



City of Santa Barbara
Public Works Department

Memorandum

DATE: September 6, 2023

TO: State Street Advisory Committee

FROM: Jessica W. Grant, Supervising Transportation Planner

SUBJECT: State Street Plaza Transportation History and Future Considerations for the State Street Master Planning Effort (Create State)

The State Street Master Planning Effort (Create State) is currently underway to revitalize the Downtown State Street corridor and adjacent City of Santa Barbara (City) blocks. As a master plan, Create State is intended to be a holistic and long-term planning document to transform the right-of-way into a lively urban place which reflects our community's vision and values and is safe and vibrant. The proposed area of Create State is from U.S. Highway 101 to Sola Street and Chapala to Anacapa Streets. Create State will also evaluate connectivity and synergy from the proposed area to the commercial areas of the Funk Zone and Waterfront and surrounding neighborhoods.

Create State is in the Urban Design Framework Phase and is working towards developing preliminary concepts. When complete, the concepts will be presented to the SSAC, public, and various City review boards and commissions, for feedback.

On May 24, 2023, the Create State consulting team, MIG, presented preliminary concepts for State Street to the State Street Advisory Committee (SSAC). The concepts raised several transportation and circulation-related questions during the meeting that staff could not fully address due to the time constraints of the meeting agenda. The purpose of this meeting is for staff to have an informational briefing with the SSAC on transportation-related issues and tradeoffs that the SSAC should consider when reviewing concepts.

Attachment 1 provides a history of the State Street Plaza and future considerations for Create State with respect to:

- State Street Plaza (currently Temporary State Street Promenade) from Haley to Victoria Streets
- 400 Block of State Street between Gutierrez and Haley Streets
- 1300 Block of State Street between Victoria and Sola Streets
- Parallel Streets to the Plaza: Chapala and Anacapa Streets
- Side Streets to the Plaza from Haley to Victoria Streets

In preparation for the September 6, 2023, meeting with the SSAC, staff met with the Transportation Circulation Committee (TCC) on July 27, 2023, to review the transportation history and future considerations for Create State. The presentation slides have been updated to reflect feedback from the TCC and public comment received at the meeting.

Feedback is requested from the SSAC for the following:

1. Are there any transportation considerations that should be added or modified in Attachment 1 or the presentation slides to assist the SSAC in understanding the tradeoffs when evaluating the preliminary concepts?
2. Are there any transportation modes or issues that the SSAC would like staff to expand on in a future meeting?

ATTACHMENT(S):

1. History of State Street and Future Considerations for Create State



History of State Street Plaza and Future Considerations

In the early 1960s, Downtown State Street was the City of Santa Barbara's vibrant main retail district. State Street was composed of narrow sidewalks, four traffic lanes, and on-street parking (Figure 1).



Figure 1: State Street, 1964

"Like many American Downtowns, Santa Barbara began to lose its vitality in the 1950s and 1960s as population growth shifted towards suburban areas. In addition to the population boom and the increased funding for highway construction, the damming of the Santa Ynez River in 1956 also affected Santa Barbara. This dam's creation of Lake Cachuma made it possible for the population of the Goleta Valley to increase, ultimately tripling in size. Additionally, the increasing size of the University of California at Santa Barbara, as well as the arrival of such companies as a General Motors Research and Development facility, led to increasing traffic and land use pressures adjacent to and within Santa Barbara" (Pedestrian Master Plan 2006). In 1967, La Cumbre Plaza shopping center opened. The new Plaza, like many other plazas in the country, was more suburban in nature. To keep up with the rapid growth happening within the City and unincorporated areas to the west, Downtown property and business owners realized they needed to take dramatic steps to preserve their economic viability.



Figure 2: La Cumbre Plaza, 1967

On February 16, 1966, Santa Barbara Mayor Don MacGillivray held a town meeting with Downtown property owners to suggest developing the Downtown Organization to preserve the Downtown economic viability. The organization was formed with three major objectives:

1. To plan for the improvement of private and public property in the Central Business District (CBD);
2. To interest a department store in locating in the CBD; and
3. To cooperatively provide free parking in the downtown area.

Creation of the State Street Plaza

To bring improvements to State Street, a Beautification Committee was formed, and the vision of a State Street Plaza (Plaza) emerged. In July of 1967, architect Robert Ingle Hoyt was selected to design the Plaza. Beginning in 1969, the City began to transform State Street from Ortega to Victoria Streets into a landscaped drive-through plaza with tile sidewalks, palm trees, benches, and historical architectural facades. The traffic lanes were reduced to two. On-street parking was replaced with free parking in five parking lots and one parking structure built over a period of several years. All parking access was taken from the parallel streets to State Street: Chapala and Anacapa Streets.

In the 1970s and 1980s, the Redevelopment Agency (Agency created in 1972) expanded the Plaza to two additional city blocks (Haley to Ortega Streets) and included landscaping and sidewalk widening. In the mid 1990's, State Street from East Haley to Gutierrez Streets (400 block of State Street) was also redeveloped with sidewalk and street furniture treatments, but the block was much wider, and the sidewalks were narrower than sidewalks above Haley Street. The Redevelopment Agency also subsidized and built commercial projects in Downtown between the 1970's and 2000's, with Paseo Nuevo Mall (1989) being the largest development. From 1999 till the early 2000s, the Redevelopment Agency completed a sidewalk improvement project installing brick and additional pedestrian and bicycle amenities along State Street Plaza. Overall, the transition to the State Street Plaza resulted in a rise in business and made Downtown a viable shopping option to its competition.

State Street, Circa 1960s



State Street, Under Construction



State Street, Pre-Promenade





Figure 3: State Street Plaza (Haley to Victoria Streets)

State Street Plaza’s Design - How it Functions Today and Future Considerations

The Plaza is in the heart of the Downtown from Haley to Victoria Streets. With 80 feet of right-of-way, there are 15-foot wide sidewalks or greater on both sides of the street, two on-street bike lanes, and two vehicle lanes going south and north bound. On-street parking and driveways are not available in the Plaza to minimize conflict and make it an ideal environment for walking and biking.



Figure 4: Google Maps Image, May 2012

Downtown State Street opened to pedestrians on May 22, 2020, as a temporary pedestrian and bicycle promenade to promote economic recovery as a result of the COVID-19 pandemic. In the ensuing weeks, businesses staged expanded restaurant seating within the public right-of-way as private vehicles were no longer permitted on the street. The temporary promenade has been extended until December 31, 2026, or until the Master Plan is completed, whichever is earlier.



Figure 5: Temporary State Street Promenade, July 2023

Walking

The Plaza is part of the City's grid network with approximately 500-foot blocks, making it ideal for walking to destinations in and around the Plaza. The Downtown area is an ideal pedestrian environment with complete sidewalks, curb ramps, pedestrian crosswalk signals, and relatively smooth surfaces for accessibility. The density of land use and the layout of the streets is conducive to walking. As a result, this area has the highest level of pedestrian activity in the City.

Other enjoyable aspects of the Downtown area are the pedestrian-scaled architecture and storefronts, outdoor café seating, benches, landscaping, decorative surfaces, fountains, and clocks. In August of 2022, with the State Street Promenade in effect, pedestrian volumes in the Plaza averaged around 8,000 people per day (video traffic counts taken from 6:00 a.m. to 7:00 p.m.). In 2006, City Council adopted the Pedestrian Master Plan, specifying as pedestrian volumes grow and features, such as restaurant seating, street furniture, and bike racks consume sidewalk space, additional width may be needed on State Street in the future.

Based on the community feedback received for the Create State effort to date, comments continue to emphasize pedestrian walkable areas and amenities beyond the existing sidewalk space.

Biking

The Plaza installed two on-street bike lanes in 1992. On-street bike lanes on Cota, Ortega, and Haley Streets connect to the Plaza providing critical connections from Lower West, West Downtown, Laguna, and Eastside neighborhoods. The Westside Community

Paseos Project is currently under construction and will make Sola Street bicycle friendly and connect the Westside, Oak Park, West Downtown, Upper East, Laguna, and Eastside neighborhoods to Downtown and is one block north of the Plaza.

The 2016 Bicycle Master Plan designates State Street from Highway 154 to Sterns Wharf as the “spine” of the City’s bicycle network. This network retains on-street bike lanes and when funding is obtained will include conflict striping at all intersections.

The City received a Measure A grant to install conflict striping in the Downtown portion of State Street, including the Plaza, but the striping was put on hold due to the COVID-19 pandemic and efforts shifted to investigating a higher-level facility in Downtown to address high collision patterns. A frequent pattern of collisions had been right turning vehicles into cyclists at intersections.

When the COVID-19 pandemic began, State Street from Haley to Victoria Streets became a temporary promenade for pedestrians, cyclists, and temporary outdoor dining facilities, with emergency vehicle access, and with limited access for maintenance vehicles and deliveries. The number and severity of collisions has decreased since the promenade opened mainly because the promenade eliminated the right turning conflict. Cyclist volumes in the temporary promenade averaged around 2,000 riders per day with traffic counts taken in August of 2022 (video traffic counts taken from 6:00 a.m. to 7:00 p.m.).

A consideration for the State Street design is combining the bike lanes to one side of the street so the right turn conflict is eliminated if one-way vehicular traffic is implemented (vehicles would not be able to make left turns from State Street so vehicles would not cross the bike lanes). Having the bike lanes on one side of the street would also help with speed control and create a defined space for cyclists to minimize conflict between cyclists, pedestrians and vehicles. This would be consistent with the City Council adopted Vision Zero Strategy the aims to eliminate all fatalities and severe injuries on City streets.

Maintaining and creating strong biking facilities to and from State Street is critical within a four-mile radius, which is a standard distance for a cyclist to ride before another mode choice is selected like driving, using transit or ride share (e.g., Uber or Lyft).

Driving

State Street originated as a drive-through plaza for vehicles. The beautiful architecture, outdoor cafes, shoppers, and street layout made the Plaza a popular cruising destination for drivers. The actual utility of driving was negligible since there was no on-street parking on State. When the temporary State Street Promenade opened to pedestrians and cyclists, the level of traffic congestion that was added to the parallel streets of Chapala and Anacapa Streets was minimal. Chapala and Anacapa Streets are the north and south bound streets carrying traffic in Downtown and connect to the rest of the City’s

Road network, including, the nearby highway interchanges at Carrillo, Castillo, and Garden Streets to U.S. Highway 101 (the only major highway bisecting the City).

Chapala and Anacapa Streets and the streets perpendicular to the Plaza currently provide on-street parking and commercial loading/unloading operations. Vehicular access for deliveries and commercial loading/unloading operations are currently limited on State Street to the morning hours before 10am.

A consideration for the State Street design is to maintain access for emergency vehicles and continue loading/unloading operations in the early morning or late evening hours. While adjacent north/south and east/west streets carry the major operations, service on State Street should be maintained since there are no alleys immediately adjacent to the Plaza that would otherwise provide access for maintenance, service, deliveries, and construction.

Parking

Nonresidential uses on the Plaza generally do not require parking because they are in a 100 percent zone of parking benefit. The zone of parking benefit increases economic growth and livability in Downtown by not requiring parking for a proposed land use.

There are 10 City parking lots (five parking structures and five surface lots) within a block of the Plaza, and a privately-owned public parking structure as part of the Paseo Nuevo Mall (Lot 2). Most Downtown parking facilities are located within one block of each other, allowing convenient access to other lots when one is full.

Each lot has a 75-minute free-parking period, including Lot 2, producing high lot turnover. This turnover minimizes the wait period for each lot. Once parked, residents, tourists, shoppers, and Downtown employees can navigate through the paseos and adjacent sidewalk network to get to



Figure 5: Map of City Parking Facilities Adjacent to State Street Plaza

and from the Plaza. On-street parking adjacent to the Plaza is a mix of loading, 15-minute, and 75-minute zones.

Employees, residents, and customers are the three categories of parkers.

Customer Parking

Customer parking is the most valuable for generating economic activity within the CBD and a parking supply for customers should be maintained to maximize economic vitality.

Employee Parking

Employee parking contributes to peak-hour traffic congestion from 7:00 – 9:00 a.m. and 4:00 – 6:00 p.m. for on-street parking and parking facilities in the Downtown. By providing a strong transit and active transportation network, employees may opt to take an alternative mode of transportation rather than driving in a personal vehicle. This behavioral change could in turn reduce traffic congestion and increase parking availability for customers. In addition, the City has Residential Parking Programs (RPP) to limit employee parking in adjacent neighborhoods to reduce traffic congestion.

In consideration of a new State Street design, City parking facilities and on-street parking will need to be robustly managed, particularly at peak times (4:00 – 6:00 p.m. on weekdays) to keep traffic congestion lower. The single most effective tool in managing parking and vehicle miles traveled and decreasing greenhouse gas emissions is on-street dynamic priced parking (General Plan 2011). The dynamic priced parking helps effectively manage peak periods to decrease vehicle congestion. Currently, on-street parking is free, which causes unnecessary vehicle congestion.

Residential Parking

Residential parking produces vehicle trips whereas commercial land uses attract trips. Residents in the CBD primarily travel via public transit or active transportation than residents outside of the CBD.

In 2020, the City Council adopted amendments to the City's Average Unit Density (e.g., multi-unit housing) Ordinance to increase the level of high-density residential land uses in the CBD, putting customers within walking, cycling, and public transit distance. The amendments also implemented a parking maximum and removed the parking minimum requirement in an effort to decrease the cost of housing. If residents living in Downtown do not have off-site parking, a monthly parking pass for a Downtown Parking facility can be purchased.

With the recent adoption of Assembly Bill No.2097 (A.B. 2097), effective January 1, 2023, residential and nonresidential parking (excluding hotels and event centers) is no

longer required within a half mile of qualifying public transit facilities (per Section 21155 of the Public Resources Code).

One of the qualifying public transit facilities is the Santa Barbara Metropolitan Transit District (MTD) Transit Center (Transit Center), located just off the Plaza on Chapala Street between Figueroa and Carrillo Streets. The entire Plaza and CBD are within the half mile boundary (qualifying areas are indicated in red in Figure 7). Any new ground-up development or change of use to existing buildings within the qualifying boundary does not have to provide parking (excluding hotels and event centers).

Over time, providing less parking in the A. B. 2097 qualifying areas will continue to decrease traffic congestion in Downtown, thereby reducing greenhouse gas emissions and building a healthier community. There are many city policies in the City's General Plan and Climate Action Plan that relate to reducing greenhouse gas emissions.

To maximize Downtown residents' use of alternative transportation, strong public transit, walking, and biking facilities are required. Without these alternative transportation options easily accessible, the parking supply intended primarily for customer use could be impacted by residential demand. While improved public transit, walking, and biking facilities are an important part of downtown's future mobility, it is also important to recognize that parking is still needed for residents that live outside of high transit priority corridors, those living or staying beyond walking or biking distance from the Plaza, tourists, and/or individuals with mobility needs necessitating a vehicle.

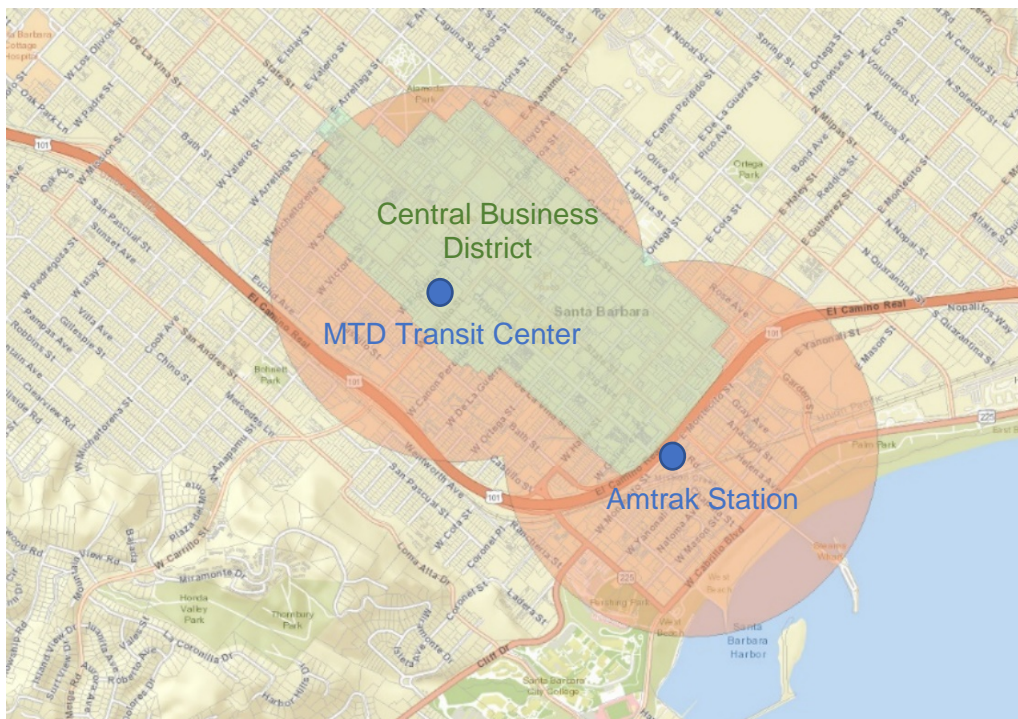


Figure 6: Red indicates areas with no parking requirements under A. B. 2097. Green indicates the City's Central Business District

Public Transit

In 1991, MTD Electric Shuttles ran between the Downtown and Waterfront neighborhoods with multiple stops to further assist parkers and pedestrians. The shuttles allowed customers to park in any City facility and conveniently move between shopping and destination areas without moving their car. This electric shuttle fleet was the first battery-electric transit fleet in the United States.



Figure 7: Photo of an MTD Electric Shuttle by www.streetcarmike.com 2009

Immediately prior to the COVID-19 pandemic, summer service on the Downtown shuttle operated every 10 minutes between 10:00 a.m. and 6:00 p.m. daily, with 15-minute headways between 6:00 p.m. and 9:00 p.m. on Fridays and Saturdays. The Waterfront shuttle operated with the same summer schedule but with 15-minute headways all day. Outside of summer, between Labor and Memorial Days, the Downtown Shuttle ran every 15 minutes, and the Waterfront Shuttle ran every 30 minutes, both from 10:00 a.m. to 6:00 p.m. Fares were .50 cents



Figure 8: Photo of a current electric shuttle by Josh Molina, Noozhawk, May 30, 2020

per ride for the rider (.25 cents for riders 62 years or older and for people with disabilities), with a subsidy by the City based on service MTD was providing. The operation and maintenance of the service were handled by MTD.

Ridership of the shuttle began to decline in the 2010s, paralleling the decline of business activity on State Street, the end of the Redevelopment Agency, and the shift towards online retail and big box stores in other parts of the region. The annual shuttle ridership in Fiscal Year (FY) 2012-2013 was 341,891 on the Downtown shuttle and 82,036 on the Waterfront shuttle. By FY 2018-19, ridership had dropped to 207,201 on the Downtown shuttle and 44,537 on the Waterfront shuttle. In April of 2020, service was suspended due to the opening of the temporary State Street promenade and the City not having enough funds to sustain the shuttle.

Since the suspension, MTD has received countless emails, phone calls, and social media comments requesting the return of the service. These requests have come from both residents, business owners, and visitors. A common comment is from visitors traveling by train who used the Shuttle service to travel Santa Barbara car-free. Currently, the Santa Barbara Train Depot has no direct local transit service. Other comments are from downtown residents, especially seniors, who do not have an accessible and convenient method to travel to and from home to shop. Individuals with children and disabled people have requested a way to travel Downtown without the need to walk, bike, or drive the whole length of the Plaza.

MTD conducted a broad community outreach plan in 2021 and 2022 to prepare a new Short Range Transit Plan to prioritize service over the next five years. One component of this plan involves the design of a combined downtown and waterfront shuttle circulator route that considers the temporary State Street Promenade. The shuttle would serve Anacapa and Chapala Streets between Gutierrez and Sola Streets. This plan was adopted in November of 2022 and can be found at www.sbmtd.gov/MTDMovesAhead.

In addition to the MTD Electric Shuttle service, MTD has bus routes across the City, with its central service location at the Transit Center, which is a block from the Plaza. From the Transit Center, riders can get to and from the Plaza from the Westside, Lower West, Eastside, Upper State, Oak Park, and Mesa Neighborhoods, as well as Goleta, Carpinteria, UCSB/Isla Vista and Santa Barbara City College. While there is a strong connection from the Transit Center to the Plaza, it may be difficult for those with limited mobility to experience the Plaza in its entirety without having additional transit stops along the Plaza or on multiple cross streets to the Plaza.

As parking continues to decrease in Downtown, the demand for public transit is anticipated to increase. Similarly, as housing in the Downtown core develops, residents will need easy, car-free ways to get around their neighborhood. Important considerations for future service in the Downtown area include the following: fleet type (vehicle and fuel type), hours and days of service, areas served, and safety of the public right-of-way within the Plaza or on adjacent roadways.

Bikeshare

Another viable public transportation option is bicycle share. Bicycle share is a public, point-to-point transportation option that can reduce traffic congestion and parking demand and provide affordable access to key destinations when trips are too far to walk but too close to drive. Bicycle share has been a requested public transportation option in the City for over a decade and is a documented need in the General Plan's Circulation Element and Bicycle Master Plan. It also furthers City Council's goal of reaching carbon neutrality by 2035.

The City's Bicycle Share Pilot Program (Program) was officially permitted in February of 2020 with the vendor, BCycle. The first BCycle docks and electric bikes (e-bikes) began operation on January 28, 2021. BCycle's operation includes an all-electric fleet and the 3.0 bike dock, a low-profile docking system similar in size to a conventional bike rack. BCycle e-bikes are



programmed to a maximum pedal-assist speed of 17 miles per hour (mph) and are designed for the rigors of public bike share use.

The initial launch of the program comprised of around 75 e-bikes and has developed significantly in subsequent years. As of the end of June 2023, there are 260 BCycle e-bikes and 520 docks in service at 87 different stations throughout the City. Approximately 1,089,826 million miles have been ridden by BCycle riders on this bike share system since January 28, 2021. There are currently 148 docks on State Street (from Highway 154/Calle Real/Hollister to Stearns Wharf) and of those docks, 68 docks are located in the Plaza.

The Program's pilot period ends in January of 2027 with the hope of becoming permanent given its success to date. There are currently many BCycle stations along State Street to complement the many services within the Plaza. Considerations in the Create State design should include BCycle stations.

Other Downtown Transportation and Traffic Circulation Considerations

400 Block of State Street between Gutierrez and Haley Streets

The 400 Block of State Street abuts the Plaza to the south and is a critical access point to Lower State Street and the City's Waterfront neighborhood. With limited access points under U.S. Highway 101, across railroad tracks, and Lower State Street, it is critical to maintain two-way traffic circulation on this block for traffic circulation and emergency access.

Another potential consideration is having one-way traffic circulation on the 400 block of State Street if two-way traffic circulation is changed on the 00 block of W. Guiterrez Street. Transportation Staff are currently working with a traffic model consultant that is

currently working on the City's Traffic Model Update to better understand if there is adequate capacity at the intersections to handle future traffic demands.

1300 Block of State Street between Victoria and Sola Streets

The 1300 Block of State Street abuts the Plaza to the north. When the temporary State Street Promenade opened, this block was temporarily reconfigured to a one-way street going northbound with diagonal parking on the west side of the street and temporary outdoor dining facilities on both sides of the street. To access the Plaza, vehicles travel southbound on State Street and turn left on Sola Street and right on Anacapa Street.

Sola Street is currently under construction as part of the Westside Community Paseos project. Community input and the City Council adopted 2016 Bicycle Master plan determined Sola Street to be a strong east-west route through Downtown.

The current left-turn traffic movement onto Sola Street from State Street has increased traffic volume. To be designated as bike friendly, roadway volumes need to be less than 3,000 vehicles per day on Sola Street. If the threshold is hit, the 1300 block of State Street must return to the two-way vehicular traffic layout, or the current one-way vehicular traffic layout must extend to the 1400 block of State Street for the left-turn traffic movement to move to Micheltorena Street.

Regardless of each roadway configuration, there are opportunities to expand the sidewalks on the 1300 block of State Street and enhance them to match the Plaza's existing sidewalk or future design. Ideally, the sidewalk in front of the Arlington Theater and its adjacent restaurants on the west side of the street should be widened for outdoor dining facilities and to enhance the vitality of the Arts District. On-street parking in this area could be reduced since Lots 5 and 6 are adjacent to the block.

Parallel Streets to the Plaza: Chapala and Anacapa Streets

During the Create State community outreach effort, there was community input suggesting cyclists from the Plaza be relocated to Chapala and Anacapa Streets, parallel to the Plaza. Any relocation of bike facilities from the Plaza to the parallel streets would significantly impact on-street parking, traffic, and circulation on Chapala and Anacapa Streets.

Given the current roadway speeds of 20 mph and traffic volumes of 10,000 to 15,000 vehicles per day on both Anacapa and Chapala Streets, a bike facility on these streets must be buffered or separated from the roadway in order to provide a similar level of safety as a bike facility on State Street.

A traffic lane, on-street parking, and/or accessibility and loading zones must be removed to incorporate a bike facility on these streets and significant driveway conflicts must also

be considered. This could decrease emergency and commercial access, increase traffic congestion, and could impact emergency response times.

Side Streets to the Plaza from Haley to Victoria Streets

There are opportunities to widen sidewalks on the Plaza's side streets (i.e. 00 blocks) but at the expense of eliminating at least some of the on-street parking, and potentially impacting loading zones for deliveries and accessibility. If deliveries continue to be suspended during normal business hours, deliveries will need to occur on the side streets.

If on-street parking removal is supported by the community, potential enhanced amenities on the side streets could include:

- W. Victoria Street (exception for loading zones retained for the Ensemble Theatre)
- E. Anapamu Street (link to the Plaza, Library, Courthouse)
- W. Figueroa Street (link to MTD Transit Center)
- W. Canon Perdido Street (link to Paseo Nuevo)
- E. De La Guerra (Link to De La Guerra Plaza and currently under design with the De La Guerra Plaza Revitalization Project)
- W. Ortega Street (on-street bike lane to remain)
- E. Cota Street (on-street bike lane to remain)

Considerations for Create State Effort

The Plaza has become and continues to be an important element that has shaped and defined Santa Barbara locally, regionally, and abroad. With respect to minimizing vehicle congestion and preserving economic vitality and quality of life, the following should strongly be considered in the Create State Effort:

- ❖ Look for opportunities to expand the sidewalk in the Plaza to meet future demand of walkable space (pedestrian-through zone as defined in the Pedestrian Master Plan) and sidewalk amenities such as outdoor dining, street furniture, bike parking, landscaping, lighting, and art/music. Have strong pedestrian connections from State Street to other destinations in Downtown.
- ❖ Separate bike facilities from pedestrians and vehicles to minimize road user conflicts on State Street. The bike facilities should have strong connections from State Street to other destinations in Downtown. Strong connections may require on-street parking removal.
- ❖ Ample bike parking for personal and bike share bikes should be available along priority bike routes to and along State Street. Bike racks should be designed to accommodate different bicycle types and have two points of contact.
- ❖ Provide opportunities for on-street parking pockets on the Plaza for service vehicles to minimize conflicts with pedestrians and cyclists in the early morning or late evening hours.
- ❖ Emergency access must always be maintained in the Plaza.
- ❖ Implement on-street parking with dynamic pricing to effectively manage and increase customer parking and deter vehicle congestion during peak periods (7:00 – 9:00 a.m. and 4:00 – 6:00 p.m.).
- ❖ Continue to have bike share in the City, including access along the Plaza. Work with adjacent jurisdictions to encourage a regional bike share system as a viable public transit option to further reduce traffic congestion and greenhouse gas emissions.
- ❖ Look for attractive, appropriately sized and efficient transit service with stops either along or on side streets to the Plaza. Explore funding sources for a shuttle that can be sustained overtime and is not dependent on one source of funding so services can remain in operation during economic downturns.
- ❖ Important considerations for future transit service in the Downtown area include the following: fleet type (vehicle and fuel), hours of operations, service locations, and safety of traveling in the right-of-way, whether within or adjacent to the Plaza.