26th Street           | 2.02        | Bike path, Buffered bike lanes  | \$6,000,000                            |
| Washington Avenue Neighborhood Greenway<br>▶ Washington<br>▶ Stanford<br>▶ Lipton<br>▶ Berkeley | Ocean Avenue                 | Arizona Avenue        | 2.65        | Neighborhood greenway, Shared lane markings, Neighborhood traffic circles, Bicycle access enhancement | \$500,000                              |
| California Avenue Bikeway<br>▶ California   | Ocean Avenue                 | 17th Street           | 1.20        | Buffered bike lanes   | \$10,000                               |
| Arizona Avenue Bikeway<br>▶ Arizona   | Ocean Avenue                 | 26th Street           | 2.41        | Buffered bike lanes, Neighborhood traffic circles   | \$250,000                              |
| Nebraska Avenue Bikeway<br>▶ Nebraska   | 26th Street                  | Centinela Avenue      | 0.68        | Buffered bike lanes, Shared lane markings   | \$5,000                                |
| Michigan Avenue Neighborhood Greenway<br>▶ N/A – Off-street                                     | Marvin Braude Bike Trail     | Appian Way            | 0.08        | Bike Path   | \$150,000                              |
| Michigan Avenue Neighborhood Greenway<br>▶ N/A – Off-street                                     | Bergamot Station parking lot | Stewart Street        | 0.16        | Shared use path   | \$250,000                              |
| Pearl Street Bikeway<br>▶ Pearl   | Barnard Way                  | Centinela Avenue      | 0.67        | Buffered bike lanes, Neighborhood traffic circles, Intersection refuge                                | \$350,000                              |
| Ocean Park Boulevard Bikeway<br>▶ Ocean Park  | Barnard Way                  | Main Street           | 0.13        | Buffered bike lanes   | \$3,000                                |
| Ocean Park Boulevard Bikeway<br>▶ Ocean Park  | Lincoln Boulevard            | Cloverfield Boulevard | 1.22        | Buffered bike lanes, Bike lanes   | \$30,000                               |
| Ocean Park Boulevard Bikeway<br>▶ Ocean Park  | Cloverfield Boulevard        | Centinela Avenue      | 0.67        | Buffered bike lanes, Raised median extension  | \$100,000                              |
| Ashland Avenue Neighborhood Greenway<br>▶ N/A – Off-street at Clover Park                       | Barnard Way                  | Douglas Loop          | 0.03        | Shared use path, Shared lane markings   | \$65,000                               |

\* This is a preliminary estimate of construction costs based on 2011 unit prices and is only intended to provide a projection of future funding needs. Actual design may require additional or different improvements that may change the estimate. All estimates should be reviewed and updated periodically to reflect the most current cost information. Some corridors will require additional technical and feasibility analysis by City departments and other governmental agencies to determine the potential impact to transportation and public safety response. The costs of these analyses have not been included in the estimates shown herein.

| Bikeway Name (Streets)  | From              | To                   | Length (mi) | Facility Type(s)  | Conceptual Construction Cost Estimate* |
|---|-------------------|----------------------|-------------|---|--|
| Marine/Navy/Ozone/Dewey/Airport Bikeway<br>▶ Dewey Street alley   | Lincoln Boulevard | Dewey Street closure | 0.48        | Shared use path, Shared lane markings   | \$750,000                              |
| Virginia Avenue Shared Lane Markings<br>▶ Virginia  | Stewart Street    | Dorchester Tunnel    | 0.19        | Shared lane markings  | \$2,000                                |
| Marvin Braude Bike Trail  | North City Limit  | South City Limit     | 3.06        | Bike path, Stair troughs (partnering with LA County/City of LA)                   | \$4,800,000                            |
| 2nd/Main Bikeway<br>▶ Main  | Colorado Avenue   | South City Limit     | 1.27        | Buffered bike lanes (green)   | \$300,000                              |
| 3rd Street Bikeway<br>▶ 3rd Street  | Pico Boulevard    | South City Limit     | 0.13        | Bike path   | \$200,000                              |
| 6th Street / 7th Street Bikeway<br>▶ 6th Street   | Michigan Avenue   | South City Limit     | 0.06        | Bike/pedestrian bridge, Neighborhood greenway, Bike path/Cycle track              | \$8,000,000                            |
| 17th Street Bikeway<br>▶ Pearl<br>▶ 16th Street<br>▶ Pico   | Pico Boulevard    | Pearl Street         | 0.43        | Side path/Bike path   | \$750,000                              |
| 20th Street Bikeway<br>▶ 20th Street  | Wilshire Avenue   | Pico Boulevard       | 1.12        | Buffered bike lanes   | \$275,000                              |
| 24th Street Neighborhood Greenway<br>▶ La Mesa Drive<br>▶ La Mesa Way<br>▶ 24th Street<br>▶ Chelsea<br>▶ Park | 26th Street       | Broadway             | N/A         | Neighborhood greenway, Curb ramps, Intersection enhancements, Crossing treatments | \$150,000                              |
| 26th Street Bikeway<br>▶ 26th Street  | North City Limit  | Exposition Bike Path | 1.88        | Buffered bike lanes (green)   | \$700,000                              |
|   |                   |                      |             | <b>TOTAL 20-Year Vision Conceptual Construction Cost Estimate</b>                 | <b>\$23,640,000</b>                    |

\* This is a preliminary estimate of construction costs based on 2011 unit prices and is only intended to provide a projection of future funding needs. Actual design may require additional or different improvements that may change the estimate. All estimates should be reviewed and updated periodically to reflect the most current cost information. Some corridors will require additional technical and feasibility analysis by City departments and other governmental agencies to determine the potential impact to transportation and public safety response. The costs of these analyses have not been included in the estimates shown herein.

## MEASURING AND MONITORING

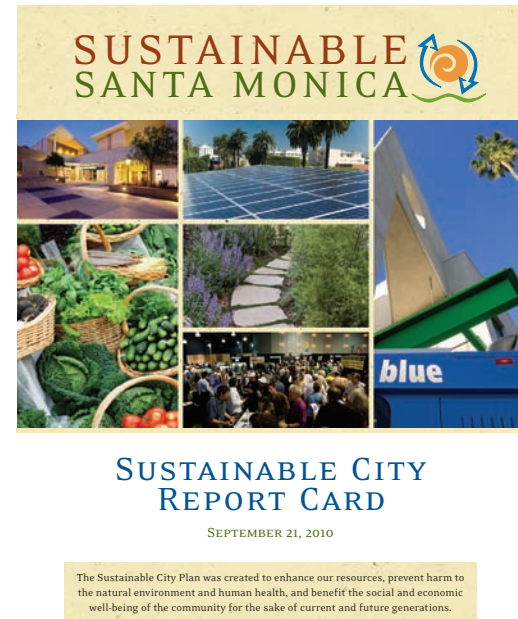
Evaluating progress and performance creates transparency and accountability over time and can provide the impetus for new approaches or refined strategies to continue build out of the plan’s vision. Since 2005, the City of Santa Monica has published a *Sustainable City Report Card*, summarizing the city’s progress toward meeting the 2003 Sustainable City Plan goals. The Report Card is based upon a detailed analysis of indicator data found in the Sustainable City Progress Report. Building upon this precedent, the Bike Action Plan will be monitored to evaluate the implementation of the Land Use and Circulation Element (LUCE) bicycle goals, as well as its own objectives. The evaluation will be designed to meet the following goals:

- ▶ Use measures that relate clearly to the Bike Action Plan and LUCE goals.
- ▶ Minimize data collection costs, focusing on data that is already being collected or that can be regularly collected with minimal effort, or that relate to multiple goals.
- ▶ Keep monitoring simple and understandable data, and use the fewest possible measures that still capture all of the city’s aspirations.

Respecting these goals, the Bike Action Plan’s performance measures have been categorized into the following areas: Mode Share, Safety, Infrastructure and Services, and Connectivity.



The indicators for the Bike Action Plan relate to the Plan’s core components and quantify elements of progress of bicycling in the Santa Monica community. While trends and targets are identified, they are not intended to generate additional goals but are to create a means by which the City can measure the performance of the Plan. The following indicators are proposed because they are deemed as relevant measures to the Bike Plan’s goals, interrelated with other City goals and plans, convey compelling and understandable information, and are reliable and timely gauges to evaluate the Bike Plan’s impact.



Source: City of Santa Monica

Figure 4-6 Santa Monica Bicycle Action Plan Performance Indicators

| Indicator                          | Trend  | Data Source   | Frequency   | Baseline  | Costs/Time Consumption to Monitor* |
|------------------------------------|--|---|---|---|------------------------------------|
| <b>Mode Share</b>                  |  |   |   |   |                                    |
| Journey to Work – Bicycle Usage    | Increase over time (to 15%)  | US Census American Community Survey 3- and 5-year estimates | Annual  | 3.4% (2009 Estimate)  | Low                                |
| Bicycle Ownership                  | Increase over time   | Resident survey   | 2 years   | 62% own a bicycle (2011)  | Low                                |
| Frequency of Bicycle Riding        | Increase over time   | Resident survey   | 2 years   | 5% daily riders; 16% a few times a week (2011)  | Low                                |
| Bike Mode Share                    | Increase over time   | Employer Emission Reduction survey                          | Annual  | 66% drove alone; 3.3% bicycle (FY09-10)   | Low                                |
| Walk/Bike Trips by Children        | Increase over time   | Biket! Day participation; student surveys                   | Bi-Annual (Biket! Day); every 2-3 years (surveys) | Biket! Day: 270 participants (Santa Monica High School and Lincoln MS, Oct .2010)<br>No baseline for surveys                  | Low; High                          |
| <b>Safety</b>                      |  |   |   |   |                                    |
| Perception of Safety when Riding   | Increase over time (to 50% in FY2012-13)**   | Resident survey   | 2 years   | 19% very safe; 24% somewhat safe; 39% neutral (2011)  | Low                                |
| Bicyclist Crash Rate               | Decrease over time   | City of Santa Monica, Police Department                     | Annual  | Baseline for crash, injury, or, fatality rates: 134 total crashes (2010), 126 total injuries (2010), 0 total fatalities(2010) | Low                                |
| <b>Infrastructure and Services</b> |  |   |   |   |                                    |
| Bicycle Network Completeness       | Increase over time (5 new miles per year in FY2011-12 and FY2012-13)**                                     | Bikeway Recommendations map                                 | Annual  | 37 miles of bikeways  | Low                                |
| Bicycle Deficiencies               | Decrease over time   | Walking and Bicycling Demand GIS model                      | 2 years   | Travel Demand Model -map in Chapter 3 (2010)  | Med                                |
| Bicycle Parking                    | Increase over time (150 new spaces in both FY2011-12 and FY2012-13 plus 4 new bike corrals in FY2011-12)** | Inventory of public spaces                                  | Annual  | 920 spaces (December 2010)  | Med                                |
| Bicycle Valet                      | Increase over time   | Transportation Management Office staff                      | Annual  | 25,100 bikes valeted and 157 bike valet events (FY10-11)  | Low                                |

\* Low – already being done, Medium – can be implemented easily; High – will be costly and/or time consuming

\*\* City of Santa Monica, Planning and Community Development Budget Goal

## NEXT STEPS

### Keep It Current

As the City rolls out the Bike Action Plan, bicycles are anticipated to become more integrated into the City's transportation network and Santa Monica will bolster its reputation as a haven for bicyclists. The City's leaders have expressed commitment to improving the bicycle network as a priority for the next five years and into the future. The guiding principles of this plan will lead the City toward its goals, but as circumstances, priorities, and available funding evolve, the plan will require a periodic update.

In order to continue increasing the convenience, prevalence and popularity of bicycling in Santa Monica, it will be necessary to revisit this document at least every five years to examine the state of Santa Monica's bicycle network and programming. This enables the City to keep the action plan current and relevant while meeting the State's Bicycle Transportation Account requirements. The 5-year update cycle for the Bike Action Plan provides the City with opportunities to improve based on lessons learned, incorporate new innovative approaches, reinforce the most effective programs and eliminate those that are no longer useful. Successful bicycling facilities can be extended or supplemented with connecting facilities, while corridors that

are unpleasant for bicyclists can be given more attention.

### Make It Happen

Bike Action Plan implementation will occur using a variety of strategies, the City of Santa Monica and its partners can make it happen in the following ways:

#### Zoning Ordinance Standards and Development Agreement Guidelines

The development process can be a useful tool for integrating bicycle accommodations in large developments. Development agreements are contracts between the City and a developer whereby the developer is allowed vested rights typically coupled with offers of public benefits that are negotiated with the City, including measures to mitigate specified impacts from the development. In exercising development agreements, the City should:

- ▶ Consider requiring all new development agreements to incorporate high quality facilities in accordance with this Bike Action Plan;
- ▶ Require or incentivize the inclusion of high-quality short- and long-term bicycle parking facilities in all development agreements;
- ▶ Require or incentivize showering and changing facilities for bicycle commuters for commercial components of developments; and



*City crews install bicycle lane symbols and directional arrows.  
Source: City of Santa Monica*

- ▶ Require bicycle accommodations on new proposed roadways.

#### Transportation Demand Management and Transportation Management Associations

The establishment of Transportation Demand Management (TDM) programs and transportation management associations (TMAs) are key to ongoing implementation and enforcement of bicycle supporting programs. The City should continually work with employers to incorporate bicycle elements in their TDM package. TMAs will play a vital role in educating employers and employees of their transportation options and obligations, and in working with property owners and developers to integrate support facilities from the start to ensure their success.

## Pavement Resurfacing & Bicycle Network Maintenance Guidelines

Each year Santa Monica repaves miles and miles of roads, making pavement resurfacing a seamless way to implement this Bike Action Plan and build out the on-street bicycle network in Santa Monica. To supplement stand-alone bicycle infrastructure projects that may take longer to come to fruition, cycling facilities will be incorporated into pavement resurfacing and road maintenance projects that the City undertakes. By tapping into economies of scale, this approach offers the easiest and most cost-effective way to build up Santa Monica's bikeway network.

Moving forward, to integrate the Bike Action Plan into pavement resurfacing decisions, the City will incorporate the following procedures when setting its work plan for repaving and resurfacing projects:

- ▶ In initiating the work plan or any changes thereto, the Bike Action Plan will be consulted as a primary source of information for decision-making.
- ▶ Streets that are designated in this plan to include pavement markings such as shared lane markings or the various types of bicycle lanes will be given priority in the work plan.
- ▶ Where feasible, on-street bicycle facilities will be included in ongoing pavement resurfacing and reconstruction projects.

While resurfacing will vastly improve bicycling conditions, equally important will be the City's attention to sweeping and maintenance activities to help the bikeway network function effectively and ensure bicycles operate safely. Debris and clutter along the bikeways are hazardous to bicyclists and may lead to compromising conditions as cyclists weave around obstructions. To ensure a robust maintenance program, the City should:

- ▶ Identify the agency(ies) responsible for maintaining bicycle facilities;
- ▶ Determine a city-wide maintenance and sweeping schedule that specifically considers bikeway cleanliness;
- ▶ Focus maintenance and sweeping resources on the city's most heavily traveled bicycle corridors;
- ▶ Regularly inspect bicycle facilities for irregularities, pavement drift, and cracks in asphalt and concrete; and
- ▶ Better market the City's GO Santa Monica reporting mechanism for the public to report bikeway maintenance concerns and for the City to address reported maintenance needs.

## Grants

With adoption of the Bike Action Plan, the City will be more competitive when applying for grant funds from numerous sources. The clarity of programs, bikeways and supporting facilities, along with the Plan's community-based vision to increase cycling numbers will stand out

among grant applicants. Key funding agencies include Metro, the State of California, Caltrans, and Many others (see Appendix E). The City should continually seek outside grant funds to leverage local allocation.

## Capacity Building

Partnerships among City Hall staff, as well as with and among community members are critical components of plan implementation. The Plan seeks to build on the energy and enthusiasm of all bicycle advocates to expand programming and to facilitate and support bikeway network completion. An on-going dialogue will be fostered to share information and drive implementation.

As the City's bicycle network evolves and as new land uses develop based on the LUCE, demand for bicycling and, in turn, bicycle facilities is expected to increase. These changing conditions will be factored into each 5-year update and may result in re-distribution of infrastructure improvement priorities across the City to address underserved areas. The Bike Action Plan will remain a living document, and the City's investments will make bicycling appealing in Santa Monica; the momentum will keep on building.

