Isla Vista Community Mobility Plan

Prepared for the

Isla Vista Community Services District

November 15, 2024

Executive Summary

Isla Vista is a unique location, characterized physically by its coastal access and its proximity to University of California, Santa Barbara (UCSB). It is a well-loved destination for visitors, long-time residents and families, and students. There is a diverse and incredibly dense population that experiences fluctuations seasonally due to the adjacent university.

In general, Isla Vista's small footprint and flat topography makes it an ideal area to promote non-vehicular forms of mobility, such as walking and cycling. However, difficulties in accessing everyday goods and services in nearby Cities of Goleta and Santa Barbara increase dependency on personal vehicles for many residents. While Isla Vista is surrounded by a plethora of regional transportation options, connections can be neither convenient nor easy. The Isla Vista Community Mobility Plan (Plan) offers a comprehensive evaluation of Isla Vista's mobility landscape, an in-depth summary of community-identified needs, and an outline of improvement priorities voted on by those who live and work in Isla Vista.

Chapter 2 unveils the existing conditions of infrastructure, policy, and services as it relates to different modes of mobility. The main modes explored here are personal vehicles, pedestrian access, public bus transportation, private and public regional transportation, cycling, and micromobility. This Plan dives into the key issues and opportunities faced by each mode, as well as the connectivity between modes. It evaluates the usage, reliability, accessibility, and experience for each mode of transport to uncover opportunities for improvement and expansion.

Chapter 3 includes an overview of the community needs identified from an extensive, multi-year community engagement process. Focus groups, stakeholder meetings, surveys, canvasing, tabling, pop-up events and more were conducted by the Isla Vista Community Services District (IVCSD) to gather input, ideas, experiences, and needs from the wider community. The result is a clear picture of mobility improvement requests by the very people who drive, walk, ride, and move through Isla Vista every day.

Chapter 4 summarizes the wish list for infrastructure, service, and policy improvements prioritized by community members. The set of initiatives includes both those which are suggested by the community through the needs assessment process outlined in Chapter 3, as well as the recommendations discovered through the existing conditions review outlined in Chapter 2. The feasibility and compatibility of initiatives will need to be further evaluated as part of the implementation process.

This Plan is intended to document the present-day mobility experience in Isla Vista and the community's vision of an overarching plan to move towards transportation equity.

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Subgrantees:
Isla Vista Youth Projects (IVYP)
Santa Barbara Metropolitan Transit District (SBMTD)
County of Santa Barbara (COSB)

Community partners:
Independent Living Resource Center (ILRC)
MOVE Santa Barbara County (previously SBBIKE+COAST)
UC Santa Barbara Office of Sustainability
Cool Block
Community Environmental Council (CEC)
Santa Barbara County Association of Governments (SBCAG)
Housing Authority of the County of Santa Barbara (HACSB)
Isla Vista Food Cooperative (IVFC)

The Isla Vista and UCSB community:
Past, present, and future

Chapter 1: Introduction

1.1 About Isla Vista

Geographic Setting

Isla Vista sits on a coastal bluff in southern Santa Barbara County, approximately 10 miles west of the Santa Barbara city core. The community is bordered to the east by the main campus of the University of California, Santa Barbara (UCSB), university-owned housing to the north, and university-owned housing and open space to the west. Beaches and the Santa Barbara Channel border the southern end of the community. The city of Goleta lies directly north of Isla Vista just past the UCSB campus.

Figure 1-1. Aerial Image of Isla Vista Looking Northeast Toward the Isla Vista Loop (2013)

Overview of Isla Vista Community Services District

Isla Vista is a vibrant, close-knit oceanside community in Santa Barbara County, renowned for its youthful energy and adventurous residents. The Isla Vista Community Services District (IVCSD) was established in 2017 (pursuant to Government Code § 61250), following decades of local efforts toward self-governance. As an unincorporated community, IVCSD is the first local government body dedicated to addressing the many unique needs of its residents.

The IVCSD oversees a diverse range of programs and services designed to enhance quality of life such as community facilities and programs, public safety service enhancement, a rental housing mediation program, a community beautification program, a composting service, parking services, and area planning.

The seven-member IVCSD board is composed of five elected positions and two appointed positions, one each from the County of Santa Barbara and UCSB. The team consists of a dedicated General Manager, Assistant General Manager, Community Programs & Engagement Director, Compost Collective Program Manager, Isla Vista Beautiful Program Manager, Community Engagement Project Manager, and Community Spaces Project Manager, supported by a network of contractors and community partners. Together, IVCSD works to foster a connected, sustainable, and thriving Isla Vista.

History of Isla Vista

Historically Isla Vista is the location of the Chumash village, Anisq'oyo (now the name of Isla Vista's central park). The Isla Vista subdivisions are the earliest urban subdivisions built in the Goleta Valley in the 20th century. The narrow streets of Isla Vista are characteristic of 1920s land planning. Although the Isla Vista lots were sold to several hundred owners in the 1920s, only a few vacation cottages were built before the 1940s.

In the 1940s, the area of what is now the UCSB campus was a US Marine base, and Isla Vista was nearly completely undeveloped. Development began when the University of California purchased the Marine base and planned to move its downtown Santa Barbara campus to the new location. The development of Isla Vista as a housing site for UCSB students began with regulated dormitories located along El Colegio Road. UCSB administrators recruited developers to build large complexes on El Colegio which were considered forward-looking and modern, winning several design awards.

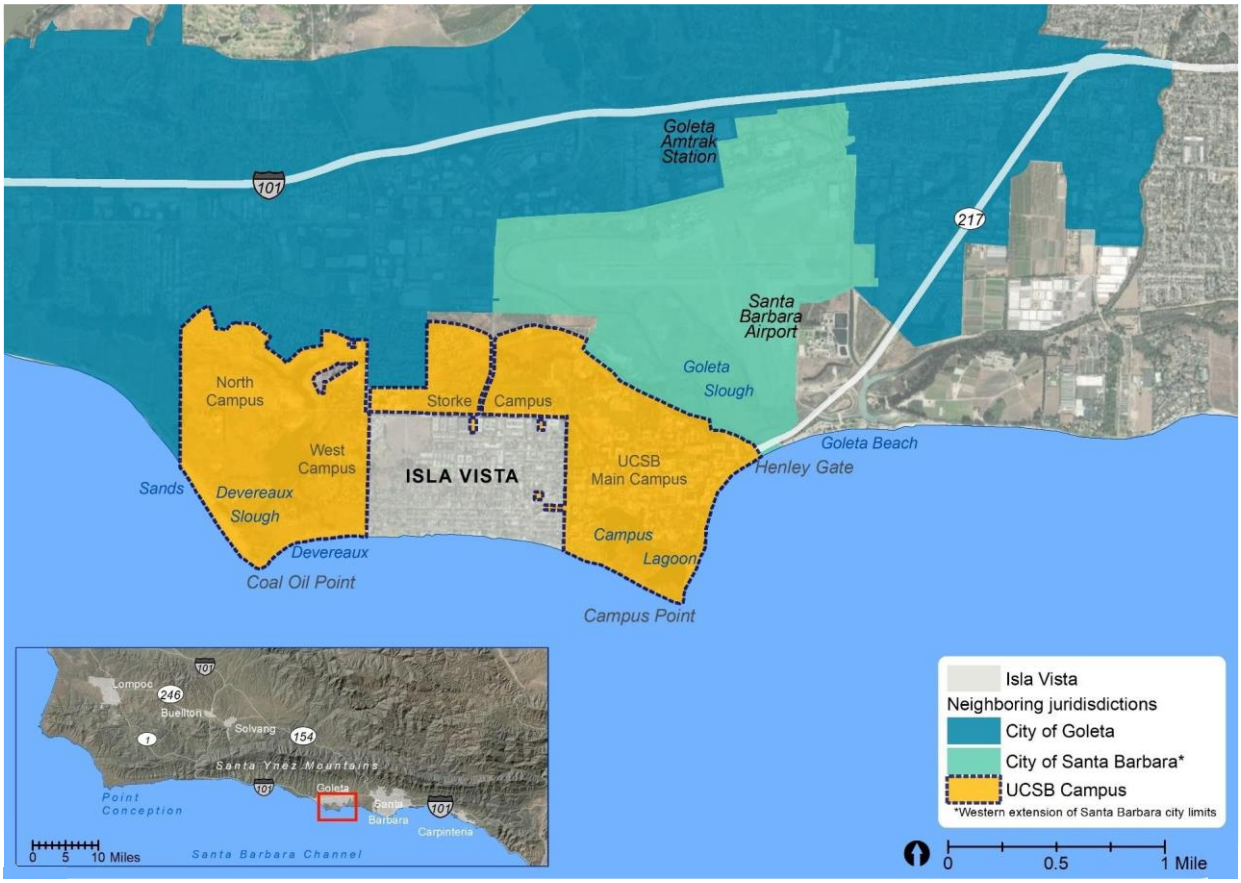
By the early 1960s, college students frustrated with dormitory curfews drove demand for Isla Vista apartments. The UC was also convinced by local developers to only provide public student housing primarily for freshman students. Developers built to meet this demand and asked County Supervisors to reduce parking requirements. By 1967, Isla Vista had hundreds of multi-unit complexes and a commercial center with physician offices, jewelers, insurance and financial offices, eclectic bookstores, and an art-house theater.

Isla Vista's unique governance structure, with multiple agencies rather than a single authority, requires coordinated efforts for infrastructure, including transportation. Without a self-governing body for much of its history, focused planning and resource dedication have been limited. While Santa Barbara County has provided some support, residents often take on

substantial advocacy efforts to secure funding for essential—and typically municipally provided services like sidewalk improvements and adequate lighting.

In the early 1970s, California state officials created municipal advisory councils to give unincorporated communities quasi-representation in policy decisions to provide standard municipal services, with the Isla Vista Municipal Advisory Council being among the first. When the City of Goleta incorporated in 2001, it excluded Isla Vista, causing Santa Barbara County to continue governing and collecting tax revenue from the area. Created in 2017, IVCSD seeks to coordinate local needs with County service providers.

Figure 1-2. Isla Vista Vicinity Map



1.2 Sustainable Transportation Equity Project

Figure 1-3. CARB and CCI

The Isla Vista Community Mobility Plan (Plan) is funded by a Sustainable Transportation Equity Project (STEP) grant from the California Climate Investments (CCI) program that the California Air Resources Board (CARB) administers. CCI is a statewide initiative that puts billions of cap-and-trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment—particularly in disadvantaged communities. The purpose of STEP is to increase transportation equity in disadvantaged and low-income communities throughout California by addressing transportation needs, increasing access to key destinations, and reducing greenhouse gas emissions.

In 2020, IVCSD successfully applied for and received a STEP grant in the amount of $182,158. Subgrantees include Isla Vista Youth Projects (IVYP), Santa Barbara Metropolitan Transit District (SBMTD), and the County of Santa Barbara (COSB). Community Partners include Independent Living Resource Center (ILRC), MOVE Santa Barbara County (previously SBBIKE+COAST), UC Santa Barbara Office of Sustainability, Cool Block/Empowerment Institute, Community Environmental Council (CEC), Santa Barbara County Association of Governments (SBCAG), Housing Authority of the County of Santa Barbara (HACSB), and Isla Vista Food Cooperative (IVFC).

Chapter 2:
Existing Conditions

2.1 Mobility Landscape

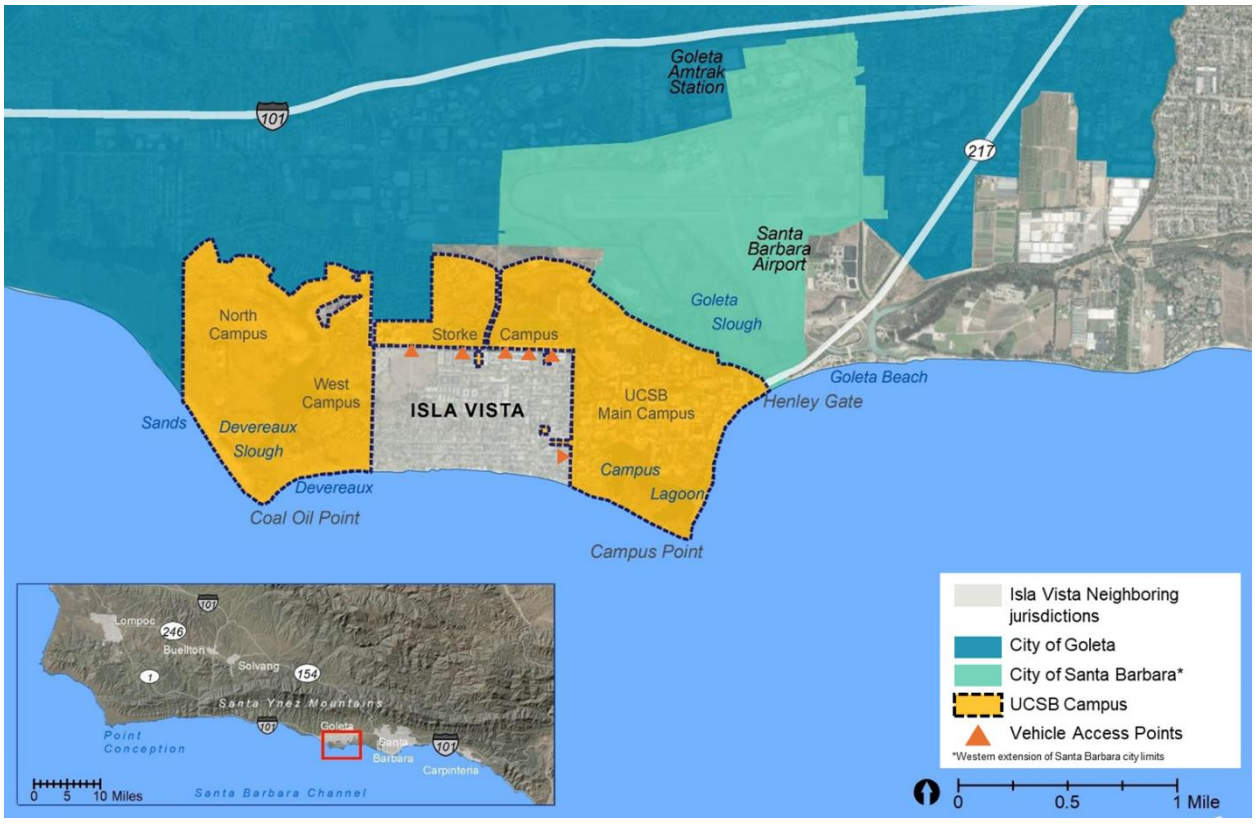
While Isla Vista offers infrastructure for a mix of mobility modes, the feasible options a resident has depends greatly on the goals of their journey. While walking and cycling are the preferred modes of transportation within Isla Vista, personal vehicle use is the most common for navigating in and out of Isla Vista due to convenience. In general, there are many opportunities to improve local and regional transit such that it becomes a valued mode for non-student residents as well. This section aims to introduce the general landscape of mobility options in Isla Vista and the intersectionality across modes, prior to diving into specifics regarding each mode of mobility.

Current Infrastructure & Services

Mobility Modes to Access Isla Vista

Isla Vista has limited access points into the community which are either vehicle- or bicycle-based. All access points into Isla Vista are connected to UCSB property; however, there is a noticeable lack of consistency in infrastructure when crossing between university versus County-managed lands.

Figure 2-1. Regional Access to Isla Vista



Vehicle

Regional access to Isla Vista is primarily performed via personal vehicles. However, while these access points exist, there is a disconnect between the road infrastructure available directly before and access points that can make it difficult for visitors to enter and navigate the mobility landscape.

There are limited roadways into Isla Vista, which include five vehicle access points from the north (fed into by two main roads Storke Road and Los Carneros Road) and one from the east (through UCSB along Ocean Road). This offers opportunities to monitor access closely and focus on improving the quality of a specific number of access points. Personal vehicles may connect passengers to their final destination or to a regional transportation station, such as the Goleta Amtrak Station, Santa Barbara Airport, or regional bus lines.

Bus

The second most common mode for regional access to Isla Vista is by buses, which operate on fixed routes that utilize the same road infrastructure and access points as personal vehicles. As a result, they share the same experience in terms of entering and exiting Isla Vista. Passengers typically use this mode to connect to regional transportation methods as part of their overall journey.

Bike

Isla Vista is also accessible by bike, with bicycle access points on El Colegio Road and the eastern border of Isla Vista with UCSB—the most popular of which is Pardall Tunnel. Plentiful bike paths on the UCSB campus encourage students to cycle on campus. Cyclists can bike between Isla Vista and Santa Barbara by using the bike path running parallel along Hwy 217 for a portion of the journey.

Although Class I multi-use bikeways exist on Los Carneros and the northern boundary of Isla Vista (El Colegio Road), cycling through a northern access point is typically less common due to safety concerns from vehicular traffic and the distances of nearby destinations. As such, accessing Isla Vista through the northern access points is most commonly conducted through personal vehicles or by bus.

Aviation

Of note is nearby Santa Barbara Airport, a small hub primary airport that connects Isla Vista with numerous flight destinations. However, to access Isla Vista from the airport, one of the above modes of mobility (personal vehicle or bus) is necessary and the connections between them are explored in depth in the following sections.

Mobility Modes Within Isla Vista

Key arterials supporting Isla Vista include El Colegio Road, Embarcadero del Mar, Embarcadero del Norte, Del Playa, and Pardall.

- El Colegio acts as the northern border of Isla Vista, acts as a key arterial featuring vehicle, bus, and bike travel lanes.
- Embarcadero is part of the "IV Loop," which serves as a commercial hub in Isla Vista.
- Del Playa is the southernmost road running parallel to the beach.

- Pardall is a key east-west road connecting the heart of Isla Vista to UCSB, via the Pardall Tunnel.

Within Isla Vista, the primary modes of mobility switch to walking and cycling. These are typically preferred due to the short distances in the compact community and difficulties of finding available parking. Despite this, there are concerns with the quality of pedestrian infrastructure and the sufficiency of cycling infrastructure throughout the community, leading to opportunities for improvement. As an example, Figure 2-2 demonstrates the limited nature of bikeways in Isla Vista. Concerns regarding the safety and the complete nature of such mobility modes are illustrated in the following Walking and Cycling sections of this report.

This contrast of vehicle-based access to Isla Vista and non-vehicular movement within Isla Vista indicates that sufficient long-term vehicle storage and encouragement of a "Park Once" philosophy is important. However, with the limited space in Isla Vista, it is ideal that those who do not need to own a car are still able to access all the necessary amenities in Goleta and Santa Barbara relying on alternative modes of transportation. This presents a large opportunity for Isla Vista to improve the design of their mobility landscape to bridge the gap between the two approaches and reduce reliance on personal vehicles.

Within the available road infrastructure is a range of pavement and conditions present. While some roads feature bike lanes and sidewalks to accommodate multiple different modes of mobility, some roads cater primarily to vehicles. The section on the existing conditions of Pedestrian infrastructure expands on this in detail with figures that demonstrate where there are disconnected sidewalk segments.

Figure 2-2. Local Access to Isla Vista

Intersections in Isla Vista

Of the 74 intersections in Isla Vista, only six intersections are signal-controlled (signalized): five along El Colegio Road and one at Pardall Road and Embarcadero del Norte (see Appendix A). All other intersection controls (where they exist) are stop signs. While local roads within Isla Vista may not necessarily call for traffic signals, the current conditions of traffic signage and guidance lead to dangerous practices between vehicles and non-motorized road users. There is a lack of visibility at three-legged intersections, especially with cars and bikes traveling down the intersecting road. Cyclists have been observed ignoring stop signs in general. While stop signs at four-legged intersections are more likely to be respected by drivers due to an increased risk of collisions between two vehicles, three-legged intersections stop signs where available are typically ignored. This is further elaborated on in a subsection dedicated to Collisions.

Road Widths

Roads in Isla Vista typically are considered narrow and do not meet the thresholds according to typical urban planning practices. 80% of the north-south arterial road segments and only 58% of east-west road segments meet the minimum road width threshold of 34 feet wide (see Appendix B for road width measurement and methodology). Overall, only 68% of all road segments in Isla Vista are 34 feet wide or greater, meaning that close to one-third of roads in Isla Vista do not even meet the minimum threshold for even a conservative two-way road design, let alone one with expanded sidewalks, sufficient parking, and dedicated bikeways to increase safety for all modes. ***Due to constrained road widths, Isla Vista faces a great challenge when re-imagining how different modes can share the public right-of-way moving forward, forcing the prioritization of modes.***

Currently, the widest curb-to-curb segments in Isla Vista are Sabado Tarde Road and Abrego Road between Camino Corto and Camino del Sur at 40 feet wide. These locations may offer an opportunity to accommodate the addition of mobility elements, but because they are not well-connected to existing bikeways and expanded pedestrian infrastructure, positive impacts to mobility connections may be minimal.

What are typical minimum and ideal road widths?

At minimum, a two-way road with parallel parking on both sides is 34 feet wide. This accounts for two 10-foot vehicle lanes (20 feet total), and two 7-foot parking lanes (14 feet total). These example widths are considered narrow and are usually applied in constrained settings or traffic-calming scenarios.

For comparison, in a typical urban area, common standards are 10.5 to 11 feet wide for travel lanes and 8 feet for parking lanes, for a total of 37 or 38 feet wide.

Policies & Programs

Land Use and Zoning

Isla Vista is primarily residential, with 72% of land use dedicated to this purpose. Based on the land use and zoning data in Appendix C, 64% of Isla Vista zoning is dedicated to medium- and high-density student residential usage compared to single- or two-family residential and non-residential applications; this adds further definition to the prevalence and impacts of substantial student living in the community.

There is a mixed-use general commercial core situated around the southern end of the "IV Loop" along Embarcadero del Mar, Embarcadero del Norte, and Pardall Road. This area features the bulk of commercial land use in Isla Vista, as well as a more concentrated level of high-density apartments, services, and employment than the rest of community. The local, small-scale businesses at the IV Loop serve Isla Vista residents and UCSB students but may not satisfy all their needs. As such, residents require reliable access outside of Isla Vista for non-discretionary travel (i.e., employment and necessary errands) to nearby goods and services.

In order to accommodate the high housing demand in Isla Vista and increase the accessibility of necessary services within the community, there is an opportunity for Isla Vista to rezone current land uses to accommodate more mixed use or an intensification of existing uses.

Mixed-use Development in Isla Vista

The IV Loop area features mixed-use developments that combine ground-floor commercial with residences above. Figure 2-3 demonstrates one such development located at the south end of the IV Loop. These are identified as general commercial areas in the land use map in Appendix C, demonstrating that an even larger than reported percentage of Isla Vista features residential property.

Figure 2-3. The "ICON" Mixed-Use Development

Public Right-of-Way

In order to understand opportunities for potential changes to the public right-of-way for mobility improvements, it is important to acknowledge that these roadways are under the jurisdiction of the County of Santa Barbara. Approximately 21% of the land in Isla Vista is public right-of-way and is used primarily for transportation purposes (Figure 2-4); however, it is important to recognize that encroachment may exist in Isla Vista and that a clear evaluation of existing public right-of-way is necessary to understand the current baseline of possibilities.

Figure 2-4. Public Right-of-Way in Isla Vista

Usage

An effective mobility landscape enables users to move from place to place. There is a rich ecosystem of destinations within and around Isla Vista, some of which include the following examples:

Within Isla Vista	**Beyond Isla Vista**
Isla Vista Community Center	Camino Real Marketplace
Isla Vista Market	Calle Real Shopping Center
Isla Vista Food-Coop	Fairview Shopping Center
Beach access	Dos Pueblos High School
Del Playa Road	Downtown Santa Barbara
UCSB Campus	

The following sections offer an expanded list of key destinations and description of mobility access in Isla Vista, Goleta, Santa Barbara, and beyond.

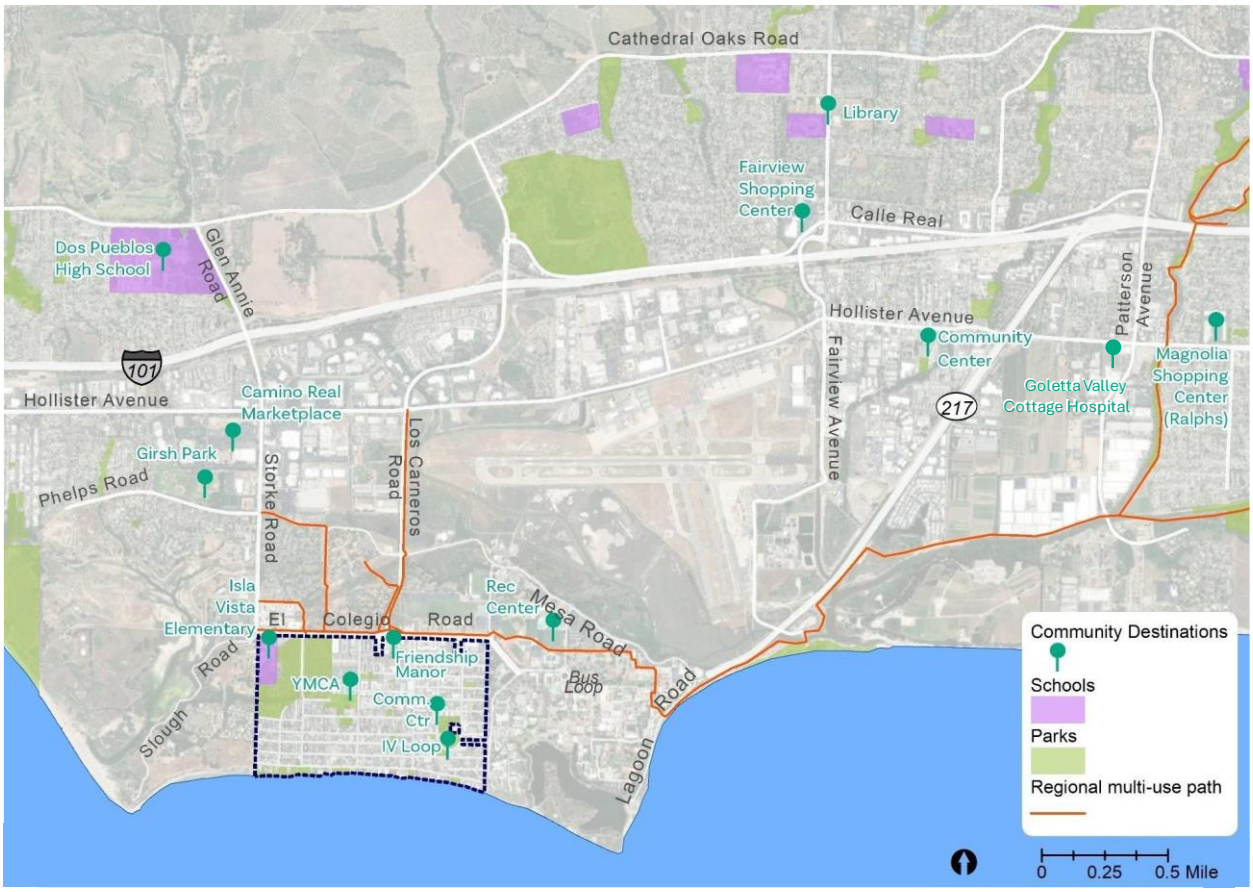
Within Isla Vista

As reported in the Isla Vista Transportation and Mobility Survey (see results in Appendix D), residents primarily walk or bike within the community thanks to its compact size and in part because finding available parking can be difficult, especially during the school year. However, users of mobility aid devices like wheelchairs may prefer vehicle-based trips due to the lack of

sidewalks and safe crossings. Figure 2-5 shows the locations of common destinations in Isla Vista, which include the following:

- Isla Vista Elementary School
- St. George Youth Center YMCA
- Friendship Manor
- Isla Vista Community Center
- Beach access (accessible along Del Playa)
- Parks
- Restaurants and services at the Isla Vista Loop, on Pardall, and other intersecting roads
- Isla Vista Market and the Isla Vista Food-Coop (essential groceries and goods)

Figure 2-5. Location of Common Destinations for Isla Vista Residents



While non-student residents will need to venture out of Isla Vista for their other needs, University of California, Santa Barbara (UCSB) students likely will be able to attain the majority of their needs on campus while Santa Barbara City College (SBCC) students have immediate access to other goods and services in Downtown Santa Barbara. Common destinations on UCSB campus grounds that indicate the types of goods and services UCSB students have access to include the following:

- Academic buildings

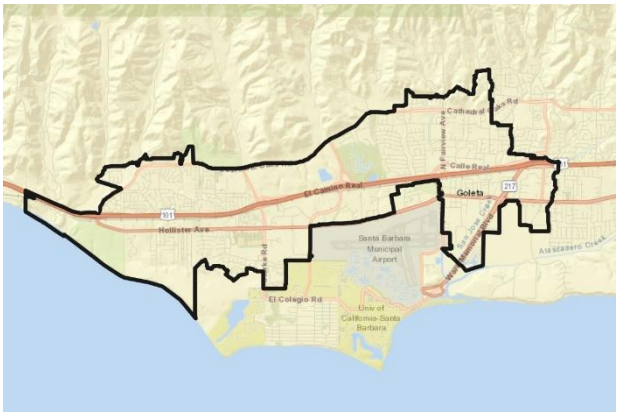
- The UCSB Recreation Center (gym and recreation fields)
- Dining commons
- The University Center (student union)
- Residence halls
- Convenience stores

As long as Isla Vista does not provide full-service versions of key goods and services, it is key for residents to have easy, convenient, and accessible mobility connections to amenities outside of its boundaries. This is supported by the findings from a survey conducted for the Isla Vista Parking Action Plan (2024), which found that the community's top priorities for reducing car ownership among UCSB students are on-demand shuttles, more full-service businesses, and additional public services within Isla Vista.

Between Isla Vista and Goleta

Beyond Isla Vista and the UCSB campus is the City of Goleta, which offers additional commercial, recreational, and residential destinations. Figure 2-6 identifies the boundaries and location of Goleta. Isla Vista residents and UCSB students reportedly travel into Goleta mostly for necessities such as work, errands, and services. Transportation mode to these destinations may be largely affected by trip purposes, such as the need to carry back groceries to Isla Vista. Common destinations in Goleta that offer nondiscretionary services to Isla Vista residents include the following:

Figure 2-6. City of Goleta Boundaries



- Camino Real Marketplace (provides employment and shopping opportunities)
- Calle Real Shopping Center
- Girsh Park
- Dos Pueblos High School
- Fairview Shopping Center, Magnolia Shopping Center
- Goleta Valley Library and Goleta Valley Community Center
- Goleta Valley Cottage Hospital and urgent care facilities
- Goleta Amtrak Station

One of the locations above, Camino Real Marketplace, is technically accessible on foot or by bike, an overwhelming majority of residents surveyed indicated that they prefer to take a personal vehicle to this location. This mode preference is likely influenced by the benefits of vehicle cargo space and the inconvenience of walking a duration of 40 minutes (measured from the center of Isla Vista) along a major roadway.

The same response—a primary preference for driving a personal vehicle—applied to all other commercial shopping locations mentioned in this section. Taking the bus has reported to be

the second most common mode for accessing shopping centers, demonstrating that it is feasible to use public transit; however, it can be inconvenient in many ways and usage may be attributed to the low cost of choosing this option.

Between Isla Vista and Santa Barbara

Downtown Santa Barbara is another significant destination approximately 10 miles east of Isla Vista on Highway 101 and serves as an employment center and entertainment destination for Isla Vista residents. Santa Barbara is also home to SBCC, another educational institution that students residing in Isla Vista may attend. Residents may also access Santa Barbara to access other regional transportation options that are identified in the following sections. Common destinations in Santa Barbara include the following:

- Necessities such as work or school in and around downtown, including SBCC.
- Recreation such as hiking and the beach.
- Entertainment such as museums, theaters, bars, and restaurants along State Street.
- Attractions such as the harbor, parks and gardens, and the Santa Barbara Mission.

It is most common to drive or bus to Santa Barbara from Isla Vista. Santa Barbara Metropolitan Transit District (MTD) provides daily service via several bus lines. For evening service on the weekend, a private bus service called "Bill's Bus" provides limited service between Thursday and Saturday. Further description of buses that connect Isla Vista to Downtown Santa Barbara are illustrated in the Local Buses section below.

Other Destination from Isla Vista

Based off carpooling data, it has been identified that common destinations for those connecting outside of Isla Vista include Los Angeles, San Diego, Riverside, San Luis Obispo, and the Bay Area. These locations are typically served by carpooling, while some can be accessed by regional transportation options. Carpooling is a convenient and cost-effective method for filling in journeys that may not be commonly accessible via other means, identifying a gap in alternative transportation methods for such trips.

Vehicle Dependence

The overall analysis of mobility in Isla Vista leads to the conclusion that residents are car-dependent and typically cannot meet all their needs through alternative modes of transportation alone. Ride-hailing services such as Uber or Lyft comprise of 24% of the mode share when it comes to trips taken from Isla Vista to other areas of Santa Barbara County. This demonstrates that users with personal trips that do not have the flexibility to leverage carpooling are still looking for convenient ways to exit Isla Vista without personally driving.

There is also an opportunity to consider supporting carsharing opportunities to minimize the number of vehicles needed to meet the transportation needs of those in Isla Vista and reduce the number of vehicles stored long-term on the streets. Residents are typically open to finding opportunities to decrease their costs and liabilities through methods like carsharing and ridesharing.

Accessibility & Experience

Accessing Key Destinations

There are multiple factors to consider regarding which mode of transportation to use to access key destinations within and outside of Isla Vista. Currently, access to key destinations outside of Isla Vista rely on motorized transportation (primarily in the form of personal vehicles) due to convenience factors (such as distance and the availability of cargo space) and safety factors (such as the presence of high-speed major roads and highway crossings). Additionally, the experience of choosing to walk or bike to locations like Dos Pueblos High School and Fairview Center is poor, requiring more caution given the prevalence of vehicle traffic on the roads.

The table below identifies the accessibility of a sample of common destinations from the geographic center of Isla Vista using various modes of transportation. For Isla Vista Elementary School, the point of origin is Children's Park.

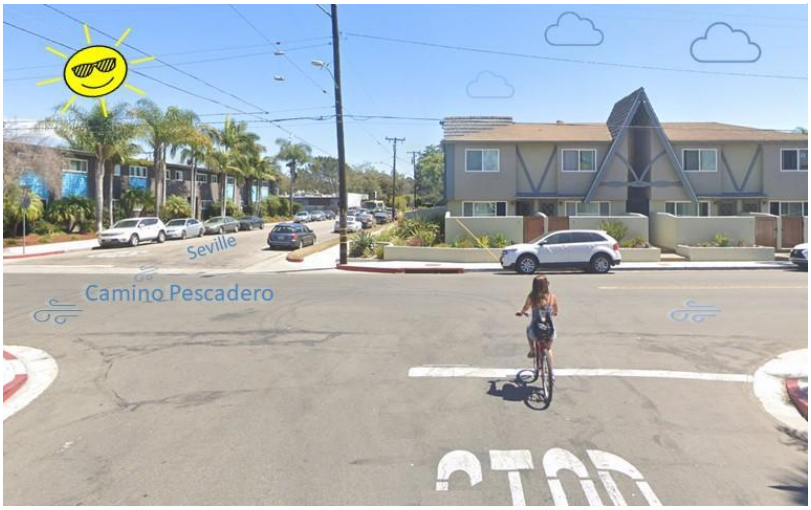
Table 2-1. Distance by Mode to Destination

Destination	Location (Distance)	Time On Foot	Time By Bike	Time By Car	Time By Bus
Isla Vista Elementary School	Within Isla Vista (0.6 miles)	13 min	3 min	3 min	Not required
Dos Pueblos High School	Goleta (2.9 miles)	Not advised	17 min	10 min	35 min
Trader Joe's	Goleta (3.9 miles)	Not advised	21 min	12 min	34 min

Collisions

The collision summary provided in Appendix E identifies some key insights regarding safety in mobility. General collisions across all modes are most commonly reported to occur in broad daylight, emphasizing that speed, lack of visibility, and lack of alertness in road-sharing practices are likely at play. There are opportunities to address this in terms of infrastructure and road design, signage, and road user education.

Figure 2-7. Offset Intersection at Camino Pescadero and Seville Road

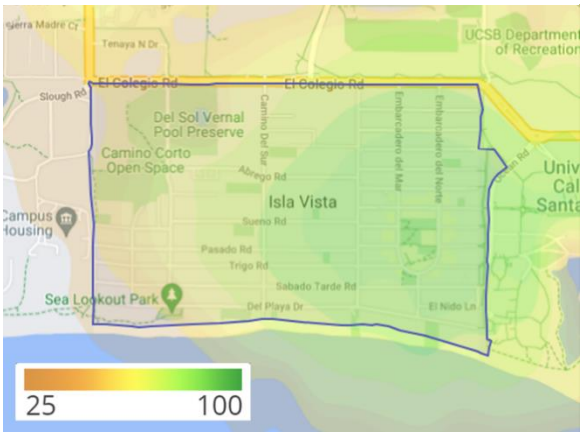


There is a high concentration of pedestrian- and bike-involved collisions after 6 p.m., emphasizing the need for better lighting. Street lighting improvement planning is currently underway in Isla Vista, offering an opportunity to track collision rates post-upgrade to assess

impact. Increased collision reporting is also needed, as many non-injury incidents go unreported. Raising awareness and enabling informal, anonymous reporting could help gather more comprehensive data.

Key collision hotspots in Isla Vista include intersections like Pardall Road at Embarcadero del Mar and Embarcadero del Norte. Offset or three-legged intersections, such as those along Camino Pescadero, cause confusing and dangerous turning movements for all modes. Cyclists traveling east-west may angle across the offset intersection legs, while some drivers tend to use a rolling stop instead of coming to a complete stop. Dense corner parking obstructs sightlines, adding to the risk. Isla Vista could improve safety by enhancing sightlines and adding signalization, especially at unsignaled intersections.

Figure 2-8. Isla Vista Walk Score Map



Walk and Bike Score

Isla Vista has a walk score of 60 (out of 100) and is considered a biker's paradise with a bike score of 90 (out of 100)[1]. The evaluation for walk score considers how many errands can typically be accomplished on foot, with the ideal being that all amenities are within a five-minute walk (0.25 miles) per the concept of the pedestrian shed. This metric reinforces that Isla Vista does not feature all the amenities residents may need to access on a regular basis. As a result, the focus here should not be on improving the walk score, but to improve the conditions of pedestrian infrastructure to make it safer and more convenient for residents to reach what they can access.

The high bike score identifies that many residents are able to access needed amenities within a 5-minute bike ride. This provides an encouraging view on the opportunities to further increase bicycle adoption through infrastructure improvements that better connect bikeways and increase cyclist safety.

What is the Pedestrian Shed?

The pedestrian shed is related to studies identifying the distance people are willing to walk to a transit stop. The commonly accepted distance in this regard is five (5) minutes, or a quarter-mile. Though the pedestrian shed is not necessarily a one-size-fits-all solution to evaluation walkability, it lends an idea of how to compare the walking experience between locations.

[1] Source: https://www.walkscore.com/CA/Isla_Vista

Overview of Mode-Specific Existing Conditions

The remainder of this chapter aims to provide a thorough examination of the existing conditions for each mode of mobility. To preface, Table 2-2 highlights the top five infrastructure, service, and usage observations related to the modes of personal vehicle, pedestrian, bus, regional transportation, cycling, and micromobility.

Table 2-2. Top 5 Existing Conditions Per Mode

Mode	Top 5 Existing Conditions
Vehicle	1. Tension between parking needs and mobility from vehicles parked illegally and those obstructing driveways, sidewalks, and the flow of traffic, including emergency access for responding fire engines. 2. No wayfinding signage exists in Isla Vista, especially towards parking. 3. No pick-up/drop-off zones in Isla Vista for rideshare vehicles, designated carpool spaces, or carsharing activities. 4. A few loading zones exist on Pardall, but otherwise delivery drivers park in the middle of the street. 5. All roads in Isla Vista have a posted speed limit of 25 MPH, except on El Colegio Road which has a speed limit of 35 MPH, excluding the 25 MPH school zone in front of Isla Vista Elementary School.
Walking	1. 42% of sidewalks are missing (7.7 miles) 2. Lack of stop signs at certain intersections create a safety hazard. 3. There is a significant lack of adequate street lighting. 4. Sidewalks lack ADA compliance. 5. Cars park partially on curbs, creating blockades for pedestrians.
Local Buses	1. Service on MTD is slowly rebounding to pre-pandemic levels. 2. Five bus routes by MTD do not meet student and worker demand for frequency/times and do not meet reliability needs of students and workers. 3. Bus stops typically lack ADA accessibility, lighting, seating, and shelter. 4. Free transit is offered to students, while reduced rates are offered to youth, seniors, Medicare card holders, and persons with disabilities. 5. MTD has planned to launch a microtransit service, connecting IV Community Center with Amtrak station, SBA, UCSB, etc.

Regional Transportation	1. Isla Vista is currently served by the Goleta Amtrak station, Santa Barbara Amtrak station, and the Santa Barbara Airport for regional transit. 2. Besides by car, Isla Vista primarily connects outside of the County through train, bus, shuttles, and flights but service levels may be inconvenient. 3. Ride-hailing services are the most common mode of transportation to access the Goleta Amtrak station and Santa Barbara Airport from Isla Vista. 4. Amtrak via the Goleta Station is the third most common mode of transportation for trips taken outside of southern Santa Barbara County from Isla Vista. 5. No direct bus access is available to neither the Goleta nor Santa Barbara Amtrak stations. 6. Isla Vista and UCSB are served by the Clean Air Express (Goleta stop), connecting to North Santa Barbara County, and the Coastal Express (on-campus stop), connecting to Ventura County. The Santa Barbara Airbus connects to LAX.
Cycling	1. Disconnected and lacking biking infrastructure both in and connecting outside of Isla Vista, and wayfinding for regional biking connections. 2. Pardall Tunnel is the most common bike path and connection point between Isla Vista and UCSB. 3. Lack of secure bike parking, especially private bike parking. 4. Cyclists are both recreational and commuters. 5. Significant private bike ownership, but few bike services in comparison to UCSB and Santa Barbara.
Micromobility	1. There are limited dedicated scooter/bike corrals. Scooters often park in the middle of the sidewalk or on the street, impacting ADA access. 2. Under the County's Shared Mobility Device Permits program, up to 300 scooters are allowed (and restricted to) Isla Vista as they are not permitted in Goleta or UCSB. 3. Scooters/skateboards are not permitted on sidewalks; however, many ignore this. 4. There are no identified skateboard or scooter lanes. 5. Most frequented scooter share routes occur along Pardall, Abrego, Camino Pescadero, Del Playa, Embarcadero del Mar, and Embarcadero del Norte.

2.2 Community

Isla Vista features a diverse population that enjoys the nearby coastal access, Southern California climate, and proximity to academic facilities. It is a dense community that features a high proportion of the population living below the federal poverty threshold that can tend to rely on a mix of mobility modes to access key destinations within and outside of Isla Vista. Key resident groups and some of their typical daily destinations include the following:

- **Families and Children:** Students typically attend Isla Vista Elementary School on El Colegio Road or other primary and secondary institutions in nearby Goleta Union School District. There is a mixture of home ownership and long-term rental.
- **Seniors:** There is a retirement community at Friendship Manor on El Colegio Road.
- **Post-secondary Students:** Students may rent a home in Isla Vista or reside in UCSB-owned apartment buildings on campus property around Isla Vista.
- **Low-income Residents:** There is low-income housing at Pescadero Lofts.

Daily destinations that apply to all of the above profiles include:

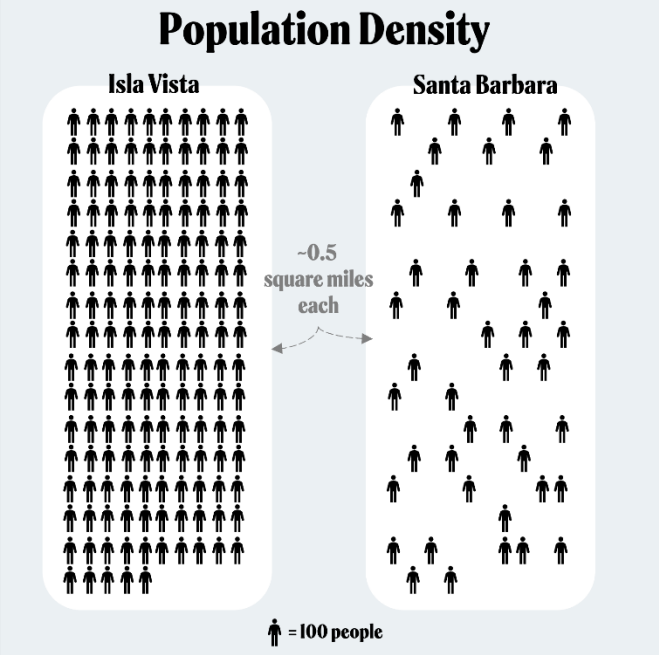
- Grocery shopping in Isla Vista, e.g., Isla Vista Market, I.V. Deli Mart, Isla Vista Food Cooperative, and International Food Market.
- Shopping destinations nearby Isla Vista, e.g., Camino Real Marketplace and Storke Plaza (Costco, Home Depot, Target), Fairview Center, Magnolia Shopping Center (Ralphs), Calle Real Shopping Center (Trader Joe's), and Turnpike Shopping Center (Vons).

Population Density

There are 15,732 people in Isla Vista residing in an area of just over 0.5 square miles. This high population density—approximately 28,000 people per square mile—places Isla Vista on par with the average population density for all five boroughs of New York City. Isla Vista is 3.5 times the density of the City of Santa Barbara (see Figure 2-9). The density of Isla Vista creates a significant opportunity and need to promote modes of mobility such as walking and biking to offset roadway and parking congestion.

From September to June, the population swells to its fullest due to post-secondary students who live in Isla Vista and study at the University of California, Santa Barbara (UCSB) or Santa Barbara Community College (SBCC). This equates to over 9,000

Figure 2-9. Population in Isla Vista versus Santa Barbara



students.[2] There are also an additional 10,000 people who live around Isla Vista on the UCSB campus. During the summer months, Isla Vista's population decreases to its full-time residents and summer school students. This demonstrates that transportation planning and infrastructure must consider these two "seasons" of population to support this fluctuating population.

Demographics

The following demographic data was derived from the US Census Bureau's 2021 American Community survey.

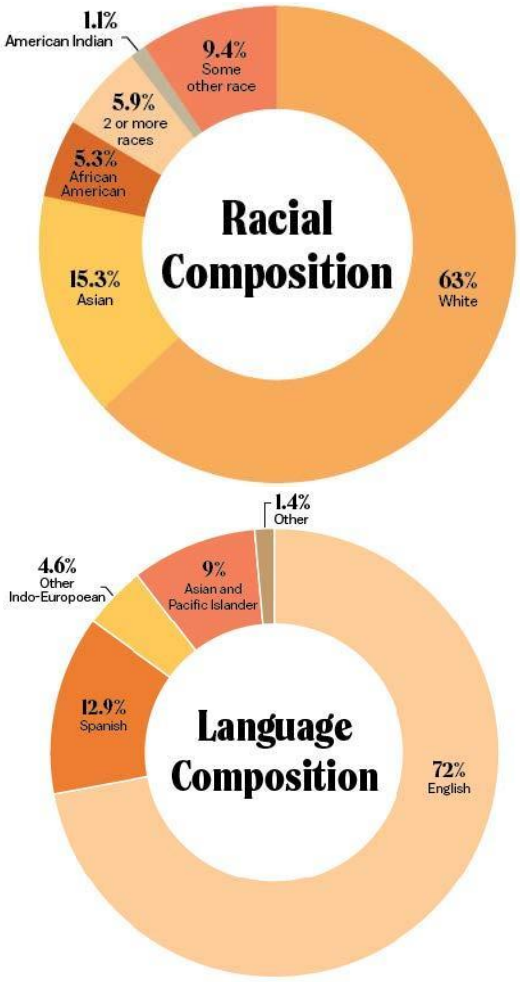
Language

The population of Isla Vista is ethnically and racially diverse (see Figure 2-10). Only 28% of long-term residents (defined as living in Isla Vista for five or more years) speak English as their primary language at home, demonstrating the importance of public infrastructure and messaging that is universally understandable and translated into commonly spoken languages like Spanish.

Age

Although 85.7% of the population is aged 18 to 24 due to the student base (compared to just 15.5% in the County), it is important to acknowledge the spread of population (see Appendix F). The second most common age group is 25-34 years old, indicating working professionals that may rely on regional transportation to commute for work and young families with unique transportation needs. There is also a noticeable presence of seniors aged 65-84 years old who may have limited mobility, especially with the presence of a retirement community.

Figure 2-10. Racial and Language Composition in Isla Vista



Median Income and Poverty

Overall, Isla Vista residents experience significantly lower median income levels and higher poverty rates than Santa Barbara County and the state (see Appendix F). Even with the student impacts removed, families have a

71.5% of Isla Vista residents live below the poverty line

[2] Figures from the UCSB Office of Budget and Planning indicate 9000 students, while there is no figure available for SBCC students.

median income that is 40% lower than the County median. This demonstrates the critical need for affordable, low-cost transportation infrastructure options for all, not just students.

Living Arrangements

There are 4,571 households in Isla Vista, which translates to an average of 3.4 people per household. However, less than 40% of the population lives in common household arrangements, such as with family or where the one person is the homeowner. In contrast, 60.4% of residents live with non-relatives, influenced by the substantial percentage of students in shared living situations. This indicates an imbalance whereby certain areas of Isla Vista can be extremely dense due to student living.

Student Living Situation

Isla Vista's high population density is partially attributed to the sheer quantity of students in shared living situations due to high rent and low inventory. This low residential unit inventory in the face of high housing demand is a challenge faced across California as a result of decades of zoning and housing policy history.

Figure 2-11. Locations of Dense Student Housing on Del Pl

While it is typical for university students to seek out roommates to lower the cost of rent or experience social living, the shared living situations in Isla Vista are taken to the extreme. It is incredibly rare and unaffordable for a student to have their own room in Isla Vista. Usually, there are at least two people sharing a bedroom, and in some cases, there can be three or four people per bedroom. Del Playa Drive, the oceanfront street in Isla Vista, is especially notorious for housing many students per unit. It is commonplace for a singular unit on Del Playa to house up to 20 people. In a Facebook group called "IV Housing for UCSB Students," a UCSB student described their house on Del Playa as a seven-bedroom house with two people per bedroom, equaling 14 people in one apartment.

Students in Isla Vista tend to live in crowded living arrangements for a variety of reasons, including:

- **Cost of living and rent:** The cost of living and rent in Santa Barbara is extremely high. As of January 2023, the average rent for a one-bedroom apartment in Santa Barbara, CA is $2,750, a 31% increase compared to the previous year. Sharing rooms significantly decreases the cost of rent. Four-bedroom apartments on Del Playa are typically listed for $12,000-$14,000 per month[3], which is a rent of at least $3,000 per bedroom. Del

[3] Source: Playa Life IV rental site (January 2024 pricing)

Playa does represent the most premium housing in Isla Vista, but even rents at one of the northernmost apartment complexes furthest from the ocean are $3,500 for a one-bedroom unit.

- **Proximity to UCSB:** Students may opt to live in crowded living situations because there are few other choices if they want to remain close to UCSB. Isla Vista has had little development in recent decades, and demand for housing in Isla Vista—driven by growth in the UCSB student population (see Appendix F)—has greatly exceeded the supply. UCSB has also seen limited development for student residences.

What is being done to address the housing shortage?

In 2010, UCSB approved the Long-Range Development Plan (LRDP). The LRDP is an agreement between UCSB, Santa Barbara County and the City of Goleta that addresses land use, traffic, recreational facilities, parking structures and most importantly, the LRDP "…includes the development of housing needed to accommodate all additional students." The contract stipulates that UCSB must:

- Cap student enrollment at 25,000 until 2025.
- Build residences for the additional 5,000 students the State of California mandated that every UC campus enrolls by 2025.
- Build 1,800 new units for its faculty and staff.

UCSB is being sued by the County of Santa Barbara and City of Goleta for alleged violation of the LRDP. Both independent lawsuits accuse UCSB of over enrollment and failing to provide sufficient housing for the increased numbers of students. The lack of available housing in Isla Vista for UCSB students has forced individuals to live in the surrounding areas of Goleta and Santa Barbara, reducing housing availability and increasing the housing costs for the local workforce. The lawsuit has since been settled, and as part of the agreement, UCSB will build a two-phase student housing development to provide 3,500 new undergraduate beds. The first phase, called San Benito, is expected to add 2,225 beds and is planned to open in Fall 2027.

While it is a clear issue that some students must live in overcrowded housing to afford rent or to find a place to live, Isla Vista's incredibly dense population has created a unique culture that is lively, colorful, and vivacious. At any given time of the day or night, the streets are filled with people, whether they are commuting to class, walking to a friend's house, or sunbathing in their front yard. Throughout the entirety of Isla Vista, there is an overwhelming sense of community, friendliness, and a sense of harmony that may not have come to be without living in such close quarters. As a long-term Isla Vista homeowner stated: "It is organized chaos. It shouldn't work, but somehow it does."

2.3 Vehicles

Isla Vista is extremely dense in population with a disproportionately high number of personal vehicles compared to the number of residences packed into the small beach community. The definition of personal vehicles includes two-wheeled vehicles that can operate at more than 15 miles per hour (MPH), such as motorcycles and mopeds.

While Isla Vista itself is a walkable community, there is an immense volume of parked cars due to residents relying on their vehicles to access the nearby cities of Goleta and Santa Barbara, students relying on cars to go back home for school breaks, and visitors who come to enjoy coastal access and to visit friends and family. Isla Vista is overrun by cars, since many vehicles are stored for prolonged periods of time without moving, and vehicles are often crammed into unsafe locations due to the high level of congestion. Addressing heavy vehicle ownership in Isla Vista is crucial as it can open opportunities to increase the usage of alternative transportation modes, balance the mobility ecosystem, and create a safer mobility landscape for its residents and visitors.

Current Infrastructure & Services

Existing Roadway Network in Isla Vista

Isla Vista's roadway network (see Figure 2-12) has five main north-south collector roads branching down from El Colegio Road, the main arterial road in Isla Vista along the northernmost border. Isla Vista generally follows a grid system, although the network is characterized by a wide range of block sizes.

Figure 2-12. Map of Existing Roadway Network

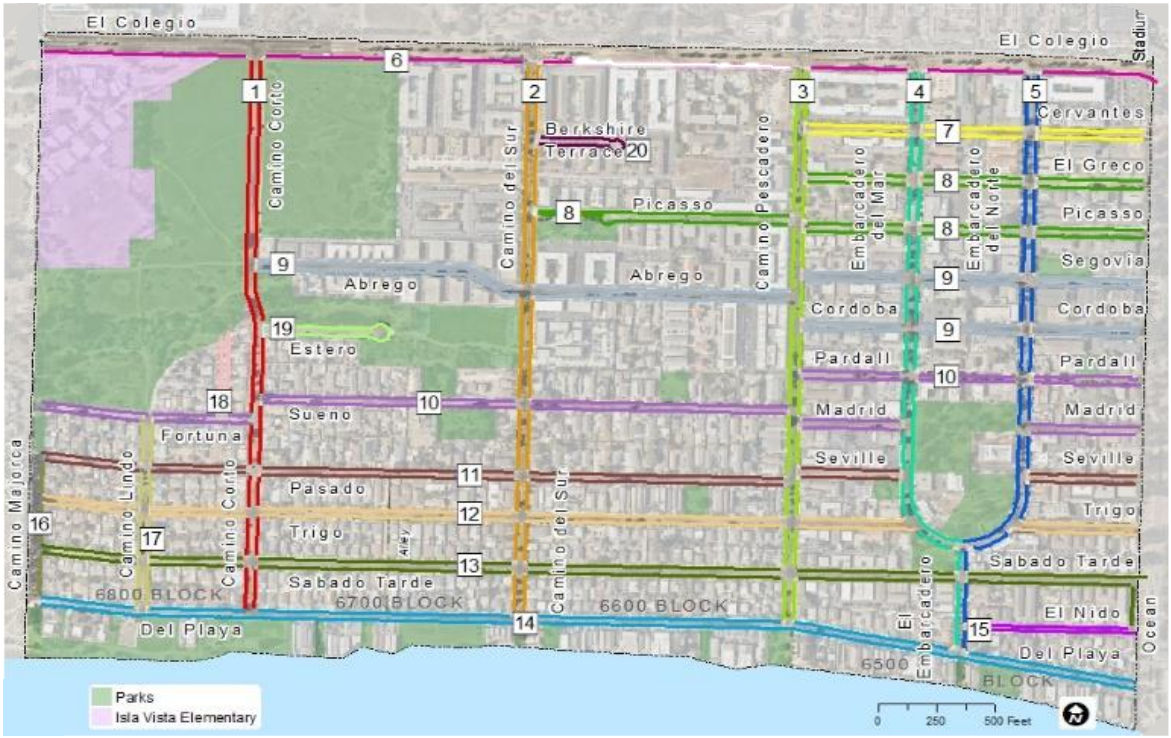


Figure 2-13. Division of Blocks within Isla Vista

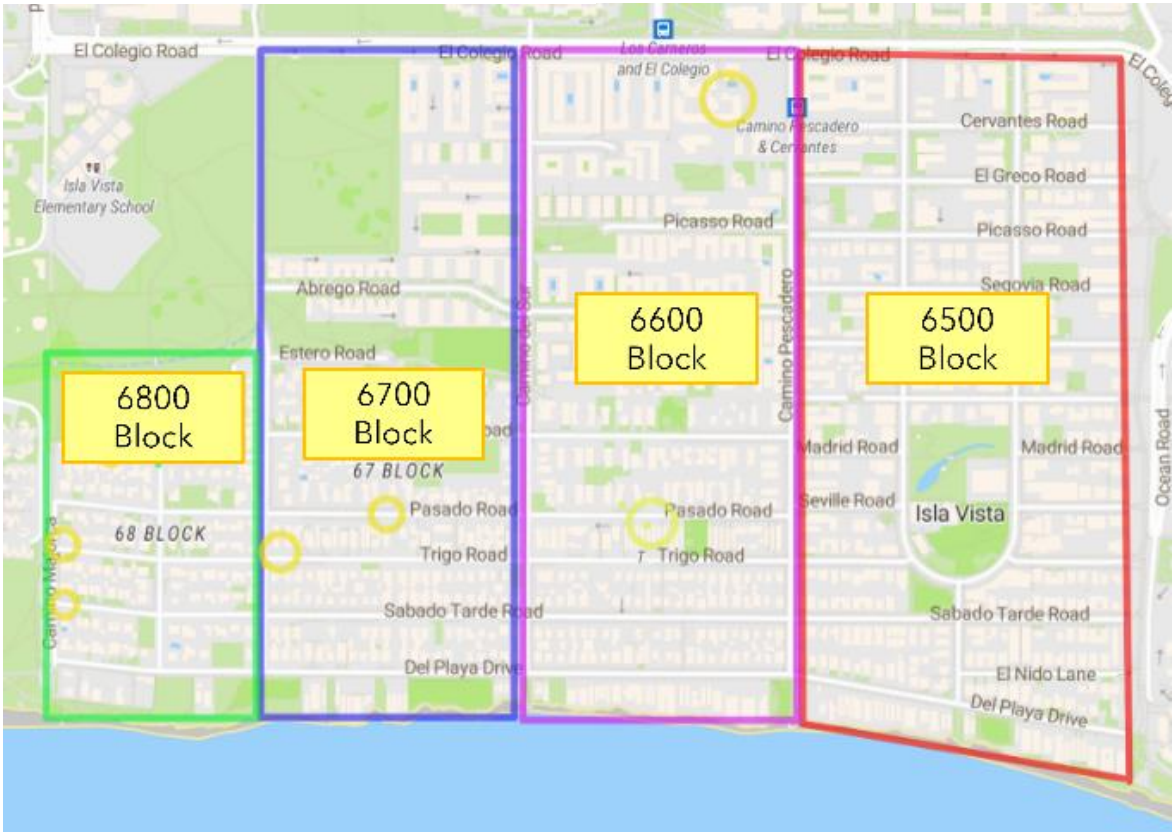


Figure 2-13 demonstrates that there are several long stretches of straight roads that occur in the core of the community (in the 6600 and 6700 blocks), while shorter segments occur on the periphery (in the 6500 and 6800 blocks).

Besides the five signal-controlled intersections at the access points along El Colegio Road, there is only one intersection within Isla Vista proper that is signalized. This is at the intersection of Pardall Road and Embarcadero del Norte. All other intersection controls—where they exist—are stop signs.

Speed Limits in Isla Vista

The posted speed limit is 25 MPH on most roads in Isla Vista, which is the maximum appropriate speed limit given the dense urban context with multiple types of road users. On Camino Corto, between El Colegio and Abrego Road, the posted speed limit increases to 30 MPH. The main arterial, El Colegio Road, features a posted speed limit of 35 MPH with the exception of a 25 MPH school zone in front of Isla Vista Elementary School.

Parking

Most on-street parking spaces in Isla Vista are parallel to the curb and have no pavement markings that delineate parking spots. Out of the eleven roads running parallel to El Colegio Road, the only roads with angled parking are the eastern dead-ends of five local roads, which operate almost exclusively as ingress to several apartment parking structures and therefore have low traffic speeds and volumes.

Camino Majorca is a County-owned dirt parking area at the westernmost end of Isla Vista that offers access to Devereux Beach. Due to the lack of posted parking regulations in this area, it typically experiences parking congestion, abandoned vehicles, and other illegal parking impacts. Table 2-3 documents the estimated number of spaces per parking type and the regulations typically associated, while Table 2-4 outlines the existing public parking lots in Isla Vista.

Table 2-3. Parking Inventory and Regulations

Type of Parking	Estimated[4] Number of Spaces	Commonly Posted Parking Regulations
Public on-street parking	2,772[5]	Time limits, commercial loading zones, ADA spaces, and prohibition of overnight oversized vehicle parking
Public off-street	66	Time limits, permit parking, all day paid parking, and ADA spaces

Table 2-4. Isla Vista Public Parking Lot Inventory

Parking Lot	Number of Spaces
Isla Vista Solar Lot (881 Embarcadero Del Mar)	45 paid/permitted spaces
IVCSD Lot (970 Embarcadero del Mar)	29 permitted/free spaces
Isla Vista Community Center Lot (976 Embarcadero del Mar)	23 spaces
Estero Park Lot (889 Camino Del Sur)	8 spaces for park users

[4] The number of on-street parking spaces were estimated as part of a parking study conducted by the Isla Vista Community Services District (IVCSD).

[5] California Assembly Bill 413 was passed in 2023 and will prohibit vehicles from parking within 20' of an intersection. This is expected to reduce the overall on-street parking supply by more than 5%.

Figure 2-14. Images of Off-street Parking Lots

Loading Zones in Isla Vista

Loading and unloading activities occur frequently in Isla Vista, ranging from traditional 18-wheeler trucks for commercial delivery and mail/parcel carriers to modern ride-hailing services such as Uber and Lyft, food delivery services such as Door Dash and Grubhub, and grocery delivery services such as Instacart and 'Weee!'.

The table below summarizes the locations of commercial loading zones in Isla Vista and the nearby businesses.

Table 2-5. Commercial Loading Zone Locations

Address	Side of Road	Nearby Businesses
6515 Pardall Road	South	Social Eats UCSB, Lao Wang
6553 Pardall Road	South	I.V. Deli Mart, Hana Kitchen, Farmacy, Blenders In The Grass, Sam's To Go
6561 Madrid Road	North, South	Keg N Bottle, Isla Vista Market
6550 Sabado Tarde Road	North	7-Eleven

Due to the lack of commercial loading zones in relation to the number of businesses in Isla Vista, commercial vehicles are often found parking in the middle of the street, obstructing traffic lanes for a significant amount of time, or blocking bike lanes and crosswalks. While most

commercial deliveries are made early in the morning, loading and unloading for businesses still poses a challenge for all modes of transportation. This highlights a need for improved commercial loading management in Isla Vista.

There are also currently no passenger loading zones dedicated to ride-hailing services in Isla Vista. As a result, these vehicles usually double park on the street, leading to traffic congestion and potential safety issues for pedestrians and cyclists. Isla Vista has the opportunity to designate passenger loading zones that could help alleviate impacts on traffic flow.

Car Share Services & Resources

Zipcar is a car rental service that offers rentals by the hour or by the day. A small number of Zipcars are available locally in Isla Vista and on the UCSB campus. Users can book a trip on the Zipcar website or mobile app, which will then point the user to a nearby Zipcar in the area. The service offers discounted sign up and membership fees to UCSB faculty, staff, and students[6].

Many Isla Vista residents that are also UCSB students or alumni rely on Facebook carpooling groups for trips back home on the weekends and/or over school breaks. There are two main Facebook groups: one dedicated to rides to Southern California, and another dedicated to rides to the Bay Area/Northern California. Typically, drivers will post their destination on the group and set a certain cost, while riders will message the driver directly with their pick-up and drop-off information. Transactions are usually done via mobile payment, and prices can range between $20-$35 per person on average for trips down south, and between $35-$45 per person for trips up north. Common destinations include Los Angeles, San Diego, Riverside, San Luis Obispo, and the Bay Area. There are opportunities here to better support non-vehicular modes of transportation in and out of Isla Vista.

Policies & Programs

Isla Vista is subject to the Santa Barbara County Code, which covers traffic regulations, speed limits, and parking violations. Table 2-6 shows features relevant ordinances (paraphrased) and the current implementation of them.

Table 2-6. Santa Barbara County Codes Relevant to Vehicles

Code	Existing Implementation
Section 23-11.1: Curb markings indicate limited parking, such as no parking zones or loading zones.	This is not regularly enforced in Isla Vista.
Section 23-13.1: No person shall park for more than 72 consecutive hours on any street or highway.	This is not regularly enforced in Isla Vista.

[6] Source: https://www.tps.ucsb.edu/commuter-options/car-rental-carshare

Section 23-13.12: Prohibits parking of "oversized vehicles" on all public roadways in Isla Vista between 9:00pm and 7:00am.	This is not regularly enforced in Isla Vista.
Sections 23-15.2 through 23-15.5: Declares speed limit for streets in Isla Vista.	Speeding is a common issue in Isla Vista.

Usage

Trips within Isla Vista

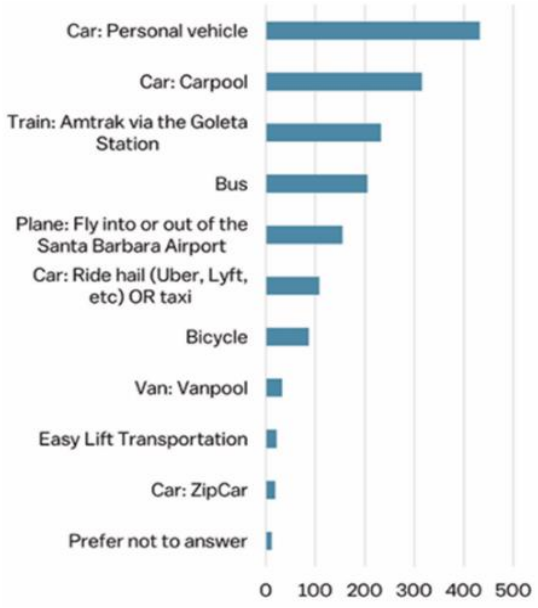
Isla Vista is frequented by its residents (student and non-student) and visitors, many of whom prefer to walk or bike when moving around within Isla Vista. This is confirmed by results from the 2022 Isla Vista Transportation and Mobility Survey included in Appendix D, where personal vehicle use is identified as the fourth most popular method of traveling within Isla Vista behind walking, biking, and riding the bus.

However, many residents still depend on cars to periodically access other surrounding destinations, such as for work, errands, or trips back home. Of Isla Vista residents responding to the survey, 64% said they need a car to get groceries or run errands, 52% have a car for convenience, and 47% for frequent trips home. This demonstrates a dependence on cars for accessing the surrounding cities of Goleta and Santa Barbara, which suggests opportunities to improve regional transportation. For both commuters leaving and coming into Isla Vista, personal vehicle use has the highest commute mode-share.

Trips beyond Isla Vista

For trips taken from Isla Vista to other areas of Santa Barbara County and beyond, personal vehicle use is by far the most popular mode of transportation, with a mode-share of over 50%. Carpool ranks as the third most popular mode of transportation for trips to other areas of Santa Barbara County, and the second most popular for trips beyond Santa Barbara County. This indicates that drivers and riders are aware of the benefits of carpooling, and may be open to other modes of cost-effective, convenient, and accessible transportation. Figure 2-15 shows the ranking of transportation modes for trips outside of Santa Barbara County.

Figure 2-15. Top Modes for External Trips Outside of Santa Barbara County



While not as common as personal vehicle use, ride-hailing services such as Uber or Lyft are also used for trips taken from Isla Vista to other areas of Santa Barbara County, in which the mode share is 24%. This demonstrates that users with personal trips that do not have the flexibility to

leverage carpooling are still looking for convenient ways to exit Isla Vista without personally driving.

Accessibility & Experience

Road Maintenance

While infrastructure for vehicles is not particularly lacking in Isla Vista, there are opportunities to improve maintenance on select road surfaces, as well as road markings for stop ahead warnings, stop bars, and crosswalks. Most blocks have parallel parking for cars the entire length, with "no parking" zones (red curbs) occurring mostly at corners and fire hydrant zones. However, due to the lack of parking enforcement, vehicles are often found parking illegally on red curbs, decreasing the line of sight for drivers and posing potential safety issues for all road users.

Access to the Curb

As mentioned previously, loading and unloading activities frequently cause lane obstructions throughout Isla Vista. The lack of designated loading zones for services such as Uber and Lyft, as well as the lack of specific commercial loading zones for businesses has proven to be a challenge for local business owners and Isla Vista residents. These point to opportunities for Isla Vista to improve the equitability of vehicle usage such that all vehicle-based options have equal access to the curb.

Parking

Parking is a considerable aspect of the driving experience, and the overabundance of parked cars in Isla Vista diminishes it. Most Isla Vista residents park in a private driveway, private-off street parking lot, or on the street in Isla Vista. While Isla Vista residents most commonly leave their cars parked on the street for half a day, there are also many vehicles they often go a full day (or multiple days) without moving. This makes it difficult for visitors who cannot find on-street parking, impacting their experience in Isla Vista. This also affects residents who may return late at night after work and be unable to find parking in front of their homes.

Traffic Patterns

Many intersections along the primary north-south roads have no intersection controls, which presents a challenge to smooth east-west circulation for all modes, especially in the northeast corner of Isla Vista (north of Picasso Road in the 6500 block). North-south circulation is also inefficient, due to the short block lengths experienced in the core (6600 and 6700 blocks) creating a high frequency of intersections for

Figure 2-16. Example of Crosswalk Art for Traffic Calming

north-south travel. Paired with the frequent speeding that occurs along the long stretches of east-west blocks, Isla Vista's roadway network has created an unsafe sense of safety for many road users, especially pedestrians and cyclists, but also drivers themselves. To foster a higher sense of safety on the road, Isla Vista could benefit from more traffic signals or stop signs, along with other traffic calming measures such as traditional speed bumps or crosswalk art (see Figure 2-16).

Vehicle Access

Significant parking congestion and vehicle traffic in Isla Vista has posed safety issues for pedestrians and cyclists, especially on weekend evenings when there is high foot traffic alongside vehicles. Isla Vista once had electric bollards restricting vehicle access to Del Playa Road on Friday nights with the exception of emergency vehicles. There are opportunities for Isla Vista to consider re-introducing electric bollards or leveraging temporary bollards to block off regular vehicle access and making Del Playa Road a pedestrian and cyclist only zone on busy weekend nights to prioritize pedestrian and cyclist access and safety.

2.4 Walking

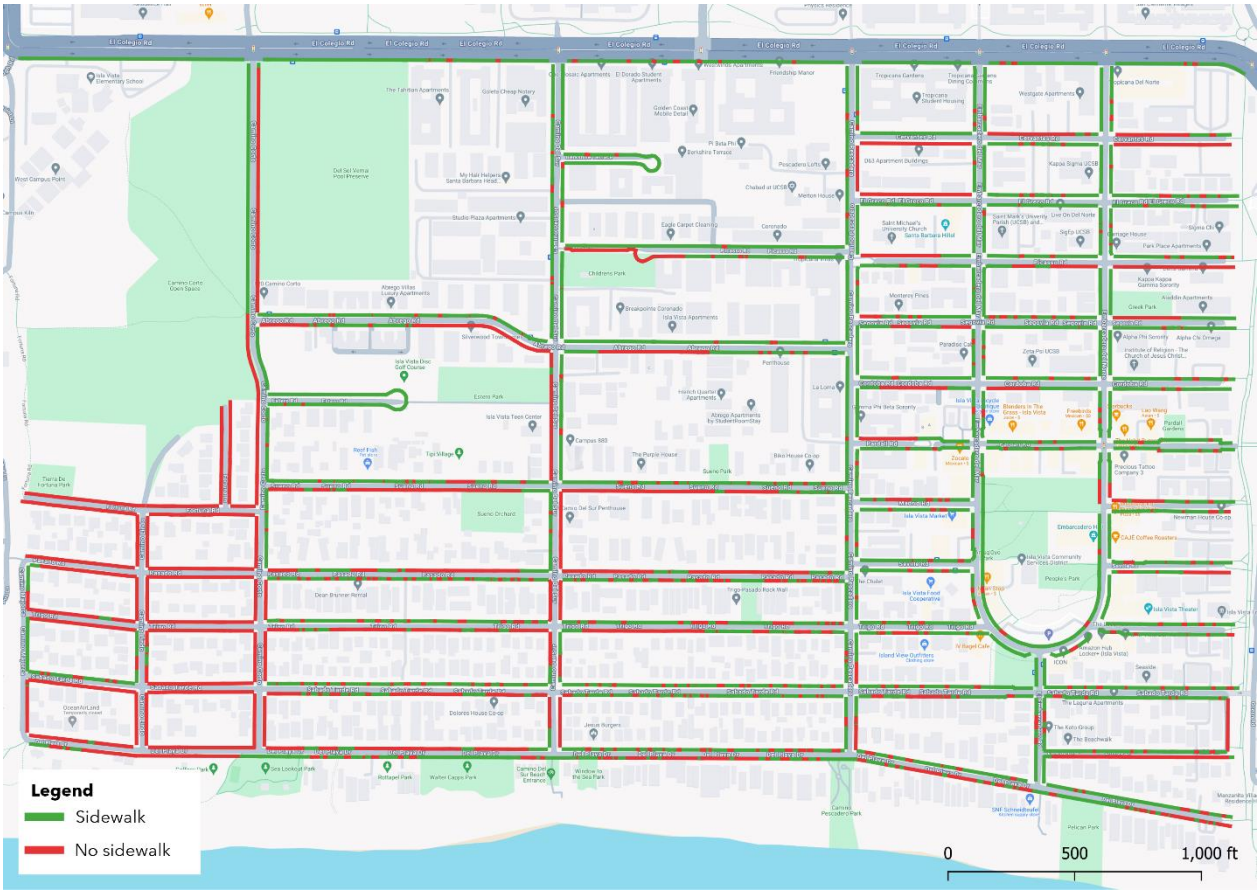
Nestled along the scenic California coastline, Isla Vista provides the ideal setting for walking to school, work, a local store, or to just enjoy an afternoon stroll. The vibrant culture, enriched by the student community, embraces walking as a primary means of local transportation. Despite the prevalent walking culture, there are abundant opportunities for Isla Vista to enhance its pedestrian infrastructure, boost walker safety, and establish itself as a safe and pedestrian friendly city. In this section, the definition of a pedestrian includes those who travel on foot or use a mobility aid device.

Current Infrastructure & Services

Sidewalk Network in Isla Vista

Isla Vista contains 10.5 miles of sidewalk, out a total number of 18.3 miles of potential sidewalk. This infrastructure is crucial for facilitating pedestrian movement within the community. All roads should include adequate sidewalks on both sides of the street to protect pedestrians from vehicular traffic. However, the sidewalk network in Isla Vista varies significantly in its condition and distribution across the community. Figure 2-17 identifies where sidewalk segments are missing and demonstrates immediate opportunities to build connected walkways.

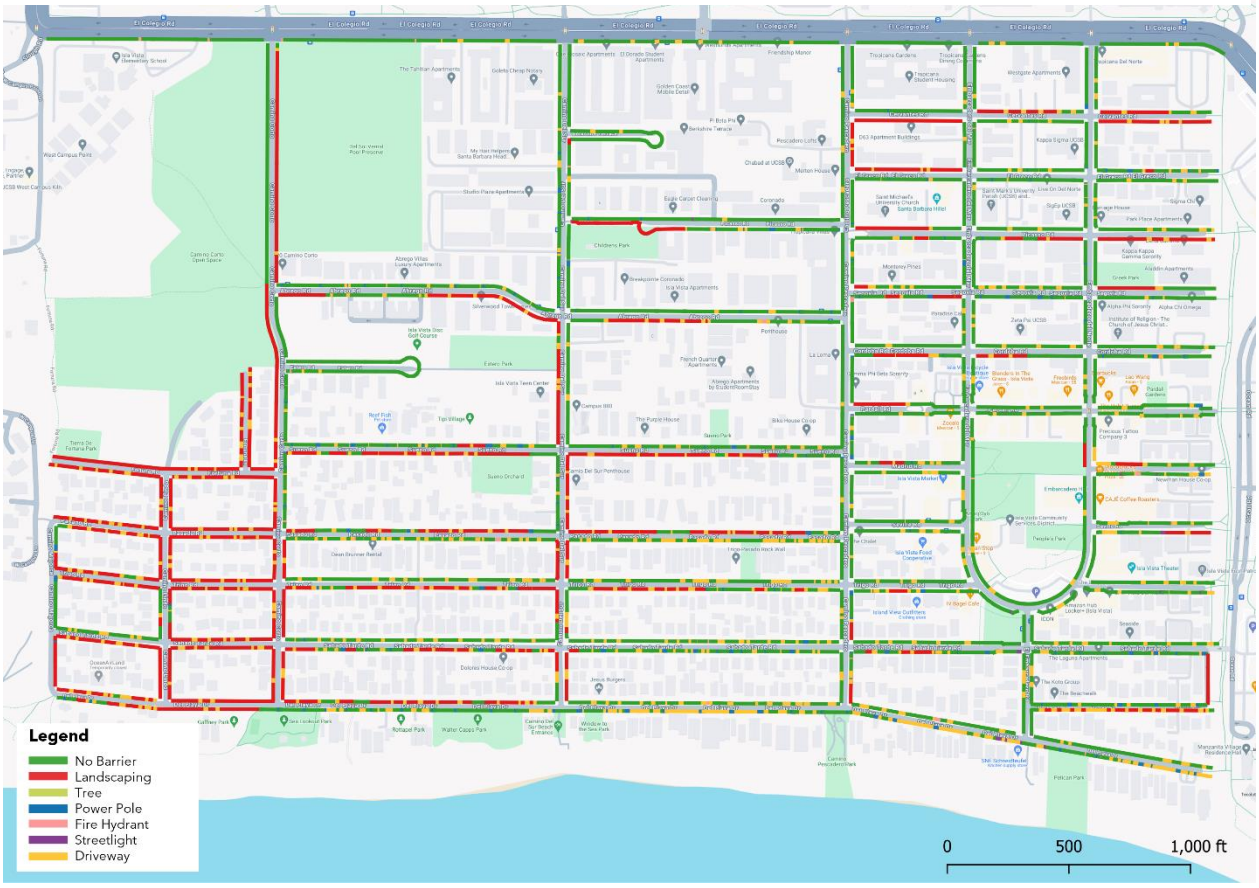
Figure 2-17. Isla Vista's Sidewalk Network



There are approximately 7.7 miles of missing sidewalks, which represents 42% of Isla Vista's total sidewalk network. The absence of these sidewalks not only impacts the ease of pedestrian movement but also raises concerns regarding accessibility and safety. Missing sidewalks force pedestrians to walk on the roads, where they are exposed to potential risks from sharing the road with other modes of mobility. Addressing these missing links in the sidewalk network is crucial for enhancing pedestrian connectivity and safety in Isla Vista.

Driveways often span across sidewalks and can still provide pedestrian access; however, most are blocked by illegally parked vehicles, forcing pedestrians to walk on the roads. Additionally, sidewalks along driveways are often not compliant with Public Right-Of-Way Accessibility Guidelines (PROWAG) and would need to be assessed according to the relevant technical requirements, including cross slopes. Further details about the PROWAG can be found in the Policies and Programs section below. Compliance would improve safety and convenience for pedestrians, especially for people with disabilities. Figure 2-18 shows driveways in yellow to indicate connectivity. Barriers such as power poles and streetlights are also shown in the map. Areas with no sidewalk due to landscaping are shown in red. Additional maps showing detailed sidewalk connections and barriers for the northwest, northeast, southwest, and southeast quadrants can be found in Appendix G.

Figure 2-18. Sidewalk Connectivity Map



Sidewalk Maintenance

Sidewalk quality is a critical component to ensuring a safe, positive experience for pedestrians. Isla Vista's sidewalk quality needs general improvement, as cracks, bumps, and uneven surfaces are visible to pedestrians and will impact the safety and experience of those walking. The County is responsible for road maintenance in Isla Vista, including monitoring the road and sidewalk quality, routine repairs, and responding to ad-hoc issues that arise especially as they impact user safety. However, with the lack of resources and dedicated funding, Isla Vista's roads and sidewalks show visible signs of weathering and usage.

The Isla Vista Beautiful program offers residents a proactive way to report issues related to the beautification of the community. Some initiatives the program is considering includes a "sidewalk walk," where community members come together and help document existing sidewalk issues in various areas. This is an excellent initiative to also increase the safety and usability of sidewalks, such as identifying cracked pavement and other sidewalk maintenance concerns to address.

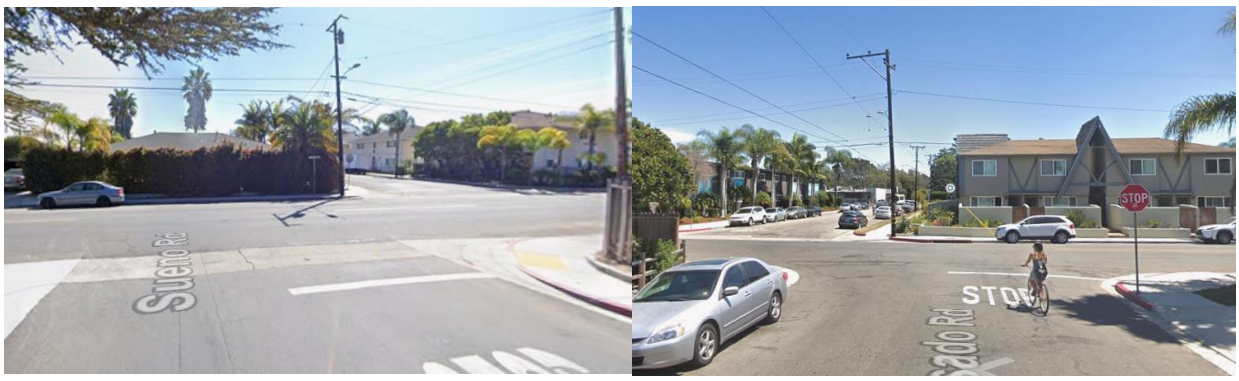
Intersections and Crosswalks in Isla Vista

It is important to evaluate pedestrian safety at intersections and crosswalks, as crosswalks exist at all intersections, and pedestrians have the priority in crossing, regardless of whether the crosswalk is marked or not. Regular updates and analyses of the intersection network can identify potential safety issues caused by inadequate signage or markings and can help evaluate whether additional infrastructure is needed. There are many opportunities to enhance the pedestrian infrastructure throughout Isla Vista.

At some intersections, sidewalks are missing curb ramps or truncated domes for users of mobility devices. In addition to this, most intersections in Isla Vista lack traffic control devices such as stop or yield signs. There are a few pedestrian signals at the intersection of Pardall and Embarcadero del Norte, and a few along El Colegio.

Another issue with intersections is that several off-set 3-leg intersections operate nearly like 4-way intersections that require two quick turns. However, the intersections are so close that two turns can be taken as one turn, which is faster and far more dangerous (see Figure 2-19).

Figure 2-19. Examples of 3-legged intersections on Camino Pescadero (a) Sueno Road to Madrid Road, (b) Pasado Road to Seville Road.



Isla Vista also experiences a lack of accessibility at intersections due to cars parking too close to intersections. All intersections should ideally have curb ramps, which is a slope leading up from the street to the elevated sidewalk. This allows users of mobility aid devices to comfortably transition from the street to the curb. The volume of parked vehicles in Isla Vista leads to some obstruction of curb ramps, creating a severe problem for those with mobility aid devices. Intersections would also need to be assessed according to the PROWAG requirements to ensure accessibility.

Obstructions

A significant issue for pedestrians in Isla Vista is cars parking partially on curbs, thereby creating a blockade for pedestrians. Due to the inadequate quality of the sidewalk network, there are segments of sidewalk that may be indiscernible from street parking, resulting in cars being partially parked on an area designed for walking. This blockade forces pedestrians to walk on the street to get around the car, which increases risks to pedestrian safety.

The absence of designated areas for ride-hailing services also contributes to the disarray, affecting both pedestrians and drivers. Survey results indicate that 12 to 18 percent of respondents consider 'drop-off and delivery vehicles' a significant safety concern. This highlights the need for structured pickup and drop-off zones to streamline the flow and enhance safety for all.

Street Lighting

Figure 2-20. Existing Streetlight Locations

Isla Vista is a community characterized by active night-time pedestrian and cycling traffic, both of which rely on proper street lighting. Adequate street lighting serves multiple functions: it enhances visibility for pedestrians and cyclists, thereby reducing the risk of accidents; it acts as a deterrent to crime, contributing to a safer environment; and it fosters a sense of security and comfort for residents moving around after dark. Appendix H features the street lighting layout and information on the types of lights and brightness.

There are numerous dangers in not having enough lighting, especially at crosswalks or areas of high pedestrian traffic. Pedestrians often assume that they are visible to other road users, but parked cars and dim street lighting impact drivers' ability to see pedestrians before they step into the street.

Unfortunately, Isla Vista has several issues in terms of lighting frequency and brightness. Street lighting was identified as the top issue for pedestrians, with over 52% of residents noting "There is not enough street lighting" as a concern. This issue has not gone unnoticed, with many attempts made by the community to add more lighting.

The Lighting Expansion Plan in 2019 conducted a survey from November 2017 to January 2018 to assess the community's top priorities for a revenue measure. Lighting was identified as one of the top community needs, and two community lighting walks were completed to assess the conditions of street lighting in Isla Vista. These efforts helped identify 13 inadequately lit streetlights, along with several areas that lack street lighting entirely, which led to recommendations for wattage increases, HPSV (high pressure sodium vapor) to LED (light-emitting diode) changes, and installation of new light fixtures. The Lighting Expansion Plan resulted in an additional 36 streetlights installed throughout Isla Vista.

The Street Light Report (July 2023) assesses the specific locations where additional light fixtures are needed, as well as the number of light fixtures that require increased wattage. Appendix H includes a map detailing the locations where street lighting improvements should be made, as well as photometric maps that help visualize the distribution of street lighting in Isla Vista.

While making these minor changes is a step in the right direction, Isla Vista should comprehensively analyze the street lighting network to improve safety and access on all roads.

Policies & Programs

There are several current policies and programs in Isla Vista that relate to pedestrian issues. This section covers five main policies and programs of interest to take into consideration when looking at the existing conditions in Isla Vista.

County Code

The table below demonstrates relevant ordinances (paraphrased) regarding pedestrian activities according to the Santa Barbary County Code and how they are implemented today.

Table 2-7. Pedestrian County Codes and Existing Implementation

Code	Existing Implementation
Sec. 28-127: Businesses can operate on sidewalks or rights-of-way only if the sidewalks meet ADA requirements, do not impede pedestrian traffic, and comply with sidewalk width requirements.	This is not currently enforced, and therefore there may be business uses of sidewalk that are incompliant.
Sec. 30-43: The tax collector can immediately suspend a license if a transient merchant, itinerant merchant, or itinerant vendor creates a safety hazard or impedes pedestrian or traffic flow.	There are safety hazards that impede pedestrian traffic flow, it is unclear whether some of the hazards are created by merchants or not.
Sec. 28-43: Temporary paving must be hard and smooth enough for pedestrian travel over it and is to be resurfaced permanently typically within 90 days.	Sidewalk maintenance is under the County's purveyance, while residents and the IVCSD have the ability to report out and request support.

Street Lighting Policy Chain

When looking to make changes in regard to street lighting, it is important to note several facts about the policy chain in Isla Vista.

- **Authority:** Santa Barbara County has the final say in street lighting improvements in Isla Vista, part of County Service Area Thirty-One (CSA-31). CSA 31 is authorized by the Local Agency Formation Commission (LAFCO) to manage street lighting, sidewalk maintenance, and street tree care.
- **Standards:** County street lighting adheres to Illuminating Engineering Society (IES) standards.
- **Maintenance:** Streetlights are mainly owned and maintained by Southern California Edison (SCE), conserving county resources and staff efforts.
- **Master Lighting Agreement:** A 1981 agreement dictates SCE's service terms and rates for lighting in LAFCO-defined CSAs and Highway Lighting Districts.
- **Rate Schedules:** SCE employs various rate schedules for outdoor lighting, tailored to specific needs.

California Active Transportation Program (ATP) Grant

The County received an ATP grant that funds projects geared towards encouraging usage of active modes of transportation, which include cycling and walking. In Isla Vista, funding is earmarked for adding marked crosswalks and the evaluation of signaled pedestrian crossing solutions. One of the projects that the ATP grant will support is to improve pedestrian access on Del Playa by implementing a wide, 12-foot sidewalk on the south side of the road.

Public Right-of-Way Accessibility Guidelines (PROWAG)

The PROWAG provides guidelines and technical requirements to ensure that public rights-of-way - such as sidewalks, curb ramps, and pedestrian crossings - are accessible to individuals with disabilities, with the goal of promoting uniformity and compliance with the Americans with Disabilities Act (ADA) in the design and construction of public spaces. Changes to sidewalk infrastructure including curb ramps, crosswalks, pedestrian signals, and detectable warning surfaces would need to be compliant with PROWAG requirements.

Funding for Programs

In late 2023, Santa Barbara County received active Transportation Program funding, marked for the Isla Vista Bike and Pedestrian Improvements Project totaling $7,107,000. The description of the funds specified improvements for curb extensions, sidewalks and crosswalks for pedestrians, and protected bike lanes, boulevards, lane extensions/conflict striping, and bike left-hand turn lanes to improve safety. This is a major progress point, as it recognizes that there are significant needs for pedestrian infrastructure improvement in Isla Vista.

Usage

The Isla Vista Transportation & Mobility Survey demonstrates that walking is the preferred mode of transportation to work, school and leisure activities (see Appendix G). It is the primary mode of transportation within Isla Vista, especially for those who travel to school or access social and recreational activities.

It is the second most popular method to go to a grocery store within Isla Vista and run errands, behind driving a personal vehicle which is advantageous for transporting heavier items. It is not a popular option for those looking to access locations outside of Isla Vista, including larger shopping areas and grocery store chains located in Goleta.

While there is a high usage of current pedestrian infrastructure, issues like missing sidewalks, inadequate street lighting, and obstructed pathways impact the usage patterns. Missing sidewalks and cultural preferences lead to pedestrians walking in the middle of the road; for example, Friday nights on Del Playa can see hundreds of people walking on the road, obstructing access for personal and emergency vehicles.

The community's efforts in addressing these concerns, such as the addition of new streetlights, indicate a move towards a more pedestrian-friendly environment. Yet, there is a substantial need for comprehensive measures to ensure a consistently safe, comfortable, and enjoyable experience for all users.

Accessibility & Experience

Isla Vista, known for its pedestrian-friendly environment and vibrant student community, is a hub of non-vehicular transportation. However, despite its popularity among non-vehicular commuters, several opportunities exist to enhance the overall accessibility, and experience of its pedestrian infrastructure.

The accessibility of pedestrian infrastructure in Isla Vista remains a mixed picture. While the existing sidewalk network facilitates movement across most parts of the town, the 7.7 miles of missing sidewalks create significant barriers for all users. This, along with the pavement issues previously outlined, are key elements impacting residents' day-to-day walking experience as well as those of visitors.

The American with Disabilities Act (ADA) has a set of standards, PROWAG, available to ensure the accessibility of those using wheelchairs or other mobility aids has equal access to public sidewalks and pedestrian rights-of-way. Unfortunately, the infrastructure concerns identified in this section demonstrate that many sidewalk segments in Isla Vista may not be compliant, including the following:

- Trees, poles, and other immoveable objects are located on sidewalks in such a way that it renders segments non-ADA compliant due to lack of spacing for wheelchairs to pass through safely and comfortably.
- Scarcity of ADA-compliant curb ramps and truncated domes at numerous intersections restrict access for mobility aid users.

To embrace inclusivity and cater to the community's diverse needs, an overhaul of the pedestrian infrastructure network is essential, prioritizing ADA compliance in its design and implementation.

2.5 Local Buses

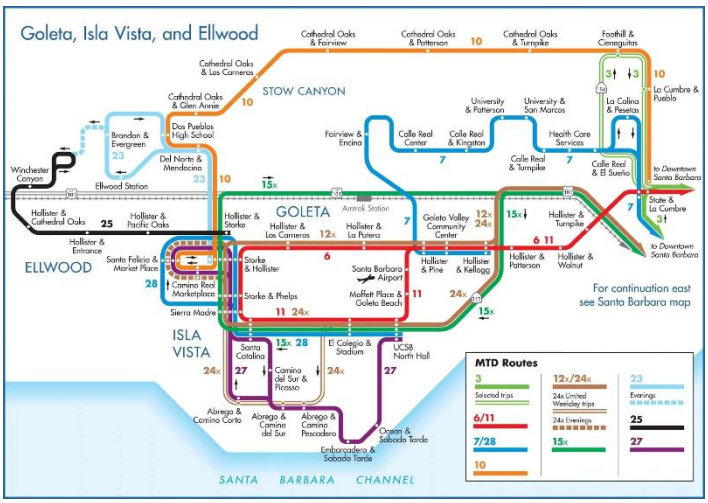
Isla Vista has a high population density and compact geographic size, which are two key factors that enable the effectiveness of bus service. In Isla Vista, the bus is rarely selected as a preferred mode of transportation. There are sufficient bus options catered towards students; however, bus service that support the needs of residents are limited, making it less popular as a primary mode of transportation amongst those who live in Isla Vista and do not work or study at UCSB or SBCC. Fortunately, Isla Vista features the ideal conditions to expand its bus network, improve accessibility for all users, and encourage an increase in ridership by creating a more convenient bus-riding experience.

Current Infrastructure & Services

Bus Network in Isla Vista

The Santa Barbara Metropolitan Transit District (MTD) provides bus service within Isla Vista and to surrounding areas. MTD serves the South Coast, which includes Isla Vista, Goleta, and Santa Barbara (see Figure 2-21).

Figure 2-21. MTD Route Map



There are five bus routes that currently run through Isla Vista, covering the north and western parts of the community (see Figure 2-22). These five routes are: Line 11, Line 15x, Line 24x, Line 27, and Line 28. These routes provide connection outside of Isla Vista to popular destinations such as Downtown Santa Barbara, Santa Barbara City College, UCSB properties and student housing, grocery stores and shopping destinations. However, there is no direct access to some popular destinations like the Calle Real Shopping Center.

There are 21 bus stops (see Figure 2-23) along these routes within Isla Vista. The SBMTD website and its BusTracker app offer real-time bus tracking for users to review and plan their trips accordingly.

The number of bus stops, route frequency, and serviced locations are displayed in Table 2-8. El Colegio Road on the northern edge of Isla Vista is serviced by all five routes on a full-time basis, which also provides access to locations outside of Isla Vista. Line 27 and 24X are the only routes that offer bus stops inside Isla Vista. Line 24X primarily offers express service between UCSB, the commercial complex at Storke & Hollister, and Downtown Santa Barbara at the MTD Transit Center, as well as limited service stops in Isla Vista. With its current operation, the trip length between Isla Vista (El Colegio & Camino Corto) and the Transit Center on Line 24X is approximately 33 minutes.

Figure 2-22. Existing Isla Vista Bus Routes

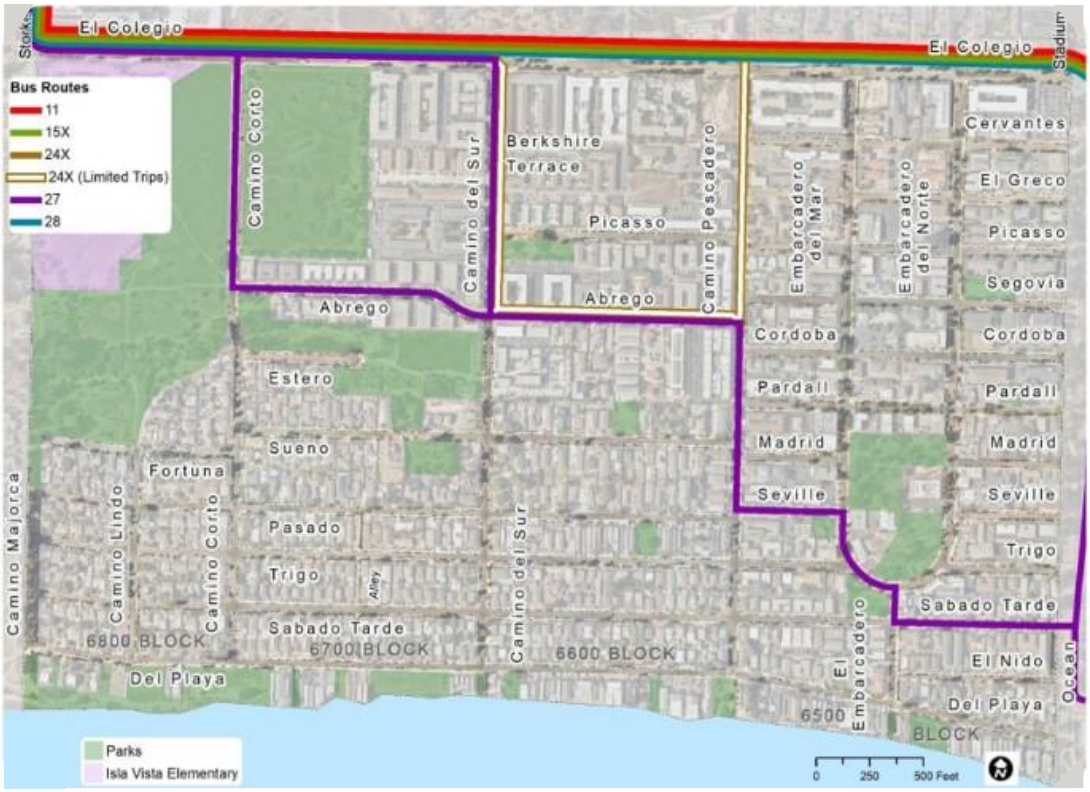


Figure 2-23. MTD Bus Stop Locations

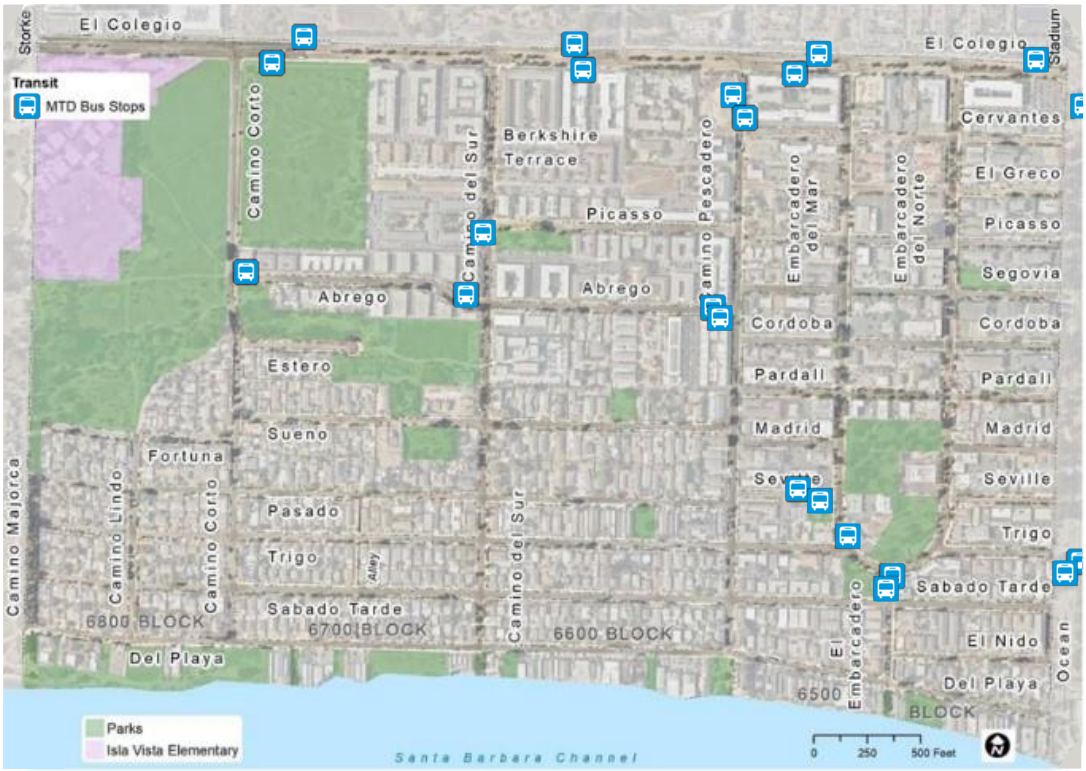


Table 2-8. Isla Vista Bus Lines and Service Info

Bus Route	# Bus Stops on Route in Isla Vista	Approximate Route Frequency (Weekday/Weekend)		Provides Service To
Line 11 - State Street/Hollister/ UCSB	8	30 to 45 minutes	30 to 70 minutes	Transit Center, State Street, La Cumbre, Hollister, Downtown Goleta, Airport, UCSB, Isla Vista, Camino Real Marketplace
Line 15x - SBCC/UCSB Express	5	30 minutes (Weekday only)	N/A	UCSB, Isla Vista, Camino Real Marketplace, SBCC
Line 24x - UCSB Express/Isla Vista/Downtown Santa Barbara	6	20 to 35 minutes	35 to 70 minutes	Transit Center, UCSB, Isla Vista, Santa Catalina Residence Hall, Camino Real Marketplace, Downtown Santa Barbara
Line 27 - Isla Vista Shuttle	13	20 to 40 minutes	40 to 80 minutes	UCSB, Isla Vista Food Cooperative, Santa Catalina Residence Hall, Camino Real Marketplace,
Line 28 - UCSB Shuttle	8	18 to 30 minutes	30 minutes	UCSB, El Colegio, Santa Catalina Residence Hall, Phelps Road, Camino Real Marketplace

The existing bus network is fragmented and omits access to a substantial portion of the Isla Vista community. Only two of the bus routes run within Isla Vista, whereas bus stops to the other three routes are on El Colegio Road.

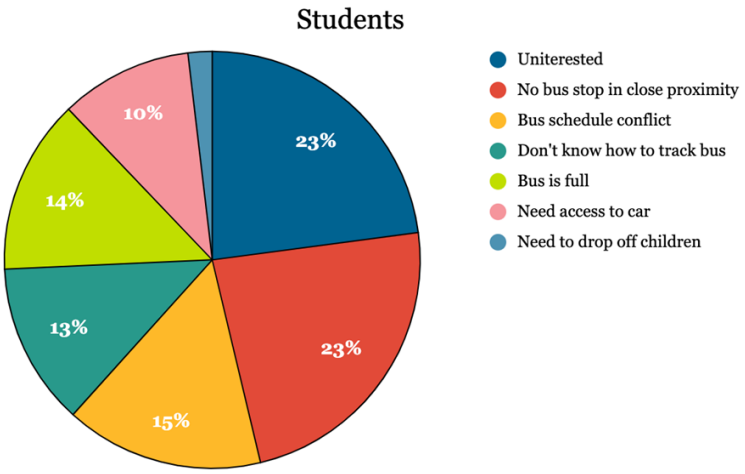
Line 11 provides services to key destinations including the Transit Center in Downtown Santa Barbara, Santa Barbara Airport, and Camino Real Marketplace. Many Isla Vista residents rely on this route as service frequencies are fairly consistent on weekdays and weekends, demonstrated by the fact that Line 11 has the highest ridership volume in the entire MTD network[7]. Line 15x serves as an express bus route running on the 101 Freeway between UCSB

[7] Source: https://sbmtd.gov/wp-content/uploads/2024/06/20240618-Quarterly-Reports.pdf

and SBCC, with stops in Isla Vista and at Camino Real Marketplace to provide commercial access for riders as well. While this line successfully provides transportation for students to access UCSB and SBCC, it does not have service on the weekends to support students who may have on-campus activities during the weekends, such as sporting events or other extracurricular activities. Line 24x is another express bus route that runs between the Transit Center and Camino Real Marketplace, with stops in Isla Vista and the UCSB bus loop on campus. Line 27 is the only route that consistently services the community within Isla Vista and provides bus access and connections for residents who may not be located near the bus routes on El Colegio Road. Line 28 provides services connecting riders between UCSB, Isla Vista, and the Camino Real Marketplace, serving primarily as a local route for Isla Vista residents to access commercial centers and to commute to campus.

As part of the 2023 UCSB Transportation Survey, respondents were asked to give reasons for not taking the bus. For respondents who identified as UCSB students, 23% indicated that they do not take the bus because there is no bus stop in close proximity, which reinforces the sentiment that the existing bus network is not very convenient for many Isla Vista residents (see Figure 2-24). Full results of the 2023 UCSB Transportation Survey can be found in Appendix I.

Figure 2-24. Reasons for not taking the bus in Isla Vista (Students)



A bus user looking to connect to any transit outside of Isla Vista must walk, bike, or take Line 27 to reach El Colegio Road, where they can then transfer to another bus line. The result is that bus transportation in Isla Vista would rarely be a direct journey from the starting point to the final destination, reducing the efficiency of using this mode of transport. Additionally, for some residents that live in the southern parts of Isla Vista, the bus stops along El Colegio may not be a reasonable walking distance to access.

Connections between the MTD bus network and regional transportation services are discussed in the following section.

Bus Stops

There are 19 bus stops in Isla Vista, including those on bordering roads. These bus stops have been evaluated in terms of whether they are ADA-compliant and have amenities that increase the safety and experience of users, such as shelter, seating, lighting, and adequate queuing space. ADA-compliant bus stops have requirements pertaining to the sturdiness of surfaces, sufficient area for boarding and alighting, proper connection to sidewalks, streets, and

pedestrian paths, slope steepness, bus shelter design, and sign design.[8] Appendix J provides details of this analysis, which offer the following insights:

- **Informational signage:** All bus stops feature signage that identifies it as a bus stop; however, there is an opportunity to add informational bulletins or kiosks to key bus stops to provide visitors with more information.
- **Waiting space:** Only 6 of 19 bus stops have adequate queuing space, which is important to address. This indicates that the sidewalks may be insufficient in width to accommodate both those waiting for the bus and pedestrian passersby at the same time.

15 of 19 bus stops are ADA-compliant, while the remainder have obstructions due to utilities or other conditions that prevent a bus from deploying an ADA ramp. 100% ADA-compliancy should be targeted.

- 5 of 19 bus stops lack adequate street lighting, creating a safety concern.
- 7 of 19 bus stops are missing seating, which is helpful especially given longer wait times for buses with lower frequency.
- 7 of 19 bus stops have shelters. While Isla Vista experiences mild weather, shelters are nice to have to provide shade to passengers on hot days.

This highlights that there are opportunities to improve bus shelters to improve the transit experience, especially as passengers may spend a significant amount of time waiting for the more infrequent bus lines.

"The Wave"

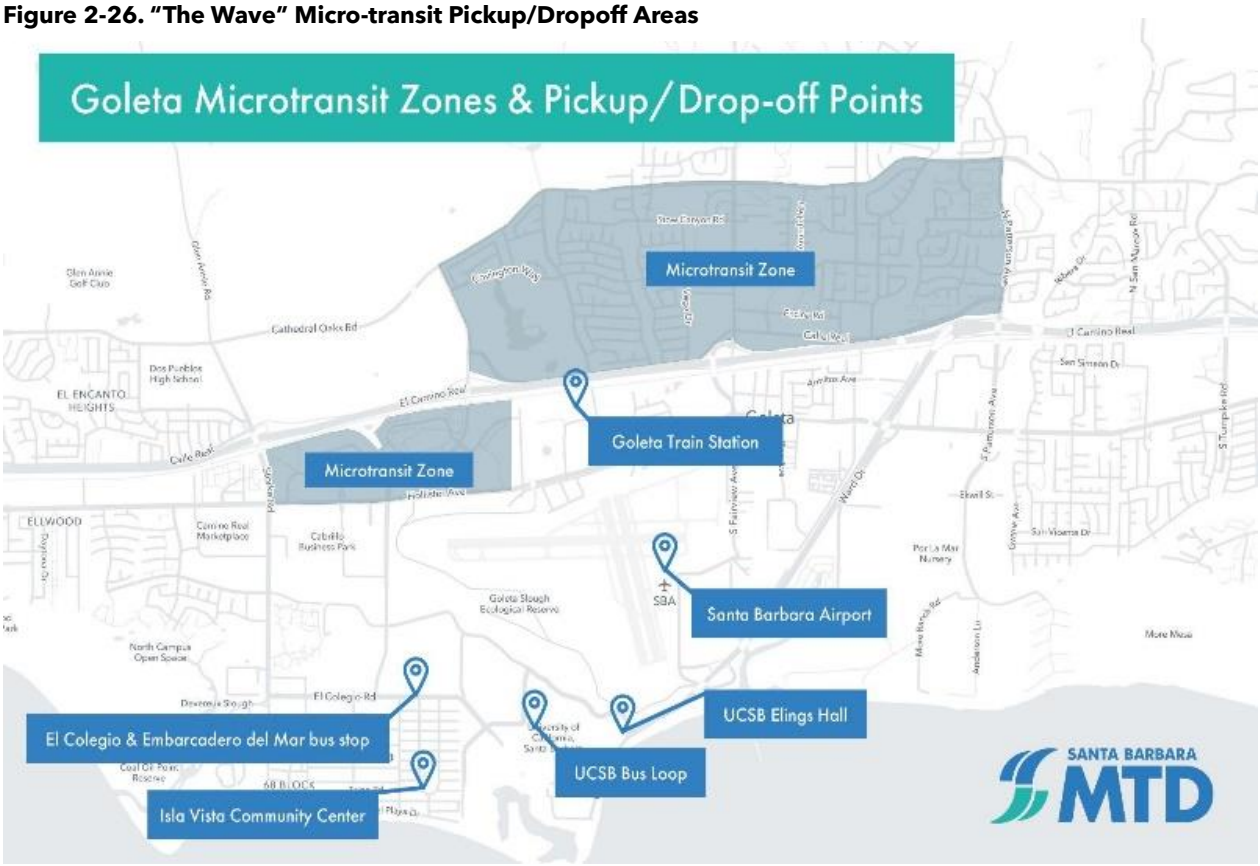
Figure 2-25. "The Wave" Shuttle

The MTD plans to launch a micro-transit service called "The Wave" that connects Isla Vista to other popular destinations in Santa Barbara County. "The Wave" has two stops in Isla Vista: at the Isla Vista Community Center (which is centrally located and along the route of Line 27) and at the El Colegio and Embarcadero del Mar bus stop. Other key stops planned include the Goleta Amtrak station, UCSB Bus Loop, Santa Barbara Airport (SBA), and more. This provides residents with another means to access El Colegio Road and connect to other modes of transportation (such as flights and trains). It provides access to locations, like the Camino Real Marketplace, which can be more inconvenient to get to via the bus (see Figure 2-26). "The Wave" will operate Tuesday through Sunday from 10:00am to 9:00pm, and riders will pay a flat fee of $3.00 (or $1.50 for seniors and people with disabilities). Rides can be ordered via the smartphone app or by calling the Transit Center. Riders input their starting and end points, much like a rideshare app. This micro-transit service will create more opportunities for students, residents, and visitors to navigate throughout Isla Vista and surrounding areas in a more

[8] https://archive.ada.gov/regs2010/2010ADAStandards/2010ADAStandards.pdf

convenient and direct way. This service will also promote safety, as well as an alternative option to run errands in and around Isla Vista, such as grocery shopping, visiting the Goleta library, and more.

Figure 2-26. "The Wave" Micro-transit Pickup/Dropoff Areas



UCSB Mobility Transportation Program

Figure 2-27. UCSB Mobility Transportation Program Carts

The UCSB Mobility Transportation Program provides on-campus transportation for students with permanent or temporary mobility limitations. The electric carts transport students to and from campus locations, residences, and nearby areas, with a van option for those living farther away. Funded by the Student Fee Advisory Committee, the program began in 2022 to meet student accommodation needs and now serves multiple students daily from Isla Vista to Goleta. Operating Monday to Friday, 7:30am to 8:00pm, all rides are pre-scheduled, requiring students to submit a request form 24 hours in advance. Eligibility requires current UCSB students to provide medical documentation for review and authorization.

Other Shuttles

Since 1991, Bill's Bus is a private bus service that offers round trip service between Isla Vista and Downtown Santa Barbara on Thursday, Friday, and Saturday nights during the school year and Thursday nights only in the summer. The service intends to provide a safe ride to and from nightlife to reduce driving under the influence and is offered at $10-20 per round trip depending on the day of the week.

Policies & Programs

Isla Vista is subject to the Santa Barbara County Code, which includes ordinances surrounding the zoning and marking of bus areas.

Table 2-9 paraphrases the relevant ordinance and the existing conditions around it.

Table 2-9. Bus County Codes and Existing Implementation

Code	Existing Implementation
Section 23-11: Bus zones must be appropriately marked to indicate they have been designated.	The transit provider is permitted to install bus signs to increase awareness, however nearly 45% of riders report lack of signage and wayfinding.

Current programs in place that encourage bus ridership are as follows:

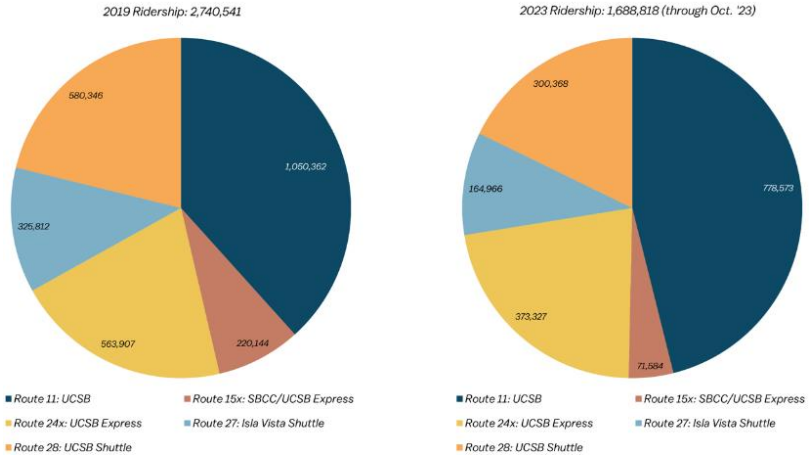
- UCSB students ride the bus for free with a valid student ID anywhere between Goleta and Carpinteria due to ongoing partnerships between the university and MTD.
- Santa Barbara Community College (SBCC) students pay a transportation fee per semester ranging from $23 (Summer semester) to $32 (Fall and Spring semesters) for unlimited rides on MTD buses.
- Youth (K-12th grade), seniors (age 62 and over), Medicare card holders, and persons with disabilities are eligible for reduced fare rates.

Despite these available programs for residents and students to lower cost barriers to bus utilization, less than 5% of Isla Vista residents report using the bus as their primary mode of transportation (see Appendix D). It is clear that cost is not the primary reason bus ridership is low.

In order to encourage ridership via buses, many are equipped with bike racks to encourage multimodal transportation. All buses are wheelchair accessible, with a lift or ramp at the entrance of the bus that can be used by those with accessibility concerns to easily board and disembark the bus.

Usage

Figure 2-28. Pre- and Post-COVID-19 MTD Ridership Levels



There is generally low bus ridership in Isla Vista, with only 3.42% of the population using public transit to commute based on mode-share data from the 2022 Census[9]. Ridership for MTD routes that serve Isla Vista have not rebounded to pre-COVID-19 levels, as seen in Figure 2-28. Through October 2023, ridership is reported to be just 61% of 2019 ridership. This demonstrates that the utilization of buses has significantly decreased, likely due to health concerns and restrictions, social distancing requirements, increased preference for personal vehicle usage, and the overall inconvenience of the bus-riding experience.

Based on the data available in Appendix J, student ridership appears to be the most common, as reported usage is highest during the spring and fall, and lowest in the summer, and this is reflected as these buses generate relatively low revenue due to student transit discounts. Seasonal usage patterns remain the same pre- and post-pandemic for all routes except for Line 24x. Line 24x, known as the "UCSB Express," offers limited service into Isla Vista. It reported more consistent ridership throughout the year in 2019, whereas 2023 data shows it now follows the school year trend. It appears that while students continue to use this route, other residents may have chosen to no longer ride it.

Based on the locations that the bus routes service, the current profile of bus users can be categorized into the following:

- **The University User:** A student, faculty member, or employee who live in or around Isla Vista and utilizes the bus routes to commute to UCSB and SBCC.
- **The Resident:** A user who leverages Line 27 to move within Isla Vista or leverages any route to connect to stores and destinations outside of Isla Vista.
- **The Visitor:** A user who leverages any of the associated routes to access Isla Vista.

Based on ridership data, the Student profile appears to be the most common user of buses in Isla Vista which makes sense due to the high population of students in the area. Isla Vista has an opportunity to specifically address non-student resident bus usage and increase ridership for that audience.

[9] Source: https://datausa.io/profile/geo/isla-vista-ca#mode_transport

Accessibility & Experience

For more residents and visitors to leverage the bus as a primary mode of mobility, bus service needs to be affordable, convenient, efficient, and enjoyable. Isla Vista has opportunities for improvement in all four aspects to promote bus transportation as a viable primary mode of mobility in the community.

Cost of Riding the Bus

The discount programs currently available to the community are geared towards specific age groups as well as to students. While students are an integral part of the population, there is an opportunity to consider other rider profiles that could benefit from incentives. MTD could consider working with UCSB to support employee and faculty usage of buses, given that UCSB property surrounds Isla Vista on all sides. Additionally, MTD could consider whether there is a low-income population that could benefit from the option to apply into a reduced fare benefit.

Bus Transfers

There are few bus transfers in Isla Vista unless it occurs on El Colegio Road. If the rider's journey starts and ends within Isla Vista, people are less likely to take the bus and more likely to walk or bike given that it is only a distance of 0.5 miles (walkable within 15 minutes) between the northern and southern edges of the area. If the rider is traveling into or out of Isla Vista, they would typically walk or bike for the first-mile or last-mile segment.

Frequency of Service

The frequency of bus routes that serve Isla Vista is extremely low and not conducive to trips within Isla Vista. The MTD acknowledged this by increasing the frequency of Line 27, the only bus route that consistently serves Isla Vista, to every 20-40 minutes, effective August 19, 2024. However, per the National Association of City Transportation Officials (NACTO) guidelines, a bus route with moderate volumes should target a bus frequency of every 10-15 minutes, with bus riders typically willing to wait up to a maximum of 20 minutes[10]. As such, current bus service levels still do not meet the reliability and frequency of service that would encourage usage.

Additionally, the Isla Vista Transportation and Mobility Survey reported that roughly 42% of respondents indicated that the bus does not run early or late enough in the day for them to use. Effective August 19, 2024, MTD has proposed extending service on Line 15X until 9:00pm. There is a demonstrative opportunity to review bus operating hours for the other bus lines available in the Isla Vista region and provide demand-based bus scheduling.

Overcrowding on Buses

MTD operational statistics reveal that the bus routes serving Isla Vista are typically some of the most highly utilized routes in the MTD network. For example, Line 28 can reach a significant volume of 81.6 boardings per hour, and Line 11 has the highest ridership volume in the entire

[10] Source: https://www.scirp.org/journal/paperinformation?paperid=95820

MTD network[11]. It is important to note that in addition to serving Isla Vista, Line 11 serves the greater Goleta and Santa Barbara region, which explains the high ridership statistics. While Line 11 is successfully providing transportation for students to access UCSB (and SBCC) judging by its high ridership, this route has also been identified as being "too full to board" over 1000 times in a year. As all the lines serving Isla Vista also serve UCSB and/or SBCC, the overcrowding is likely due to student ridership and demonstrates that there is need for sufficient, reliable bus infrastructure. Full buses do not generally offer riders a positive experience when there is a lack of seating and standing room, lack of space for those riders with mobility aid devices, and any delays in trip time due to missing full buses. This demonstrates that buses are not necessarily underutilized in Isla Vista, but that they do not offer sufficient service levels to create a positive experience for riders.

ADA Compliancy at Bus Stops

Not all bus stops in Isla Vista are compliant with Americans with Disabilities Act (ADA) standards or offer accessibility resources. Five bus stops are incompliant due to obstructions from utilities or other conditions that prevent a bus from deploying an ADA ramp. There is a lack of seating, shade, and lighting at bus stops. A lack of available bicycle racks on buses and bicycle parking at bus stops were also common concerns.

Easy Lift

Isla Vista residents have access to Easy Lift, a curb-to-curb shuttle service that provides wheelchair-accessible transportation for those seeking mobility assistance. This service is subsidized by MTD and offered under the American with Disabilities Act (ADA). It offers two programs: Dial-A-Ride for first-come, first-serve support, and Non-Emergency Accessible Transportation (NEAT) assisting low-income residents to their medical appointments. The existence and operation of such a program is an excellent service to the community and increases the accessibility of those with mobility needs. However, these services often have high demand and occasionally require users to make an appointment weeks in advance.

Bike to Bus Connection

With the sparse bus infrastructure in Isla Vista, bus usage must also be considered in terms of multimodal experience. Considering the prevalence of cycling in Isla Vista and the popularity of that mode amongst students, it is important that there be sufficient bike parking by bus stations and available bike racks on buses. Although buses do commonly contain bike racks, the volume of the student rider profile means that the limited number of racks per bus may be insufficient and there are opportunities to better improve the bike-to-bus connection.

[11] Source: https://sbmtd.gov/wp-content/uploads/2024/06/20240618-Quarterly-Reports.pdf

2.6 Regional Transportation

Ensuring accessible and reliable regional transportation is important to Isla Vista due to its unique location. As a coastal destination, Isla Vista attracts many visitors who wish to enjoy beach access. It is also mostly surrounded by UCSB properties, which are frequented by students that are typically traveling in from other areas of the county and the state. Strong regional transportation connections from outside of Santa Barbara County into Isla Vista can offer a complete mobility landscape that addresses all common use cases.

Current Infrastructure & Services

Isla Vista is surrounded by regional transportation options connecting it to destinations outside of the County. The region is served by train, flight, and regional bus connections. Although none of the stops or stations for these modes are within Isla Vista proper, they can be found within a five-mile radius of the community. Certain connection points are only easily accessible by car, and there is an opportunity to improve access through other modes of transportation.

Amtrak Trains

The Goleta Amtrak station is the closest train station to Isla Vista, at a distance of 2.8 miles from the community core (eight minutes by car). This station services the Pacific Surfliner, which travels between San Luis Obispo and San Diego. It is an unstaffed station with limited amenities, however it offers same-day and overnight parking to riders. The Pacific Surfliner is currently scheduled to offer five trains daily for northbound and southbound trips departing from Goleta. This option is particularly attractive to students or short-term visitors that may be coming to the Santa Barbara area. Considering that 82%[12] of the UCSB student population comes from California, there is opportunity to encourage more students to use regional transit within the state.

To access train routes that go to Northern California or inland, riders would need to access

Figure 2-29. Amtrak Map

Figure 2-30. Pacific Surfliner and Coast Starlight Routes

[12] Source: https://bap.ucsb.edu/institutional-research/campus-profile

the Santa Barbara Amtrak station. Riders can take the Pacific Surfliner from Goleta Amtrak station to the Santa Barbara Amtrak station, which services the longer Coast Starlight route that connects Seattle and Los Angeles. The current schedule for the Coast Starlight offers one train daily for northbound and southbound trips. Unlike the Goleta Amtrak station, the Santa Barbara Amtrak station is slightly larger with a station building and staff on-site. The Pacific Surfliner also provides bicycle racks on board, encouraging students to take their bikes with them and cycling to school.

Amtrak is planning to introduce more frequent rail service and extend the Pacific Surfliner route up to the Bay Area (see Figure 2-30) as part of their long-range plan, which will provide Isla Vista residents with more flexible transportation methods when traveling up north, including the Central Valley where many UCSB students come from. However, these efforts are not projected to be completed until 2040.

Amtrak Thruway Bus

To provide first-mile/last-mile solution services, Amtrak also offers Thruway Bus connections departing. This is the best option for connecting from Isla Vista to the Santa Barbara Amtrak station. Riders can board the Amtrak Thruway Bus at the University of California, Santa Barbara (UCSB) Bus Loop, where there are three buses daily for both northbound and southbound trips. A Thruway Bus route also connects to San-Jose Diridon, which is ideal for those connecting to Northern California on the Capital Corridor train.

Private Bus Services

Flixbus (which acquired Greyhound in 2021) provides intercity bus service out of the UCSB Bus Loop and the Santa Barbara Amtrak station. Three buses are offered daily. Flixbus provides service to stops throughout California, as well as connections to Nevada, Arizona, New Mexico, Utah, and Texas. Figure 2-31 shows a map of the direct connections provided by Flixbus from Isla Vista.

Santa Barbara Airbus provides airport shuttle service to and from Los Angeles International Airport (LAX). The Santa Barbara Airbus bus stop is located to the east of the Santa Barbara Airport. Eight buses depart from the bus stop daily to LAX, with the first bus leaving at 3:30am and the last bus leaving at 6:00pm.

Coastal Express Bus

Geared towards UCSB students and commuters coming from Ventura County, the Ventura County Transportation Commission offers the Coastal Express bus that operates between Oxnard/Ventura and UCSB. On weekdays only, four buses are offered daily for northbound and southbound trips. Buses leave from the UCSB Bus Loop, however there are additional bus stops in Goleta and Santa Barbara, including at the Cottage Hospital and the MTD Transit Center.

Another similar service, the Clean Air Express, offers rides between a stop on Los Carneros near Hollister to destinations like Buellton, Lompoc, and Santa Maria. Riders can also connect from UCSB to the Clean Air Express using MTD Line 28, 11, 24X, and 27. Most trips from the Los Carneros and Hollister area take approximately 30-40 minutes with walking and local bus to get to Ista Vista or UCSB.

Figure 2-31. Direct Connections Offered by Flixbus

Santa Barbara Airport

The Santa Barbara Airport (SBA) is a regional airport that offers 23 daily nonstop flights on five airlines to twelve major destination hubs, such as San Francisco, Los Angeles, Sacramento, and Seattle. Although SBA is only four miles away from Isla Vista, it can be difficult to navigate to the airport without a vehicle. The MTD Line 11 bus is an option for those who can comfortably navigate themselves and their luggage to El Colegio Road by another mode.

Policies & Programs

The Santa Barbara County Code includes ordinances addressing airport operations, bus operations, as well as zoning and maintenance as it relates to railroads. Amtrak is owned and operated by the federal government, and all other forms of regional transportation described in this section are managed largely at the County level.

Amtrak Fare Discounts

The following programs offer students and residents an incentive to take rail travel:

- Santa Barbara Car Free is an organization that encourages alternative modes of transportation. They collaborate with Amtrak to provide rail travel discounts, such as for the Pacific Surfliner and Coast Starlight fares.
- Amtrak offers a student discount of 15% off fares.

Usage

The Isla Vista Transportation and Mobility survey (see Appendix D) revealed that regional train and bus travel are popular amongst respondents. This demonstrates that ground regional tranportation options are a preference and consist of at least one segment of the respondents' trips. Table 2-10 identifes and ranks the top modes of transportation for trips entering and existing Isla Vista.

Table 2-10. Top Modes Inbound to and Outbound of Isla Vista

Top Modes Outbound from Isla Vista	Top Modes Inbound to Isla Vista
1. Amtrak via Goleta Station (31%)	1. Regional bus (34%)
2. Regional bus (27%)	2. Amtrak via Goleta Station (14%)
3. Flight at Santa Barbara Airport (20%)	3. Flight at Santa Barbara Airport (10%)

Regional transportation is aimed at serving a wide variety of purposes, from daily commutes to leisure trips. Based on the resident demographic of Isla Vista, it can be extrapolated that the majority of trips fall under the following profiles:

- **The Commuter:** A rider typically studying or working at UCSB or SBCC that needs to commute into the area regularly. This also includes those who commute out of Isla Vista regularly for work in other cities in the County.
- **The Leisure User:** A rider residing in Isla Vista who is vacationing outside of the community, or resides outside of Isla Vista who is entering the community for leisurely purposes, e.g. to enjoy coastal access. This also includes students who are looking for weekend trips outside of Santa Barbara County.

Thanks to the large student population in Isla Vista and the need for access to UCSB and SBCC, utilization and infrastructure for regional transportation in this area are reasonably sufficient. Regional bus is identified as the top inbound mobility mode to Isla Vista; with traditionally lower rates than flying, this is indicative that the mode is popular amongst students and those who have to travel regularly. UCSB also strongly encourages the use of regional transportation for its students and employees. To increase use by the Leisure User, there could be more promotion and communication regarding regional transportation options.

The area that could be most improved on to benefit all riders is in increasing the efficiency in connections between regional and local modes of transportation. Due to the diverse needs of regional transportation, it is critical Isla Vista ensures strong connecting options from within the community to key regional transportation stations ("Regional Transit Hubs") in Isla Vista. The following section evaluates the accessibility of these modes of transportation.

Accessibility & Experience

It is important to evaluate the first-mile and last-mile modes that users take between Isla Vista and the regional transportation bus stops, train stations, and airport. This determines the convenience and strength of connection of regional transportation, and ultimately influences its usage volume and patterns. Table 2-11 provides a summary of these connection methods

from Isla Vista to each Regional Transit Hub identified. UCSB Bus Loop is identified as a Regional Transit Hub in this case due to the number of services that one can transfer to.

Table 2-11. Accessing Regional Transit Hub

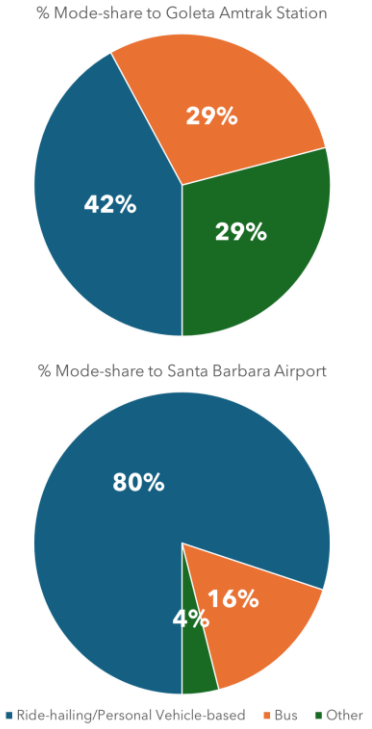
Regional Transit Hub	Services	Modes to Directly Access Stations from within Isla Vista
Goleta Amtrak Station	Amtrak	• MTD (via Line 24X, or 11 and 6) • MTD "The Wave" (coming soon) • Vehicle drop-off and ride-hailing services
Santa Barbara Amtrak Station	Amtrak, Flixbus	• MTD (via Line 27, then 24X) • Amtrak Thruway bus • Vehicle drop-off and ride-hailing services
UCSB Bus Loop	Amtrak Thruway Bus, Coastal Express Bus, Flixbus	• MTD Line 27 • MTD "The Wave" (coming soon) • Vehicle drop-off and ride-hailing services
Santa Barbara Airport	Flights	• MTD (via Line 11) • MTD "The Wave" (coming soon) • Vehicle drop-off and ride-hailing services
Santa Barbara Airbus Stop	Santa Barbara Airbus	• MTD (via Line 11) • Vehicle drop-off and ride-hailing services
Los Carneros & Hollister	Clean Air Express	• MTD Line 28, 11, 24X, and 27

Opportunity to Reduce Personal Vehicle Reliance

Per Appendix D, the main mode of mobility used to travel in and out of Isla Vista is still via personal vehicle. This is demonstrated by the mode preferences of travelers to each Regional Transit Hub as identified in Figure 2-32. There is an extreme amount of parking congestion in Isla Vista, and many cars are only periodically used to access regional destinations. Isla Vista has an opportunity to decrease this reliance on personal vehicles through continued collaborations with MTD and the County to increase connections to regional transportation.

The full implementation of "The Wave" (discussed in Local Buses section) will drastically improve direct connections for Goleta Amtrak station, Santa Barbara Airport, and the UCSB Bus Loop. "The Wave" is an excellent starting point for significant improvements to regional transportation connections, and a strong awareness campaign should be prepared for Isla Vista residents when the service is launched. Following that, regular evaluations and adjustments should be set up to continue knitting together public transportation

Figure 2-32. Mode-share for Select Regional Transit Hub



options from local to regional levels and increasing ease, convenience, and accessibility.

Improvements to Bus Connections

In addition to the implementation of "The Wave," there are opportunities to improve MTD connections to Regional Transit Hub. Existing bus connections are not necessarily convenient or enjoyable journeys, especially with luggage. Journeys can take any number transfers and minutes walking that add to the total trip time. The following are samples of the journey from the geographic center of Isla Vista (Sueno Road and Camino Pescadero) to train and flight connections:

- **Goleta Amtrak station:** The bus journey takes 35-60 minutes, including about 20 minutes of walking and typically one bus transfer. In comparison, it only takes eight minutes by car.
- **Santa Barbara Amtrak station:** The bus journey takes 60-90 minutes and includes about 30 minutes of walking. In comparison, it takes only 35 minutes by Flixbus or 18 minutes by car.
- **Santa Barbara Airport:** The bus journey takes 26 minutes and includes about 14 minutes of walking. In comparison, this is a 9-minute drive.

Choosing to connect with the bus system may potentially generate cost-savings but is typically significantly less efficient. Therefore, the opportunities to increase usage and ridership depend on adjustments to convenience and cost. Some factors for consideration include:

- **Pricing:** Some students and low-income riders are most likely to select a more economical mode despite total trip time.
- **Direct access:** Transit modes to train stations and airports are typically expected to take riders directly to the location of transfer. Currently, MTD buses do not arrive directly at either Amtrak station, but one bus line does serve the airport directly.
- **Frequency of service:** For buses to be a reliable mode of connection to train stations and airports, the level of service must have sufficient frequency and consistency to meet the varying departure times of trains and planes.

Table 2-12 offers a sample journey using MTD and the Amtrak departing Saturday morning from the Isla Vista Community Centre to the Los Angeles Amtrak (Union Station) and returning Sunday night. It accounts for arriving at the Amtrak station 30 minutes prior to the train's scheduled departure time. The sample journey demonstrates that there is limited bus connectivity in the early mornings and at night, meaning riders need to rely on ridesharing or personal vehicles for those travel times. There is an opportunity for MTD to evaluate Goleta Amtrak station departure and arrival times and add service for Lines 6/11 or 24X to better serve train connections.

Table 2-12. Sample Transit Journey from Isla Vista to Los Angeles

Step	Departing Option 1[13]	Departing Option 2	Returning Option 1	Returning Option 2
Bus Departure Time	N/A	7:18am		
Bus Arrival Time	N/A	7:53am (1 transfer)		
Walking Time to Amtrak	N/A	8 min		
Waiting Time at Amtrak	30 min	30 min		
Amtrak Departure Time	6:39am	8:31am	3:13pm	7:13pm
Amtrak Arrival Time	9:46am	11:43am	6:03pm	10:12pm
Walking Time to Bus			8 min	8 min
Waiting Time at Bus Stop			7 min	N/A
Bus Departure Time			6:18pm	N/A
Bus Arrival Time			6:46pm	N/A
Total Journey Duration	**N/A**	**4h 25 min**	**3h 33 min**	**N/A**
Number of Transfers	**N/A**	**2**	**1**	**N/A**

[13] There is no early morning Saturday bus available to make this Amtrak departure time.

Accessibility at Goleta Amtrak Station

For even the most able-bodied of riders, the walk between the Goleta Amtrak station and the nearest MTD bus stop on Hollister Ave is not a pleasant experience. This 8-minute walk on S La Patera Lane features several concerns, including missing sidewalk segments, limited shade, poor pavement, missing curb ramps, and a lack of signage of where to go once arriving at the train station (see Figure 2-33). There is no fully connected sidewalk on either side of S La Patera Lane. Besides opportunities to improve the walking experience between the bus stop and the Goleta Amtrak station, there is also an opportunity to improve the connection experience between MTD and the Goleta Amtrak station through a revised route for Lines 6 and 12X that detour up to the Amtrak station and back down to Hollister Ave.

Figure 2-33. S La Patera Lane Sidewalk Conditions: (a) Missing Sidewalks, (b) Limited Shade, (c) Missing Curb Ramp, (d) No Signage.

2.7 Cycling

With a high student population, coastal access, and temperate weather, Isla Vista is an ideal location for cycling as a primary form of transportation. Biking is embedded in the community's culture, as is evident by the sheer quantity of bicycles visible. Despite the ubiquitous nature of cycling, Isla Vista is ripe for many opportunities to expand its bike network, improve the safety of cyclists, and promote itself as a haven for both local and nearby cyclists.

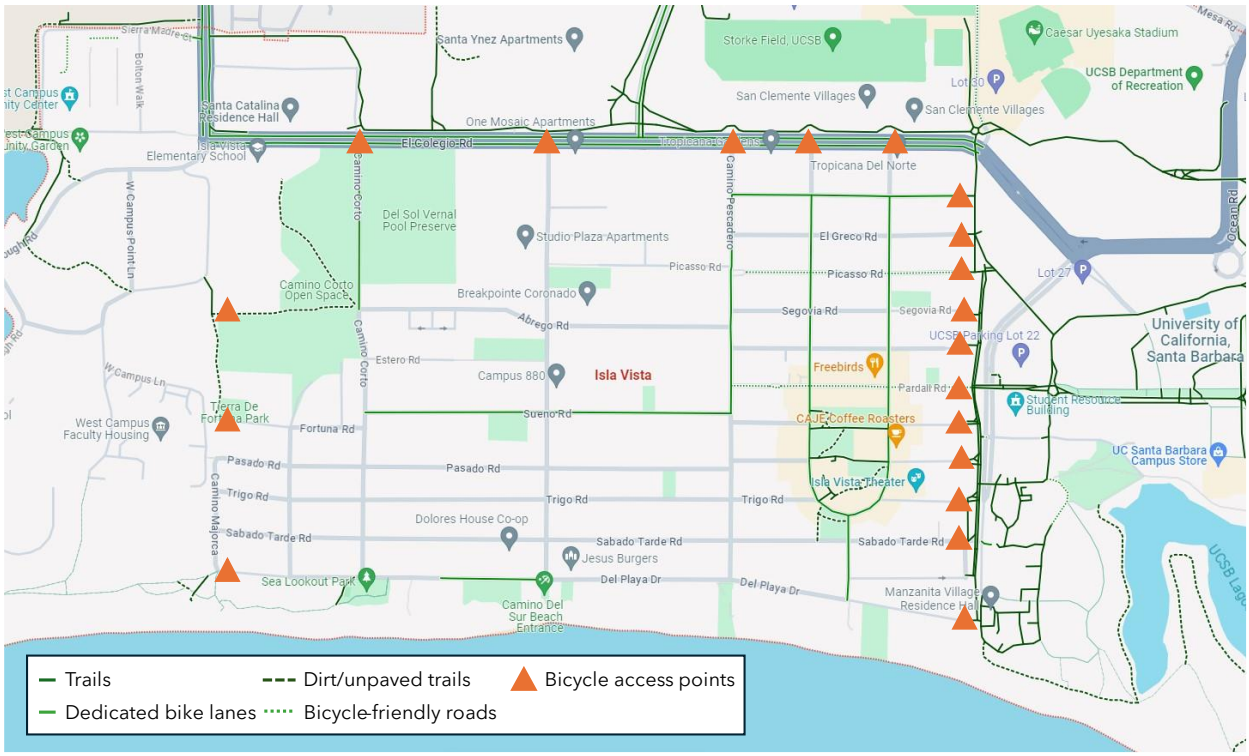
Figure 2-34. Bikes in Isla Vista

Current Infrastructure & Services

Cycling Network in Isla Vista

Despite the small geographic size of Isla Vista and its strong bike culture, the cycling network within Isla Vista is limited and pales in comparison to the neighboring University of California, Santa Barbara (UCSB) campus. There are little to no online resources that are updated with cycling routes, which offers an opportunity for Isla Vista to better promote cycling as a mode of primary mode of transportation. Figure 2-35 reveals the location of bikeways in Isla Vista, which are limited to a select number of roadways and parks.

Figure 2-35. Existing Isla Vista Bike Routes & Access Points



The existing cycling network is sparse and fragmented, with a limited number of designated bike lanes. Class II bike lanes exist on Embarcadero del Mar and Embarcadero del Norte, while Pardall Road is a key Class III bike route connecting to UCSB (see Figure 2-37 for bikeway classifications). El Colegio Road contains both Class II lanes and Class IV bikeways on the north side of the street, and a Class II bike lane on the south side. While there is plenty of cycling real estate on this road, there are no bike lanes or markings when a cyclist turns off El Colegio into Isla Vista, demonstrating a disconnected cycling experience.

Figure 2-36. Isla Vista Class II Bike Lane

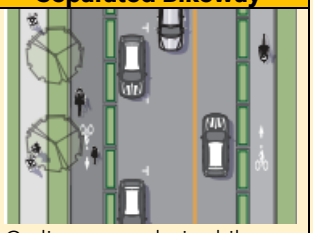
The remaining bike routes are a mixture of recreational off-street trails and bike-friendly roads without any bike signage. Class II and III bikeways are also generally considered the least safe designs for cyclists. Between increasing the number of marked bikeways and converting existing lanes and routes to safer options, Isla Vista has many opportunities for improvement.

Isla Vista was selected (alongside other localities in Santa Barbara County) to receive funding in 2023 from an approved Caltrans Active Transportation Program grant to improve intersection striping at Camino Del Sur and pavement markings through Children's Park. Isla Vista could benefit from seeking other similar initiatives to build out and knit its bikeways together.

Figure 2-37. California Bikeway Classification

What are the different classes of bike lanes?

The California bikeway classification identifies four classes of bike lanes:

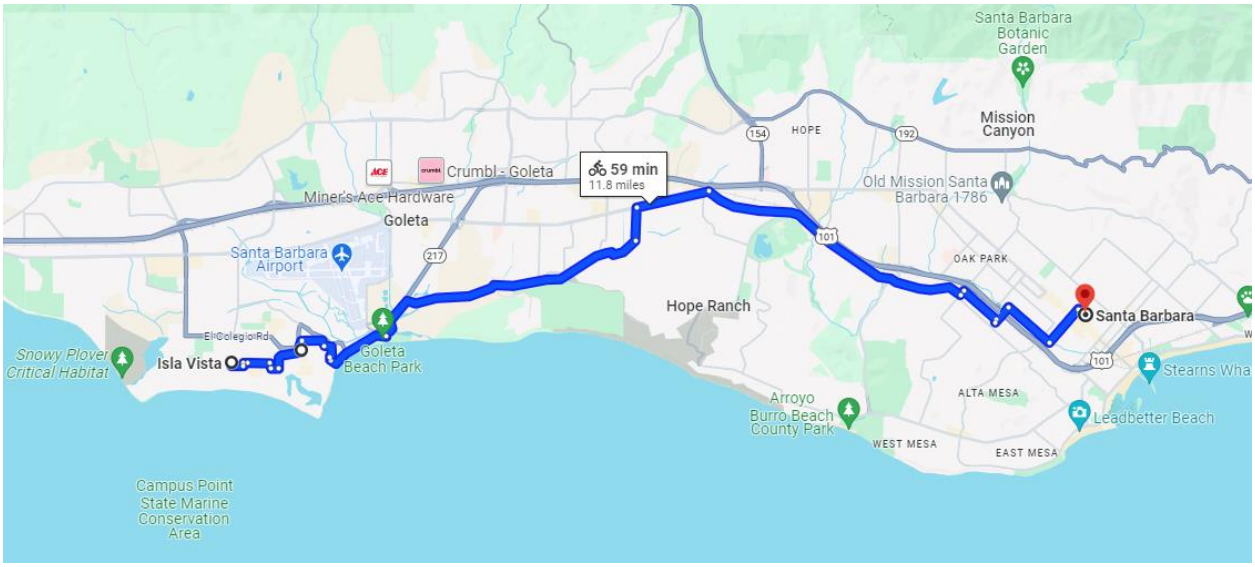
Class I Bike Path	Class II Bike Lane	Class III Bike Route	Class IV Separated Bikeway
			
Cyclists are fully separated from the road and share with pedestrians. Also known as "shared-use" or "multi-use" trails.	Cyclists use marked one-way roads adjacent to vehicles that are striped or buffered.	Cyclists share a road with pedestrians and vehicles without striping, buffers, or barriers. Roads feature shared usage markings.	Cyclists use exclusive bike lanes that feature physical barriers from vehicles. Also known as "protected bike lanes" or "cycletracks."

Regarding safety to cyclists, these classes are typically identified in the order of least safe to most safe as follows: Class III → Class II → Class IV → Class I.

Cycling Network Connecting to Isla Vista

While Isla Vista typically sees cyclists commuting in for work, it has the opportunity to be a prime biking destination or throughway based on its waterfront position. It features beaches along Del Playa Drive (a popular, unmarked bikeway) on its southern border, as well as proximity to cycling infrastructure in UCSB and its network of trails on the eastern border. Destinations like Goleta Beach Park are only 11 minutes away by bike, and Downtown Santa Barbara is 1 hour away by bike (see Figure 2-38).

Figure 2-38. Cycling from Isla Vista to Santa Barbara



Isla Vista is surrounded by an extensive cycling network that offers a variety of shared or dedicated bikeways in the City of Goleta, the City of Santa Barbara, and the UCSB campus. The City of Goleta and the City of Santa Barbara's bike networks consist of a mix of Class I, Class II, and Class III bikeways on most arterial roads, and these are well-documented online, in the Goleta Bicycle Pedestrian Master Plan[14] and Santa Barbara's interactive bike network map.[15] UCSB features over seven miles of bike paths as shown in the campus bike map (see Figure 2-39). The cycling infrastructure in the County of Santa Barbara continues to grow, with several projects being funded by the ATP grant.

[14] https://www.cityofgoleta.org/your-city/public-works/capital-improvement-program-division/bicycle-pedestrian-master-plan-project

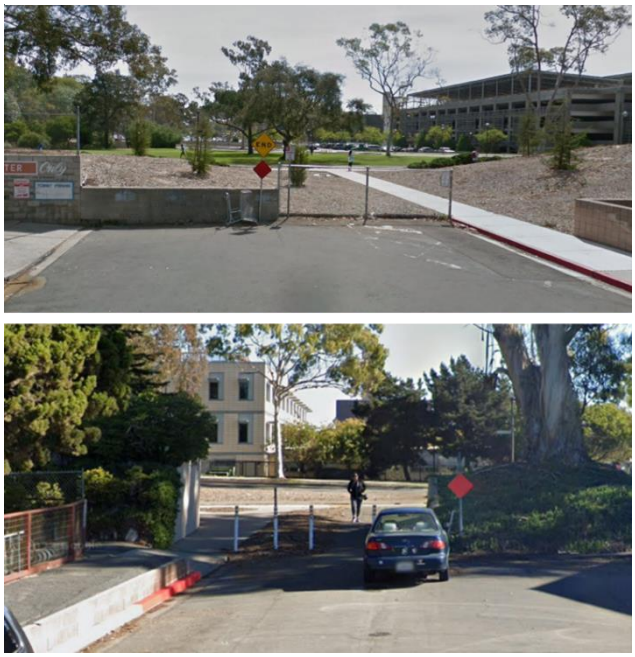
[15] https://arcg.is/1Pn8iO

Figure 2-39. UCSB Bike Path

Bike Access Points

Figure 2-35 also identifies the current main bike access points in and out of Isla Vista, which require further attention and improvement. Bike access points along the eastern border of Isla Vista to UCSB typically appear rundown and are not easily identified as bike access points (see Figure 2-40). They are missing signage and markings indicating bike access, may not feature a paved path, or may be obstructed by parked cars. Of particular concern are the access points at Segovia Road, Cordoba Road, Madrid Road, El Nido Lane, and Del Playa Drive.

Figure 2-40. Unclear Bike Access Points at the eastern end of (top) Segovia Road and (bottom) Madrid Road



Bike access points along the northern border of El Colegio Road also raise concern in the form of lack of continuity. While there is clear bike infrastructure on El Colegio itself, once a cyclist turns onto a road in Isla Vista, there are no more bike markings. Camino Corto at El Colegio Road is the only access point where a bike lane continues into Isla Vista.

To contribute and create a cohesive bike network, the community would benefit from identifying and building the missing segments to connect its southern shores with the wider community. Focusing on improving bike access points supports the overall bike network and promotes coastal access.

Bike Parking

Figure 2-41. Isla Vista Bike Rack

Isla Vista has 379 bike parking spaces across 104 public bike rack locations.[16] While there are many public bike parking spaces that accommodate short-term bike storage, few private bike parking facilities are observed to accommodate long-term storage. A healthy bike ecosystem has a mixture of both, as it is critical to ensure that destinations also feature a method for secure bike storage to encourage and support bike usage.

To compare, UCSB operates a Transportation Alternatives Program (TAP) that offers bike lockers for those who live more than two miles from campus and use a bike to commute. Such secure bike storage options are currently not publicly available in Isla Vista.

[16] Based on County of Santa Barbara bike rack counts as of November 9, 2023.

Bike Services & Resources

Isla Vista currently has two local retail bike shops on Pardall Road that sell, rent out, and repair bicycles. The Associated Students Bike Shop on the UCSB Campus also provides bicycle repair services, along with bike parts and accessories for purchase. These are excellent resources for cyclists that also exist at UCSB and in Santa Barbara. Additionally, the Santa Barbara Bicycle Coalition operates Bici Centro, a community do-it-yourself bike repair shop and education center in downtown Santa Barbara. Options like this offer a means to build community culture around cycling and are an opportunity for Isla Vista to further identify itself as a bike-friendly location.

Policies & Programs

There is a selection of County codes that can be applied to the promotion and regulation of bike use. The table below demonstrates relevant ordinances (paraphrased) regarding cycling according to the Santa Barbara County Code and how they are implemented today.

Table 2-13. Cycling County Codes and Existing Implementation

Code	Existing Implementation
Section 9-2: No person over the age of fifteen shall ride a bike on or along public sidewalk.	This is not currently monitored or enforced in Isla Vista.
Section 9-4: Appropriate signage related to biking regulations shall be posted.	A significant lack of bicycle signage has been identified in Isla Vista.
Section 9-5: Enforcement has the authority to impound or move bicycles if they are parked or abandoned for over 48 hours.	An incentive for Isla Vista to ensure sufficient safe bike parking to encourage compliance and tidier streets.

In general, according to the California Vehicle Code, cyclists are expected to adhere to the rules of the road and carry the same responsibilities as vehicular drivers.

Bike-sharing

Neither docked nor dockless (on-demand) bike-sharing is prevalent in Isla Vista due to the commonality of personal bikes. They have not been sought after by the County for implementation in Isla Vista due to industry-wide challenges with improper parking of dockless shared bikes and the resulting sidewalk clutter and accessibility impacts. However, other cities and UCSB have attempted or are considering a bike-sharing program:

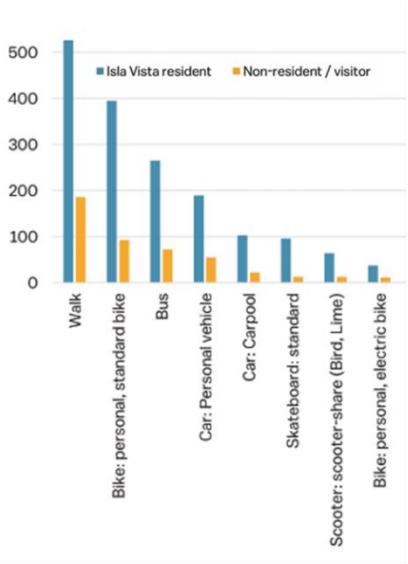
- The City of Goleta has been considering a bike share pilot to offer bikes on-demand.
- The City of Santa Barbara currently operates a bikeshare program called BCycle that includes 250 electric bikes and 500 docking stations. The use of docking stations increases the cost of the program but minimizes the clutter and accessibility impacts.
- UCSB previously implemented a dockless bike-sharing program called HOPR that added 1,200 shared bikes on campus and into Isla Vista. This program was discontinued due to bike vandalism.

Cycling Advocacy

Additionally, there are programs facilitated by service providers like MOVE Santa Barbara County that are focused on providing education, bike valet, community bike shops, and advocacy support for the County. These organizations support the promotion of cycling on a broader scale, which Isla Vista can benefit from.

Usage

Figure 2-42. Top Modes in Isla Vista



Compared with most communities, cycling is exceedingly popular in Isla Vista, so the lack of sufficient infrastructure places a substantial amount of the population at risk. The prevalence of cycling demonstrates that investments in infrastructure enhancements would benefit a substantial portion of the population and further bolster the community's culture of cycling.

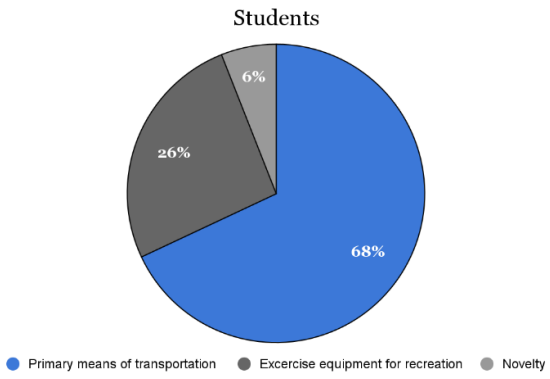
Based on the 2022 Isla Vista Transportation and Mobility Survey results (see Appendix D), cycling is the second most popular method of traveling within Isla Vista behind walking, with 50% of respondents indicating they use their personal bike to get around (see Figure 2-42). As part of the 2023 UCSB Transportation Survey, 68% of respondents who identified as a student listed cycling as their primary mode of transportation (see Figure 2-43), demonstrating the popularity of cycling among Isla Vista residents, especially among students. Additionally, cycling is more popular in Isla Vista than in most of Santa Barbara County, with the 2021 Census showing bicycle commute mode-share in Isla Vista at 23% compared to 4% county-wide[17]. This demonstrates that the concentrated demand for cycling infrastructure is there, despite bike traffic not having risen back up to pre-pandemic levels by the end of 2023.

- Two major user profiles stand out: the Commuter and the Recreational Cyclist. Examples of popular bikeways associated with each user are identified in

Table 2-14, based on data from the Eco-Visio Report shared in Appendix K.

- **The Commuter:** A cyclist who primarily bikes to reach all daily destinations, including residents, students, and employees.
- **The Recreational Cyclist:** A cyclist who primarily bikes for leisure.

Figure 2-43. Bike Use by Students



[17] Source: https://datausa.io/

Table 2-14. Usage of Popular Bikeways

Bikeway	Type	Usage
Del Playa Drive	Unmarked Class III-type	Runs along the beach. Mix of Recreational Cyclist and Commuter profiles. Typically sees the highest peak in afternoons and on weekends.
El Colegio Road	Class I and Class IV	Key artery offering access in/out of Isla Vista to the north. Highly trafficked road that sees more Commuter profiles, with bike traffic peaking in the mornings.
Pardall Bike Tunnel	Class I	Pedestrian and cycling option connecting Isla Vista to UCSB. Frequently used by Commuter profiles and highly trafficked on a regular basis in the daytime.

While cycling usage continues to reign supreme, there is a true opportunity for Isla Vista to prioritize and enhance infrastructure updates and additions to better, and more safely, encourage people to choose their bike.

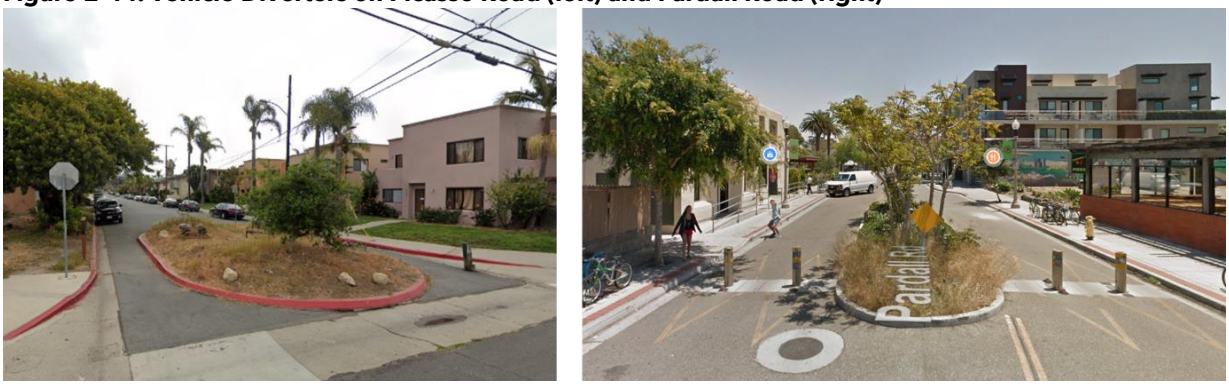
Accessibility & Experience

47% of Isla Vista cyclists are concerned about safety around cars

With its flat terrain, temperate weather, and small footprint, it is easy to see why cycling is a preferred mode of transportation in Isla Vista. The insufficient infrastructure does not deter cyclists; however, it results in unsafe road conditions where cyclists are at risk of injury or a part of road incidents. It is critical for IVCSD to consider updates that would increase the safety of cyclists and all who share the road.

There are many methods to increase the sense of safety of cyclists. One such method that exists in Isla Vista today is vehicle diverters, which are volume management devices that can prevent traffic on bikeways. These can be found at the intersection of Picasso Road and Camino Pescadero and on Pardall Road (see Figure 2-44). Pardall Road also features bollards that prevent vehicular traffic. While such methods are helpful for bike-only areas, the more critical aspect (and the one with the most room for improvement) is that of safety for cyclists while sharing roads with vehicles.

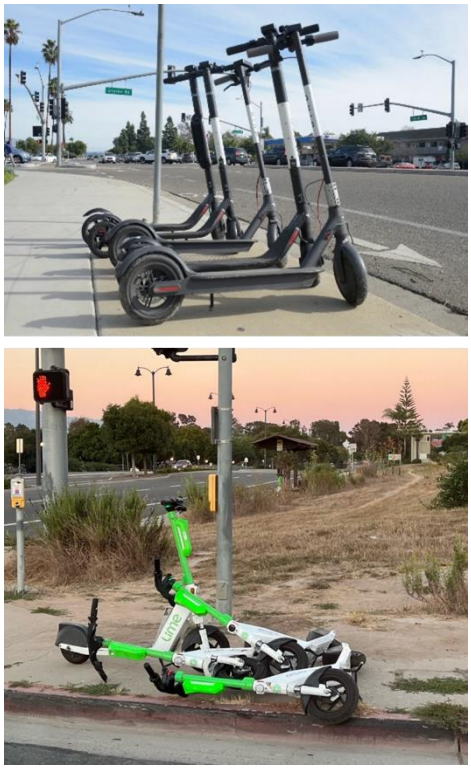
Figure 2-44. Vehicle Diverters on Picasso Road (left) and Pardall Road (right)



2.8 Micromobility

Micromobility typically covers small, lightweight mobility devices that operate at a maximum of 15 miles per hour (MPH) or lower. Scooters and skateboards are the most popular forms of micromobility for many Isla Vista residents, especially UCSB students. Many students rely on their scooters or skateboards to get around Isla Vista and for their commute to campus. Although shared mobility devices (SMD) such as Bird and Lime scooters (see Figure 2-45) are prohibited on the UCSB campus, some students have their own scooters to get to class, and even more students own personal skateboards, including electric motorized skateboards. Promoting and encouraging the safe usage of micromobility devices in Isla Vista through improvements to infrastructure and enforcement of existing laws would allow scooter and skateboard users to integrate with the rest of the mobility landscape more smoothly.

Figure 2-45. Bird and Lime scooters



Current Infrastructure & Services

Definitions of Micromobility Devices

Below are the most common micromobility devices used in Isla Vista and their definitions:

- Scooter: A two-wheeled vehicle ridden while standing that consists of a footboard and handlebar.
- Skateboard: A four-wheeled vehicle ridden while standing that consists of a short narrow board.
- Electrically Motorized Skateboard (Electric skateboard): A skateboard that has an electric propulsion system averaging less than 1,000 watts, and travels at no more than 20 miles per hour[18]. Not the same as "motorized skateboards," which are illegal in California per California Vehicle Code § 21968.
- Electric Scooter: A scooter that has an electric motor or other power source. Does not include motorcycles, motorized bicyles, or mopeds.
- Shared Mobility Device: Any wheeled device that is powered by an electric motor or other power source, designed for personal transportation of an individual user, accessed by an on-demand portal, and provided by a permitted operator. Typically, this refers to shared scooters in Isla Vista.

[18] Source: http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_0601-0650/ab_604_bill_20150624_amended_sen_v97.htm

Motorcycles, mopeds, and other mobility devices that can achieve speeds of 30 miles per hour or higher are considered vehicles and not included in the definition of micromobility.

Micromobility on the Roadways

Users of these micromobility devices are generally expected to share bicycle lanes and vehicle roadways as opposed to riding on sidewalks. These expectations are not clearly displayed as there are no signs or markings that indicate where scooter and skateboard users should ride. An immediate opportunity for Isla Vista is to install inclusive signage and review opportunities to educate micormobility riders.

Although there is a dedicated skateboard lane on campus that begins past Lot 22 up until the Arbor Walkway, there are no dedicated lanes in Isla Vista to provide connectivity to campus.

Figure 2-46. Skateboard Lane on Campus

Shared Mobility Businesses in Isla Vista

Isla Vista is currently served by two shared mobility businesses: Bird and Lime. Per the Santa Barbara County Code, a "shared mobility business" is defined as any business that provides shared vehicles for public use, either through membership or by rental using a mobile app. Bird and Lime were launched in Isla Vista and Goleta in September 2018; however, shared electric scooters were banned from Goleta shortly after in December 2018 due to complaints from residents and business owners regarding their safety[19]. In the following year, the County of Santa Barbara established the Shared Mobility Device Permit program to regulate their operations and their use on County roads. Under the County's SMD permit program, the operators are required to pay an upfront $500 nonrefundable fee for permit processing annually, and operators also pay $5 per scooter per month[20].

Figure 2-47. Skateboarder in Isla Vista (Photo Credit: @ivstreets on Instagram)

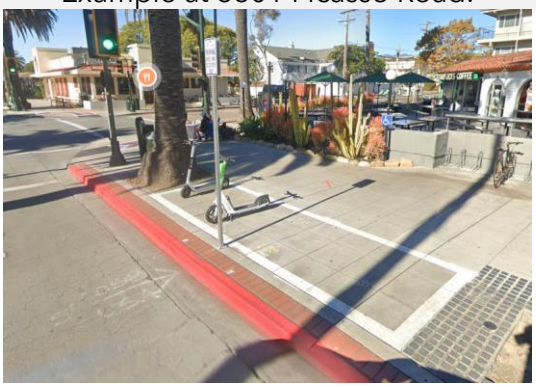
Currently, there are 300 scooters in Isla Vista, of which 200 are operated by Lime and 100 are operated by Bird. In previous years, there were up to 450 scooters in Isla Vista; however, the numbers were reduced for the 2023-2024 year to avoid overparking and clutter.

[19] Source: https://www.goletamonarchpress.com/2018/12/motorized-scooters-banned-in-goleta/
[20] Source: https://cosantabarbara.app.box.com/s/kwlqpgjrceugc6ibifr2dvgk3da56snu

Micromobility Parking

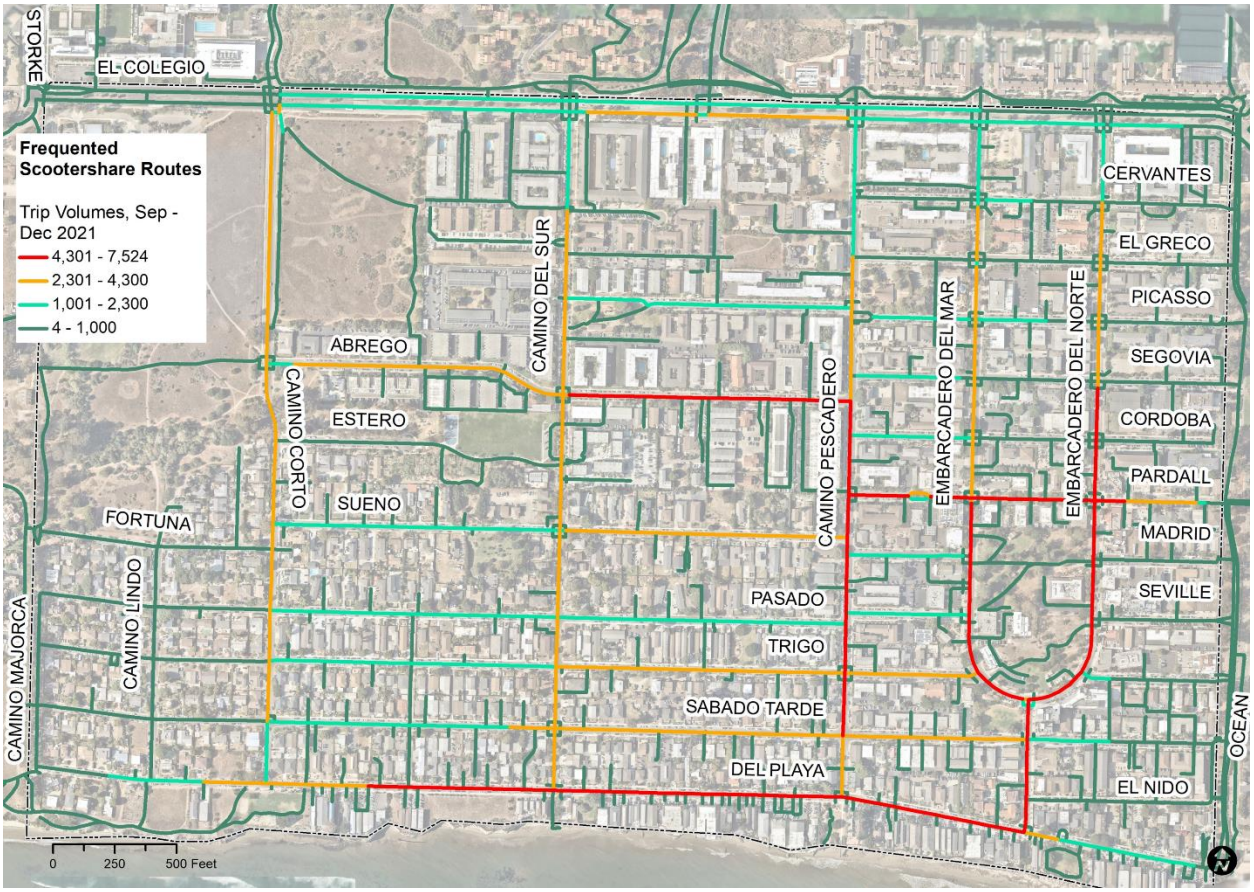
Although there are no dedicated skateboard racks, there are several scooter parking zones scattered throughout Isla Vista. Since none of these scooter parking zones are secured, they are exclusively used for parking shared scooters, rather than personal scooters. Table 2-15 summarizes the two types of scooter parking zones found in Isla Vista.

Table 2-15. Scooter Parking Types in Isla Vista

Type	Number of Zones	Example with Images from Google Streetview
On-street Corral	7	 Example at 6601 Picasso Road.
Marked zone on sidewalk	7	 Example at 6583 Pardall Road.

There are currently seven on-street corrals and seven sidewalk parking zones for a total of 14 scooter corral locations scattered throughout Isla Vista. An additional seven scooter corrals are proposed, but they do not yet have a project completion date as of February 2024. Figure 2-48 shows a map of shared scooter trip volumes by street for Fall Quarter 2021, which demonstrates the routes that are most frequently used. Maps showing trip volumes for Fall Quarter 2020, Summer Quarter 2021, and Winter Quarter 2022 can be found in Appendix L. Bollards surrounding the on-street corrals serve to create a protective perimeter around the scooters, but they have been deformed and degraded due to user misbehavior and are due for replacement and maintenance.

Figure 2-48. Map of Shared Scooter Trip Volumes for Fall Quarter 2021



The currently available dedicated parking zones are not sufficient to support the supply of shared electric scooters deployed in Isla Vista. Parking zones for scooters are especially lacking in the northern half of Isla Vista. Due to the lack of dedicated parking zones, and challenges with consistent enforcement, scooters are commonly found parked on the sidewalk or in parking lots, obstructing vehicle and pedestrian travel.

Scooter-based Delivery Services

'Snag' and 'Duffl' are the two businesses in Isla Vista that provide scooter-based delivery services. Deliveries are primarily made by college student workers using electric scooters provided by the companies, and they can be seen wearing bright orange safety vests or branded merchandise. While some riders wear helmets, they are not consistently worn, which poses safety issues. Considering that these businesses are marketed as "instant delivery services," speeding is also a common issue on electric scooters, creating an unsafe environment for other road users.

Figure 2-49. Electric Scooters for Duffl

Policies & Programs

Policies relating to micromobility devices in Isla Vista are spread across a few different codes and programs.

California Vehicle Code

The California Vehicle Code includes the following relevant codes regarding the use of scooters, skateboards, and electric scooters:

- **CVC 21212(A):** Prohibits persons under the age of 18 from operating a non-motorized scooter, skateboard, or roller skates without wearing an appropriate bicycle helmet.
- **CVC 22411:** Sets a speed limit of 15 MPH for electric scooters.
- **CVC 21235(C):** Prohibits persons under the age of 18 from operating an electric scooter without wearing an appropriate bicycle helmet.
- **CVC 21235(D):** Requires a driver's license or instruction permit to operate an electric scooter.
- **CVC 21235(E):** Prohibits operation of an electric scooter with any passengers in addition to the operator.
- **CVC 21235(G):** Prohibits operation of electric scooters on sidewalks, except when entering or leaving an adjacent property.
- **CVC 21235(I):** Prohibits a person from leaving an electric scooter lying on its side on any sidewalk or park in any way that blocks pedestrian traffic.

Figure 2-50. Helmets Used with Lime Scooters

Below are relevant codes from the California Vehicle Code regarding the use of electrically motorized skateboards:

- **CVC 21291:** Prohibits persons under the age of 16 from operating an electrically motorized skateboard.
- **CVC 21292:** A properly fitted and fastened bicycle helmet is required to operate an electrically motorized board on a highway, bikeway, or any other public path.
- **CVC 21294:** Sets a speed limit of 15 MPH for electrically motorized skateboards on all highways, bikeways, sidewalks, or trails.

Due to lack of law enforcement resources in Isla Vista, many of these codes are not regularly monitored or enforced. Proper enforcement of existing codes can help to promote safer riding conditions for micromobility users, as well as overall safety for all other sidewalk and road users.

Santa Barbara County Code

Isla Vista is subject to the Santa Barbara County Code, which offers several relevant ordinances regarding micromobility devices. Table 2-16 paraphrases these codes and identifies observation of the code's existing conditions.

Table 2-16. Micromobility County Codes and Existing Implementation

Code	Existing Implementation
Section 9-3: SMDs are not allowed to be operated on the grounds of educational institutions.	SMDs in Isla Vista are geofenced such that they cannot be operated on the UCSB campus.
Section 9-5: Law enforcement has the authority to remove SMDs from public grounds if they are abandoned, not in compliance with code, or do not meet permit requirements.	There is very little enforcement on scooters due to the number of scooters and lack of law enforcement resources.
Section 9-5.2: Skateboards are not allowed to be used on private property posted with a sign or notice, such as a "No skateboards" sign.	This is not regularly enforced in Isla Vista.
Section 9-6: Shared mobility businesses must obtain an encroachment permit.	Specific permit conditions can be found through the County's Shared Mobility Device Permit program.
Section 9-7: Violation of the provisions listed in Section 9-5 are punishable with a fine and/or confiscation of the mobility device.	There is very little enforcement on mobility devices (bikes, scooters, skateboards) due to lack of law enforcement resources in Isla Vista.

Santa Barbara County Shared Mobility Device Permit Program

Under the County's Shared Mobility Device Permit program, Isla Vista is classified as Zone 2 for Road Encroachment Permits, which limits the total initial allowed fleet size to 400 scooters. Other relevant permit conditions for SMDs include the following:

- Permittees must always provide real time data to the County, including fleet size, deployment locations with photos, location of individual SMDs, and user compliance on parking regulations.
- Permittees are responsible for educating SMD users about safe riding and relevant laws regarding operation of scooters, such as proper parking.
- Permits can be suspended or revoked if the Road Commissioner determines that the Permittee's users are creating a threat to public health and safety, such as through failure to comply with applicable laws, which includes parking requirements and operation on sidewalks.

- Scooters must be parked standing upright and cannot block vehicle or pedestrian travel.
- Permittees are responsible for addressing improperly deployed or parked SMDs. They must have a local contact who consistently monitors operations and makes improvements as needed to stay in compliance with the permit conditions, relevant laws, and codes.

While the program requires the SMD operator to regularly collect improperly parked scooters and place them back in the designated corrals or parking zones, some scooters seem to be unmoved for days at a time, indicating that there is not a consistent effort by the operators. Additionally, the lack of proper parking practices by users in Isla Vista may be attributed to the fact that the operators are not sufficiently educating their users about safe riding practices and the proper operation of scooters, even though education is listed as one of the permit conditions. There is an opportunity for the County to request that the operator include additional steps (such as requiring the user to submit a photo demonstrating compliant parking) to ensure good parking practice prior to being able to end their scooter session.

UCSB Policies

UCSB released an interim electric scooters policy following the introduction of Bird and Lime scooters in Isla Vista in September 2018. This policy prohibits any shared electric scooters from being operated on campus grounds. Although personally owned electric scooters may be carried into campus grounds and buildings so long as they do not create an obstruction, they are not permitted on campus bike paths, sidewalks, or walkways. However, students are still seen riding their electric scooters in these areas. UCSB Campus Police are authorized to cite electric scooter riders and impound them if violations of CVC Section 21235 as described above are observed on campus.

In order to operate electric scooters on public streets, the policy also requires that users must: a) wear a properly fitted helmet; b) have a valid driver's license; and c) only ride in bike lanes. However, given that Isla Vista's current cycling network is sparse and not well-connected, electric scooter users are often seen riding in the streets, or sometimes on sidewalks. UCSB also prohibits electric scooters from being parked in bike racks, so scooter owners are required to bring their scooters with them into campus buildings instead.

Usage

Though not as popular as walking or bicycling, micromobility devices are frequently used when traveling within Isla Vista. Based on the 2022 Isla Vista Transportation and Mobility survey (see Appendix D for results), 15% of respondents indicated they use electric scooters (shared or personal) to get around Isla Vista, plus an additional 2% use personal standard (push) scooters. The higher speed and popularity of electric scooters necessitates a focus on making sure that roadways are well maintained and highly visible to minimize accidents and collisions.

Standard (push) skateboards make up 11% of mode share for travels within Isla Vista, while electric skateboards make up less than 1%. Standard skateboards typically travel at lower speeds, but road conditions and signage are still crucial factors for safe and effective use.

Since scooters and skateboards were not included as separate modes of transportation for distance-based origin-destination questions in the survey, there is no data regarding their use for accessing areas outside of Isla Vista. However, it can be assumed that micromobility is primarily used as a mode of transportation for traveling within Isla Vista.

Accessibility & Experience

Pardall Tunnel

Pardall Tunnel, which consists of a dedicated bike lane and sidewalk, connects Isla Vista to UCSB and experiences heavy multi-modal traffic throughout the day. Signs at the Isla Vista entrance prohibit skateboarders due to the tunnel's narrow width, but they are frequently seen using it, posing safety risks to pedestrians and cyclists (see Figure 2-51). Although the dedicated skateboard lane on campus does not begin until approximately 377 feet past the tunnel, people are still frequently seen riding their skateboards through Pardall Tunnel onto campus, posing a safety issue for pedestrians and cyclists.

Figure 2-51. Signs at Pardall Tunnel

Additionally, since shared electric scooters are prohibited on campus, many users abandon their scooters outside of Pardall Tunnel before entering campus, which leaves a mountain of scooters and poses a serious safety threat to all mobility users accessing the tunnel. There is an opportunity to improve the connectivity for skateboarders between Isla Vista and the UCSB campus to provide a safer experience for all mobility users, and to better enforce shared scooter parking to prevent accessibility barriers.

Lack of Safety

There is little to no dedicated infrastructure for scooters and skateboards in Isla Vista. Despite this, micromobility modes are still commonly used (especially by students) due to their low cost, convenience, and small size making them easier to store indoors. However, scooters are one of the biggest safety concerns in Isla Vista, especially for shared electric scooters like Bird and Lime. Speeding, riding under the influence, and ignoring the rules of the road are some of the common issues brought about by shared electric scooter users in many communities. It is also common to see shared scooters haphazardly parked, blocking sidewalks, and creating accessibility impacts. This behavior, combined with a lack of enforcement, has contributed to an unsafe environment for all road users. Although not as popular as shared electric scooters,

another safety concern is electric skateboards, due to their high speeds and lack of road usage knowledge required from users. Users of shared electric scooters are required to upload a valid driver's license to the platform to set up an account, whereas electric skateboards and personal electric scooters can be owned and used by anyone.

Impacts to Pedestrians

Despite rules prohibiting scooters from being operated on sidewalks, many prefer to ride on the sidewalks as opposed to the streets due to the unsafe behavior of drivers on the road. This in turn leads to unsafe conditions for pedestrians on the sidewalks. To promote a safer experience for all road users, dedicated scooter lanes or marked multi-purpose cycling and scooter lanes, along with the enforcement of existing laws and codes and education campaigns may be effective.

Ineffective Parking

Shared electric scooters are often improperly parked, blocking pedestrians and vehicles. Survey data shows that 42% of pedestrians, 50% of mobility aid users, and 28% of scooter riders and skateboarders view scooters and bikes on sidewalks as a major issue. Although there are several scooter parking corrals throughout Isla Vista, many users do not park in the marked zones and operators are failing to address this. There is an opportunity to educate users on proper parking through improved markings and additional signage around corrals.

Table 2-17 shows a few examples of improperly parked scooters in Isla Vista.

Table 2-17. Improperly Parked Scooters in Isla Vista

Location	Examples with images from Google Streetview	
6500 block of Pardall Road	 Scooter parked in middle of sidewalk.	 Two scooters left on their side near curb ramp on sidewalk.
6700 block of Sueno Road	 Scooter left on its side in an apartment parking lot.	 Two scooters leaned against gate, blocking sidewalk.

Chapter 3:
Needs Assessment

3.1 Public Outreach Overview

Introduction

The Isla Vista Community Mobility Plan is informed by a robust, multi-year public outreach process that engaged thousands of people, including residents, students, businesses, property owners, agency stakeholders, community groups, and visitors. Community engagement is an integral part of the project, as the STEP grant states that the Plan recommendations (Chapter 4) will be formed using an analysis of existing conditions (Chapter 2), as well as a needs assessment formed entirely from community outreach. Consequently, IVCSD conducted extensive community outreach to provide as many community members as possible an opportunity to voice their transportation needs for inclusion in this Plan.

In total, IVCSD spent 164 hours actively conducting community outreach for the mobility plan. All outreach activities are summarized in Appendix D. In brief, here is a summary of the key events and methods:

- **Town Hall meetings:** Four town hall meetings were held between 2021 and 2024 to provide community members with a more intimate and collaborative setting to learn about and provide input on the Isla Vista Community Mobility Plan.
- **Stakeholder meetings**: During November and December of 2022, the planning team invited key stakeholders from public agencies, community organizations, local businesses, and members of other interest groups to participate in 14 stakeholder meetings to talk more about their experience with transportation and mobility in Isla Vista. Stakeholder input enabled the planning team to better understand the needs and desires of the community at large by hearing from representatives of different interest groups and demographics. Follow-up meetings with stakeholders were held in May 2023 to discuss draft Mobility Plan initiatives.
- **Tabling:** Throughout April 2022, IVCSD employees and volunteers focused on disseminating the transportation survey by tabling at multiple locations and events throughout Isla Vista. Tabling was an essential method of outreach because it allowed IVCSD to expand and diversify the survey respondent pool by lowering the amount of effort required for respondents to find and take the survey. Through tabling, IVCSD was able to meet community members where they were already likely to be.
- **Canvassing:** During the month of April 2022, IVCSD employees and volunteers canvassed throughout Isla Vista to promote the transportation survey. In total, IVCSD staff and volunteers knocked on over 1,200 doors and spent a total of 64 hours canvassing throughout Isla Vista.
- **Pop-up Events:** IVCSD conducted four pop-up events in 2022 that featured an intercept survey capturing 121 responses, as well as extensive outreach focused on non-student and non-English speaking populations.
- **Online Transportation and Mobility Survey:** IVCSD collaborated with KTUA Planning and Landscape Architecture (KTUA) to create a comprehensive Isla Vista Transportation and Mobility Survey (survey) with questions about all forms of transportation within Isla Vista and throughout Santa Barbara County. The online survey was distributed to Isla

Vista residents and visitors through a variety of methods, including posting on all IVCSD and local partners' social media platforms, tabling at multiple locations and events throughout Isla Vista, and canvassing. The survey was available online in English, Spanish, and Mandarin from February 28 through May 27, 2022, and collected 1,079 responses.

As a result of these extensive outreach efforts, IVCSD was awarded the 2022 California Special Districts Association (CSDA) Exceptional Public Outreach and Advocacy Award for the Isla Vista Mobility Plan. The outcomes of these outreach efforts are summarized in this chapter and provided in detail in Appendix D.

Top Transportation Issues

A variety of outreach methods were used to inform the public, collect feedback from residents, and engage community members in a participatory planning process. The most common issues per mode that emerged during the public outreach process are summarized below for each type of mobility.

Issues Related to Walking and ADA Accessibility:

- Sidewalk condition, width, or gaps
- Sidewalk obstructions
- Lack of stop signs at offset 3-leg ("T") intersections
- Lack of marked crosswalks
- Lack of curb ramps
- Lack of street lighting
- Uncomfortable, unattractive, and inaccessible pedestrian experience
- Lack of ADA accessibility to Isla Vista beaches
- Erratic vehicle behavior
- Feeling unsafe around vehicles
- Vehicles drive too fast
- Vehicles do not stop at stop signs

Issues Related to Bicycling:

- Bicyclists do not obey rules of the road (e.g., stop signs, traffic lights, flow of traffic)
- Bicyclists ride too fast
- Lack of bicycle lanes, paths, secure parking, and amenities
- Obstructed bicycle lanes
- Poor pavement conditions
- Lack of bicycle culture and knowledge

Issues Related to Scooters and Skateboards:

- Illegal scooter parking (i.e., scooters are littered everywhere)
- Scooter users and skateboarders ride too fast
- Lack of secure skateboard parking

- Lack of knowledge about rules of the road for scooters and skateboards (i.e., scooters and skateboarders riding on sidewalks)

Issues Related to the Bus System:

- Buses are infrequent and/or unreliable, especially early in the morning and late at night
- Buses are often full, especially buses traveling to UCSB
- Lack of bus stops in residential parts of Isla Vista
- Lack of direct bus routes to popular destinations
- Bicycle racks on buses are often full
- Lack of seating, shade, lighting, and other amenities at bus stops
- Lack of instructions for boarding the bus with a wheelchair or mobility device

Issues Related to Driving:

- Car dependence in Isla Vista
- Parking challenges, where parking demand greatly exceeds parking supply
- Sharing the road with bicyclists, pedestrians, scooters, and skateboarders can be challenging
- Behavior of other drivers
- Poor sight lines
- Car theft and vandalism

Further, due to a lack of self-government over its entire history, there have not been many singularly focused efforts in Isla Vista to improve its infrastructure. While the County of Santa Barbara has made efforts, it is not able to dedicate sufficient planning and infrastructure resources due to the nature of county government. Isla Vista residents have had to advocate with significant effort to receive funding for basic municipal services such as lighting and sidewalks.

The following sections dive into the needs assessment of individual modes of mobility in detail.

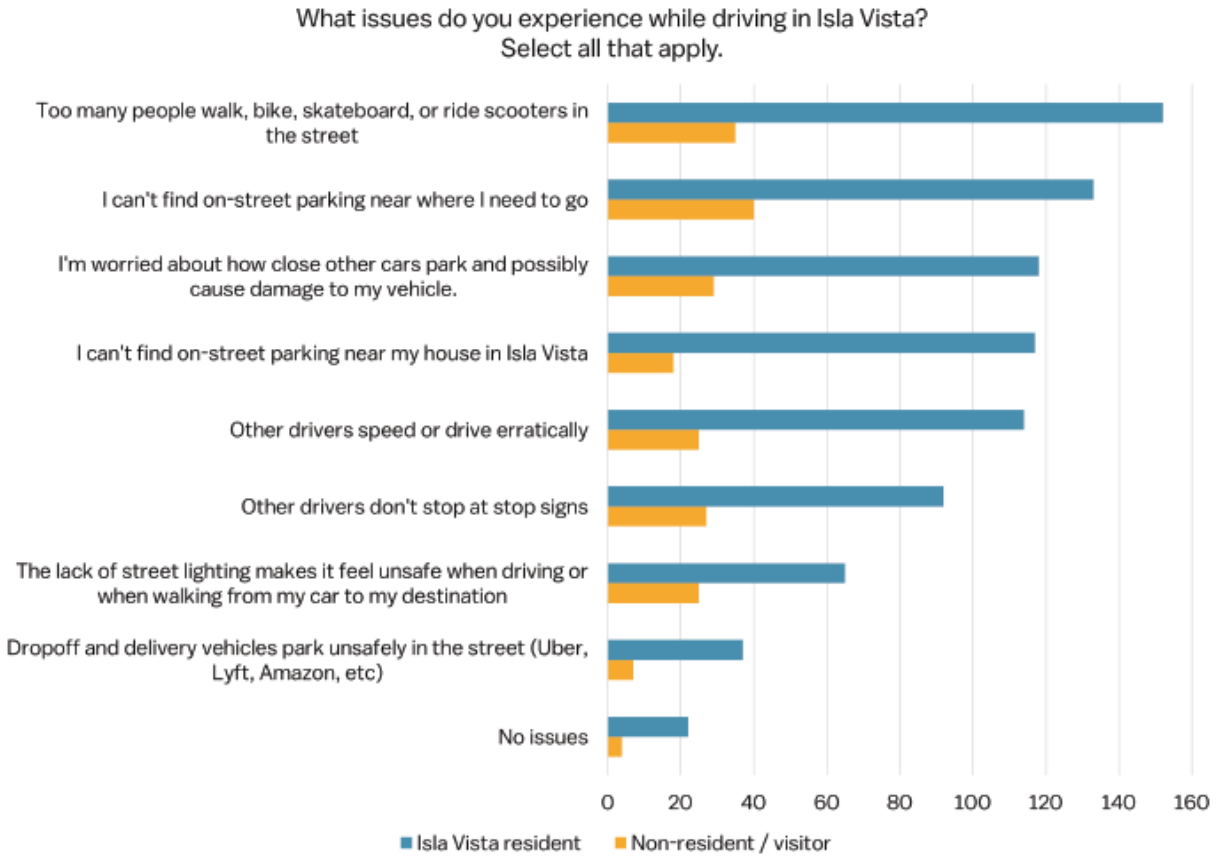
3.2 Vehicles

Although many drivers do not use their cars regularly to get around within Isla Vista, it is estimated that over half of Isla Vista's community still depend on their cars for their livelihoods. A significant challenge in Isla Vista is the extreme amount of parking congestion. There are several opportunities to make parking more easy, convenient, and accessible for those that rely upon their cars, as well as opportunities to reduce car dependence which are explored in the other mobility topics of this report. The following are key needs and suggestions shared by the community related to vehicles.

Key Themes

The community has shared their needs and suggestions regarding roadway infrastructure, education, and safety. The following are topics that have received the most public commentary.

Figure 3-1. Top Issues for Drivers



Balancing Road Usage

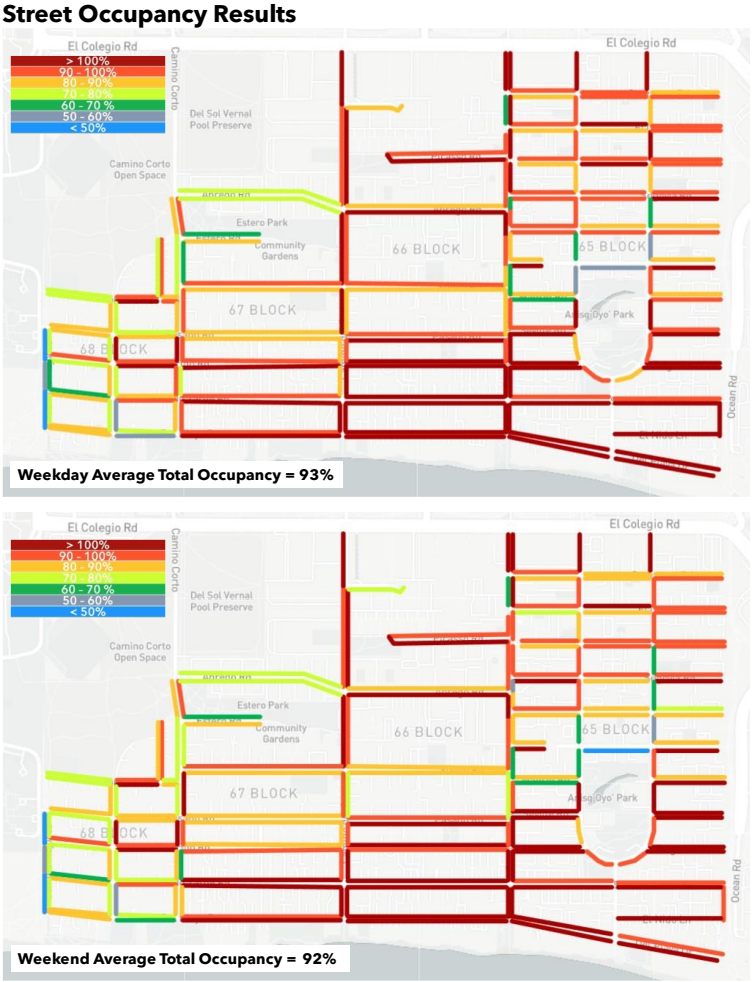
A common issue that drivers in Isla Vista report is that the roads feel overcrowded or unsafe due to the number of pedestrians, cyclists, skateboarders, and scooter riders sharing the road (see Figure 3-1). This often-chaotic roadway environment increases safety risks to all parties and creates confusion and congestion on the road. There is increased risk when entering intersections due to vehicles and micromobility devices moving at high speeds or disobeying

traffic signs, and low visibility due to parked cars. The community has provided feedback to improve road infrastructure, visibility, and increase clarity on when which road user is prioritized where in combination with enhanced enforcement.

Improving Availability of Parking and Loading Spaces

The community raised concerns about the lack of parking available on-street and expressed that a more organized parking system through permitting and increased enforcement would help improve the overall parking experience in Isla Vista. The community also expressed that a low or no-cost public off-street parking option for long-term parking would be effective in opening up on-street parking spaces for short-term parkers.

Figure 3-2. Weekday (Top) and Weekend (Bottom) Average On-Street Occupancy Results



The Isla Vista Parking Study (2024) featured an extensive year-long data collection effort to understand parking conditions in Isla Vista, with monthly data collection surveys occurring at all public on-street parking areas from April 2023 through March 2024 to measure various metrics such as occupancy and length of stay. The Parking Study found that the average on-street occupancy is consistently high but tends to be higher during the week (93%) compared to the weekend (92%), with several block faces exceeding 100% occupancy, especially in the southern half of Isla Vista (see Figure 3-2). Average on-street occupancy is the highest during the evening (98%), however it is consistently high throughout the day with an average occupancy of 95% during the morning and 86% during the midday. The current parking experience in Isla Vista is challenging with the sheer density of vehicles parked on the street. There are opportunities to leverage parking management strategies as proposed in the Parking Action Plan to create a more easy, accessible, and convenient parking system in Isla Vista.

Regarding loading zones, the community has reported an absence of designated pick-up and drop-off spaces for ride-hailing services. This causes disarray at the curb, affecting both pedestrians and drivers. Survey results indicate that 12-18% of respondents consider "drop-off

and delivery vehicles" a significant safety concern. This highlights the community's need for structured pickup and drop-off zones to streamline the flow and enhance safety for all.

Enforcing and Educating on Existing Parking Rules

The community expressed concerns of people parking in unsafe locations along red curbs, blocking curb ramps, and driveways. There is concern about emergency vehicle access. Enforcing existing parking rules would encourage better parking behavior and improve the overall safety of the road for all mobility users. Combining enforcement with education of parking regulations would help promote compliance.

Improving Safety at Intersections

The community supports adding four-way stop signs at intersections to improve safety for all road users. Speeding is a major concern, with requests for traffic calming measures and stricter speed limit enforcement to address high speeds, erratic driving, and vehicles ignoring stop signs. They also want roundabouts at key intersections, more law enforcement, and speed-feedback signs to alert drivers to their speed. They are interested in seeing the installation of roundabouts at key intersections where vehicles typically ignore stop signs, as well as increased law enforcement, and the installation of a speed-feedback sign to show drivers their speed.

Improving Alternative Transportation Modes

The community expressed concerns related to car dependence in Isla Vista. Strengthening alternative transportation options to popular destinations outside of Isla Vista may help to reduce the need for and presence of cars. See the Local Buses, Regional Transportation, Cycling, and Micromobility sections in this chapter for the associated community needs.

Raising Awareness on Existing Car-sharing and Carpooling Programs

The community expressed that car-sharing programs may help Isla Vista residents feel more comfortable with reducing personal vehicle ownership. This could take the form of promoting and expanding existing car-sharing programs such as Zipcar as well as creating incentives for the use of such programs. Additionally, raising awareness of existing carpooling resources such as the Facebook groups for UCSB students may reduce the number of vehicles belonging to students in Isla Vista. This in turn could help decrease the number of cars parked in Isla Vista for extended periods of time and increase parking availability.

Figure 3-3. Zipcars

Improving Delivery and Waste Collection Vehicle Access

The community shared their concerns about delivery and waste collection vehicles obstructing roads and causing drivers and other road users to go around them. Better planning for deliveries made to local businesses would help prevent commercial truck drivers from having to double-park, such as through the addition of more designated loading zones, or through

specifications of delivery hours for large commercial trucks in certain areas of Isla Vista. Personal vehicles can also interfere with the efficiency of waste collection and access to garbage bins.

Community Feedback by Location

Pardall Road

Delivery trucks obstructing lanes on Pardall Road is a common occurrence. Considering that Pardall Road is a key arterial road for connecting Isla Vista and the UCSB campus, the community is interested in restricting delivery trucks on Pardall Road to prevent lane obstructions for an extended period. Alternatively, specific delivery hours or alley access for delivery vehicles were also suggested on Pardall Road.

Los Carneros Road and El Colegio Road

Speeding is a common issue on the main arterial roads north of El Colegio Road, especially along Los Carneros Road where there is a long stretch of free-flow traffic that is not controlled with a stop sign or signal until it reaches El Colegio Road. The community expressed an interest in installing traffic calming measures along Los Carneros Road as it approaches El Colegio Road, since there is increased pedestrian and bicycle traffic at this entry point of Isla Vista.

Figure 3-4. Residential permit infographic from City of Santa Barbara

Pardall Road and Embarcadero del Mar

The community is supportive of a traffic signal at the intersection of Pardall Road and Embarcadero del Mar due to the heavy pedestrian and cyclist presence.

Evaluation based on Industry Standards, Trends & Best Practices

In 2023, the California Governor signed AB 213, the "daylighting bill," which bans parking within 20 feet of any unmarked or marked crosswalk. Red curbs are not a requirement, which means that additional education and information is needed to ensure driver compliance. In 2024, only warnings can be cited which is an excellent opportunity to implement an educational strategy. Enforcement goes into effect in 2025.

Residential parking permit programs, popular in cities like Santa Barbara, help manage on-street parking by prioritizing residents and encouraging turnover. A similar program for Isla Vista could ease parking congestion, improve short-term visitor access, and discourage part-time residents from bringing cars.

3.3 Walking

Everyone is a pedestrian at some point in Isla Vista, whether as a primary mode of mobility or as part of a multimodal transportation experience. As such, it is not a surprise that the Isla Vista Transportation and Mobility Survey indicated that the most common mobility issues identified by the community are related to pedestrian infrastructure or street lighting. There are immediate and long-term opportunities for Isla Vista to improve the walking experience to meet the community's needs.

Key Themes

The following topics on pedestrian infrastructure, accessibility, and safety have received the most public commentary from the community engagement process.

Adding to the Sidewalk Network

The community expressed a strong desire for a comprehensive sidewalk network, finding that the current disconnected sidewalk system presents challenges for pedestrians and mobility aid users. There is broad support for the addition of more marked sidewalks, evaluations of the abrupt ending of sidewalk segments, and wider sidewalks to accommodate more foot traffic and improve accessibility. Wider sidewalks and protected walkways would also help separate pedestrians from other road users to increase the safety of those walking.

Improving the Sidewalk Experience

The community has highlighted several issues in Isla Vista affecting walkability and accessibility, including uneven and cracked sidewalks and obstructions by vehicles and scooters. The community would like to see pavement issues fixed to prevent further incidents of pedestrians falling due to the bumpy sidewalks.

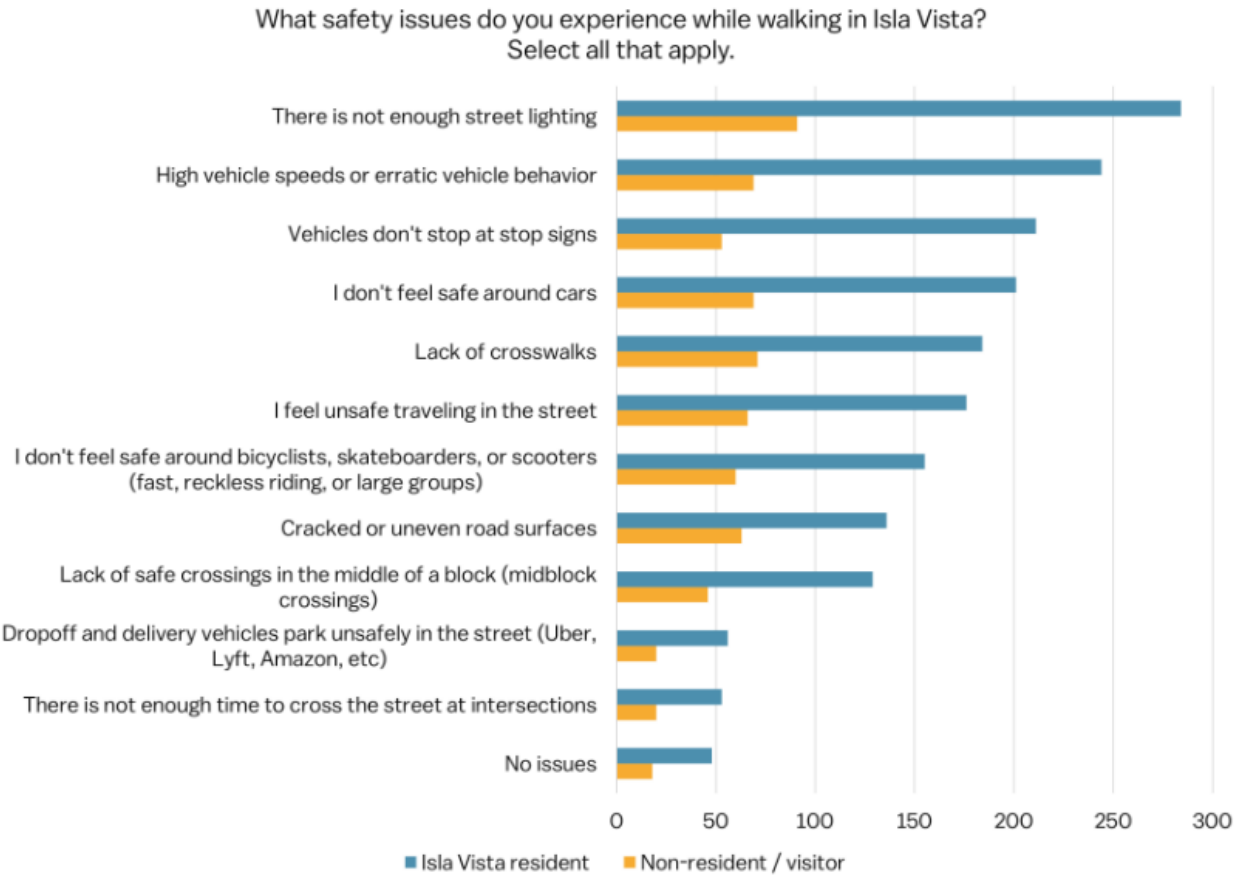
The community has requested the removal of barriers on sidewalks to ensure unobstructed passage for all pedestrians, including those with disabilities. Suggestions include marking areas where micromobility parking is prohibited, such as in the pedestrian right-of-way, as well as stricter enforcement to prevent vehicles from blocking pathways.

To improve visibility of locations with high pedestrian activity, the community is interested in seeing the application of bright paint, bright warning stripes, and signage along the sidewalk in front of building entrances—especially in front of Friendship Manor—to ensure passersby are more mindful of pedestrian activity. They would also like to see additional wayfinding signage to help visitors navigate the area better on foot.

Improving Street Lighting

The community strongly believes that lighting in Isla Vista needs to be improved, as it was the highest ranked safety issue experienced by pedestrians (see Figure 3-5). They have reported dim and spotty street lighting throughout the town. Street lighting was identified as the top issue for pedestrians, with over 52% of residents noting "There is not enough street lighting."

Figure 3-5. Top Issues for Pedestrians



Many residents do not feel safe walking around at night due to the lack of lighting. Sometimes, pedestrians choose to walk in the middle of the road as opposed to on the sidewalk due to better lighting, especially as they cannot see the quality of the pavement in front of them. The community would like to see both lighting and pavement improvements to feel safe walking on sidewalks in the dark. Appendix H includes a map detailing the locations where street lighting improvements should be made, as well as photometric maps that help visualize the distribution of street lighting in Isla Vista.

Improving Crossings

The community has shared concerns about crossing the street especially at three-legged T-type intersections and on north-south streets. As expressed in the Needs Assessment for Vehicles, this would be helpful to reduce vehicle speeds and driving behavior that impacts the sense of safety pedestrians feel when they cross the road. They would like to see the placement of stop signs at offset 3-leg "T" intersections to improve traffic control and pedestrian safety.

They would like to see the installation of crosswalks equipped with audible crossing notifications and flashing lights to alert drivers when pedestrians are crossing.

Community Feedback by Location

Isla Vista Elementary School

The community advocates for added safety measures around the Elementary School, including more marked crosswalks to enhanced visibility of students crossing. They are also interested in the creation of a shortcut to the Elementary School in the form of a designated pathway between the school and the intersection at Camino Corto and Abrego Road.

Sabado Tarde Road and Camino Pescadero

The community has highlighted poor sightlines in this area and are interested in methods to increase visibility for pedestrians. The daylighting law will be helpful in addressing the issue of vehicles parked too close to the intersection, reduce the speed of vehicles, and improve sightlines for drivers on approach to the intersection.

Camino Corto and Abrego Road

The community identified a lack of street lighting at this intersection and would also like to see streetscape improvements.

Fortuna Road, Embarcadero del Mar and Trigo Road

The community has reported sidewalk gaps along Fortuna Road and near the Embarcadero del Mar and Trigo Road intersection. These create unsafe walking conditions, and the community would like to see these fixed.

Pardall Tunnel

The community has requested the installation of additional street lighting in the tunnel.

El Colegio Road

The community advocates for bright paint on sidewalks in front of building entrances, particularly at Friendship Manor.

Evaluation based on Industry Standards, Trends & Best Practices

Many agencies prioritize pedestrian safety at intersections, with several best practices supporting this. To improve crosswalk visibility, options include crosswalk art, pedestrian-activated lights, and pedestrian scrambles (see Figure 3-6) for diagonal crossing. Another solution is daylighting (see callout box), which removes parking spaces immediately before and after crosswalks to improve sightlines between vehicles and pedestrians. This also allows for micromobility parking spaces or street activations, improving the general road experience. As of January 1, 2024, daylighting has been signed into legislation.

Figure 3-6. Sample Pedestrian Scramble

For a community to be walkable, it is important to consider the connectivity and continuity of the sidewalk network and whether there are a mix of land uses for pedestrians to realistically be able to access what they need. Intersections, crosswalks, and driveways should clearly prioritize pedestrian access. It is also important that sidewalks be well maintained so they remain safe and accessible. There are other tools to enhance the pedestrian experience including the use of lighting to improve visibility, the use of wayfinding signage to provide guidance, and efforts to clean up obstructions like glass, garbage, and scooters.

What is daylighting?

Daylighting is the act of clearing the sightlines near an intersection to improve visibility between vehicles and pedestrians. California Assembly Bill 413 is the recent legislation passed whereby starting on January 1, 2024, vehicles shall not park within 20 feet of an intersection. Warnings may be issued to violators in the year 2024 as part of an educational campaign. This violation can be cited and enforced starting January 1, 2025.

Figure 3-7. Example of Daylighting

3.4 Local Buses

As previously identified, it is estimated that less than 5% of Isla Vista residents report using public transit via bus as their primary method of transportation. The following key themes and ideas were proposed by the community that would encourage and enhance ridership throughout the community.

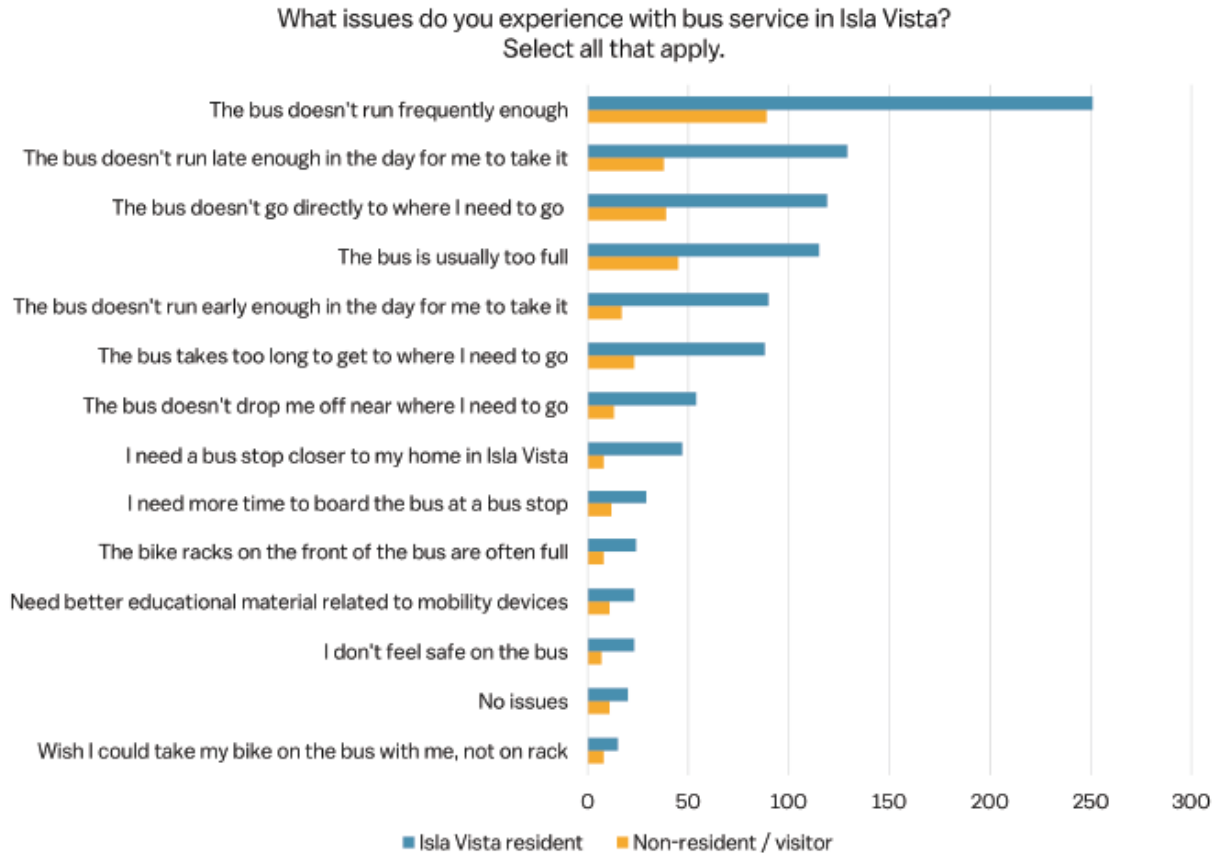
Key Themes

The community has shared their needs and suggestions regarding bus infrastructure, education, and safety. The following are topics that have received the most public commentary.

More Frequent Bus Service

85% of respondents to the Isla Vista Transportation and Mobility survey indicated that frequency of bus service is their primary concern (see Figure 3-8). As identified in the Existing Conditions section, respondents agreed that buses tend to be overcrowded, especially as the bus routes in Isla Vista typically connect to school campuses.

Figure 3-8. Issues with Bus Service in Isla Vista



The community strongly believes that more frequent bus service, including early morning and extended late-night service, would help in encouraging greater ridership. This should apply to routes that connect Isla Vista to services and amenities in Goleta and to Downtown Santa Barbara. By implementing increased service, public transit via bus will become a more reliable

option for community members. Table 3-1 summarizes the community's desire for increased bus service frequencies by route and time of day, based on feedback received during the Transportation Workshop held by IVCSD on May 24th, 2024. Each cell indicates the number of workshop participants who desired more frequent bus service for that route and time of day. The outcomes of this workshop are summarized in more detail in Appendix D.

Apart from Route 12x/24x, community members desire more frequent bus service earlier in the day, in line with commuting times for a typical class schedule.

Table 3-1. Community Feedback on Bus Service Frequency

Route	6AM-9AM	9AM-12PM	12PM-3PM	3PM-6PM	6PM-9PM	9PM-12AM
6/11	4	2	1	0	1	1
15x	2	0	0	1	0	2
12x/24x	2	3	5	2	7	1
27	1	2	5	0	2	1
28	0	0	0	0	2	0
Total	9	5	11	3	12	5

More Direct Bus Service to Popular Destinations

The community would like more options to visit popular destinations such as Trader Joe's, Fairview Center, Amtrak stations, Santa Barbara Airport (SBA), as well as to schools, libraries, and parks north of Highway 101 for families. Currently, accessing most of these locations is dependent on personal vehicle usage due to the lack of convenient and safe access from other modes. The community suggested creating one or more additional bus routes that provide more access to these destinations.

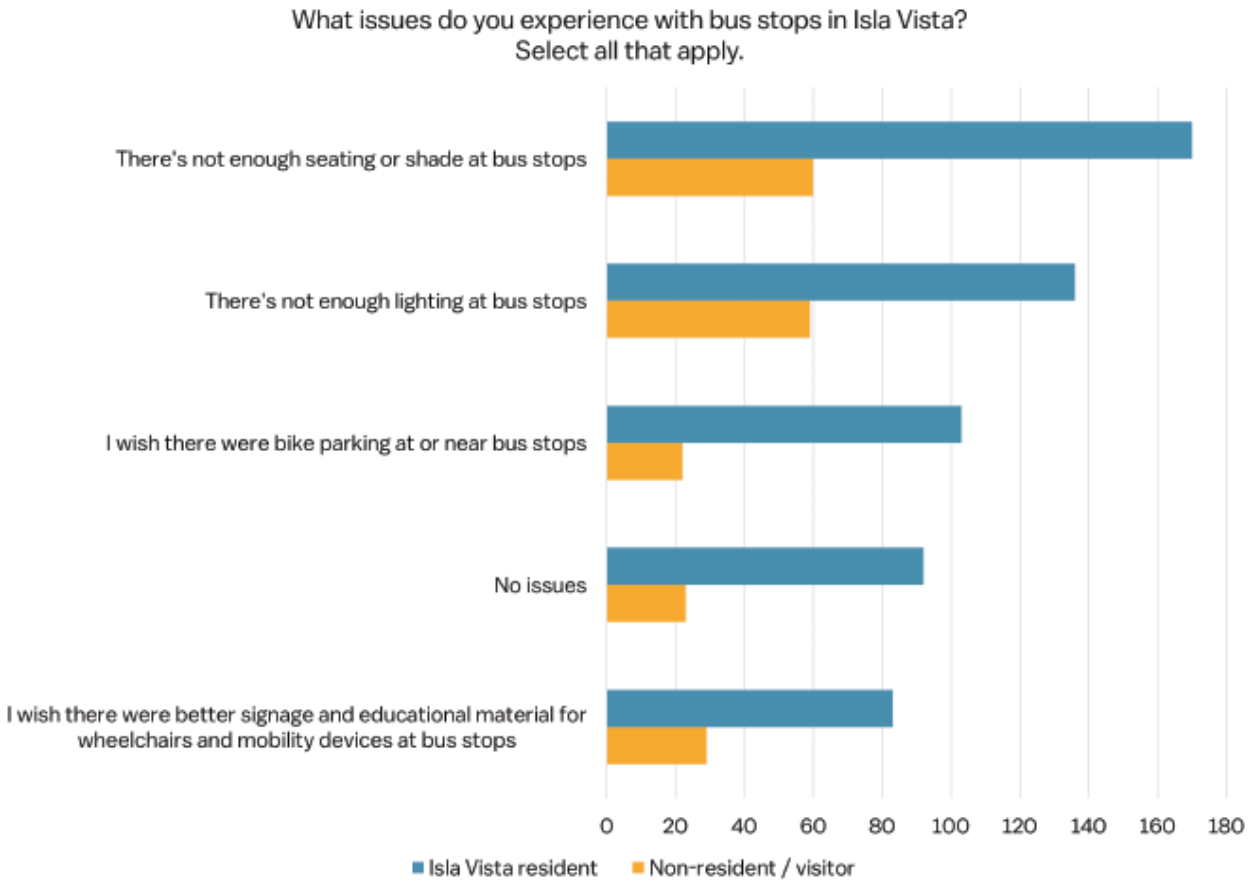
Increasing Bicycle Rack Capacity on Buses

As previously identified, roughly half of the Isla Vista population utilizes bicycles to navigate their way around the community. A common concern that the community has is that when they attempt to utilize the bus, bike racks are at maximum capacity. They are interested in seeing an increased capacity for bicycles onboard to support multimodal journeys.

Improving Basic Amenities at Bus Stops

The community has stated that they are less likely to utilize the bus because basic amenities such as seating, lighting, and shade are either limited or nonexistent at many bus stops. For example, it has been identified that Isla Vista has five bus stops which lack lighting, seven bus stops which lack seating, and twelve bus stops which lack shelter and shade (see Appendix J). The community also specified that there is insufficient information for people using wheelchairs and other mobility devices to understand which stops are ADA-accessible and how they can be accommodated on buses. These missing components make choosing to take the bus less desirable for residents of all mobility levels. Figure 3-9 shows which bus stop concerns are the most common for the community.

Figure 3-9. Issues with Bus Stations in Isla Vista



Buses could be made more accessible to people with disabilities by providing informational signage that explains how to board the bus with a mobility aid device, providing signage that indicates if a bus stop is accessible, and by adding a filter to the MTD app to identify ADA accessible bus stops. Community members stated that they would be more likely to utilize the bus if these basic amenities are offered and maintained, particularly at the Los Carneros Road, El Colegio Road, and Embarcadero del Mar stops.

Beyond basic amenities, the community has also expressed an interest in making bus stops more desirable and safer through the deployment of public art.

Adding Bus Stops in Residential Areas

Bus routes throughout Isla Vista are largely inaccessible to the south and southwest quadrants of the community because there is currently a lack of bus stops south of Abrego Road and west of Camino Pescadero. The community is interested in additional bus stops in these residential areas to increase the convenience of bus access and reduce walking time between the closest stop and their homes.

Creating a Centralized Transportation Hub

The community agreed that a centralized bus stop or hub in the middle of Isla Vista with a large map of all other bus stops in the area would be a helpful addition to the bus system. Currently, bus stops are sporadic, and routes are indirect. A centralized hub would support riders with wayfinding and provide real-time signage with bus locations and updates to help them navigate their routes.

Figure 3-10. Bus Stop Queue at El Colegio and Camino

Community Feedback by Location

El Colegio Road

As the primary road utilized by all five bus routes, the community has expressed that improvements to bus stops along El Colegio Road will make riding the bus an easier and more accessible experience.

Abrego Road

ADA access to bus stops is challenging and sometimes nonexistent. The bus stop at Camino Corto and Abrego Road does not allow for a bus to deploy an ADA ramp. Likewise, there are currently no bus stops south of Abrego Road, which eliminates access to a large residential section of the Isla Vista community. Therefore, community members would like to see improved ADA access and the implementation of bus stops on and along this residential area.

Evaluation based on Industry Standards, Trends & Best Practices

In terms of opportunities for bus infrastructure improvement, Isla Vista should consider ways to consider implementing ADA-compliant curb ramps for people with mobility needs, especially if they use wheelchairs. To accommodate wheelchairs, bus stops should have a clear area (8 feet from the curb, and 5 feet along the curb) to enable safe alighting and disembarking. This requirement is not often met in Isla Vista given the lack of sidewalk space available by bus stops.

Figure 3-11. ADA-Compliant Curb Space at Bus Stop

Additionally, Isla Vista could aim to improve the placement of its bus stops such that they are closer to existing crosswalks. This is an industry best practice to increase safety for pedestrian crossings, vehicle-pedestrian visibility, and ensure that vehicles do not block crosswalks.

3.5 Regional Transportation

Regional transportation is an important mode for the Isla Vista community for residents that need regular access to amenities and services located in the cities of Goleta or Santa Barbara, for employees that are commuting in or out of Isla Vista, and students and visitors who travel during school breaks, weekends, and holidays. The following are key needs and suggestions shared by the community.

Key Themes

The community has not provided substantial feedback regarding concerns or suggestions on regional transportation. See below for the key themes identified through community outreach.

Improving Access to Regional Transportation Hubs

The community wants better transit access to Goleta and Santa Barbara's Amtrak stations, Santa Barbara Airbus, and the airport through more frequent, reliable, and direct bus or micro-transit options. Currently, limited walking, biking, or bus options force Isla Vista residents to rely on cars or ride-sharing. This is evident from the high occupancy rates observed during the data collection efforts from the Parking Study (2024) on both the public on-street and private off-street parking areas. The significant overcrowding on the curb, driveways, and apartment parking lots suggests that many Isla Vista residents, especially students, bring their personal vehicles to Isla Vista and rely on them as their primary means of travel beyond Santa Barbara County, instead of alternative transit modes like Amtrak.

The community would like improved bus routes or specific shuttles to the various regional transportation hubs on weekends, and before and after school breaks. For the Santa Barbara Airbus, they suggested a shuttle connecting Isla Vista to the Goleta stop or having the Airbus pick up directly from Isla Vista, such as at the UCSB Bus Loop.

Improving Access to Information on Using Regional Transportation

The community seeks clearer information on using regional transportation, especially on making connections, such as transferring from local buses to trains. This is applicable to students who may be new to the area or are looking for cost-effective ways to travel in and out of Isla Vista.

Figure 3-12. LA Metro's Mobility Wallet

Evaluation based on Industry Standards, Trends & Best Practices

Recently, agencies nationwide have started using "mobility wallets" to encourage public transportation use. For example, LA Metro's pilot program allows low-income residents to ride public transportation, regional transportation, private buses like Greyhound and Flixbus, ride-hailing services like Uber and Lyft, and airport shuttles fare-free. Isla Vista could improve accessibility and make regional transit more equitable by adopting a Mobility Wallet concept, helping reduce car ownership and dependency.

3.6 Cycling

Half of Isla Vista's community population has reported using a personal bike to get around Isla Vista at some point, and this firsthand experience is key to identifying challenges and opportunities for bicycle infrastructure. The following are key needs and suggestions shared by the community.

Key Themes

The community has shared their needs and suggestions regarding cycling infrastructure, education, and safety. The following are topics that have received the most public commentary.

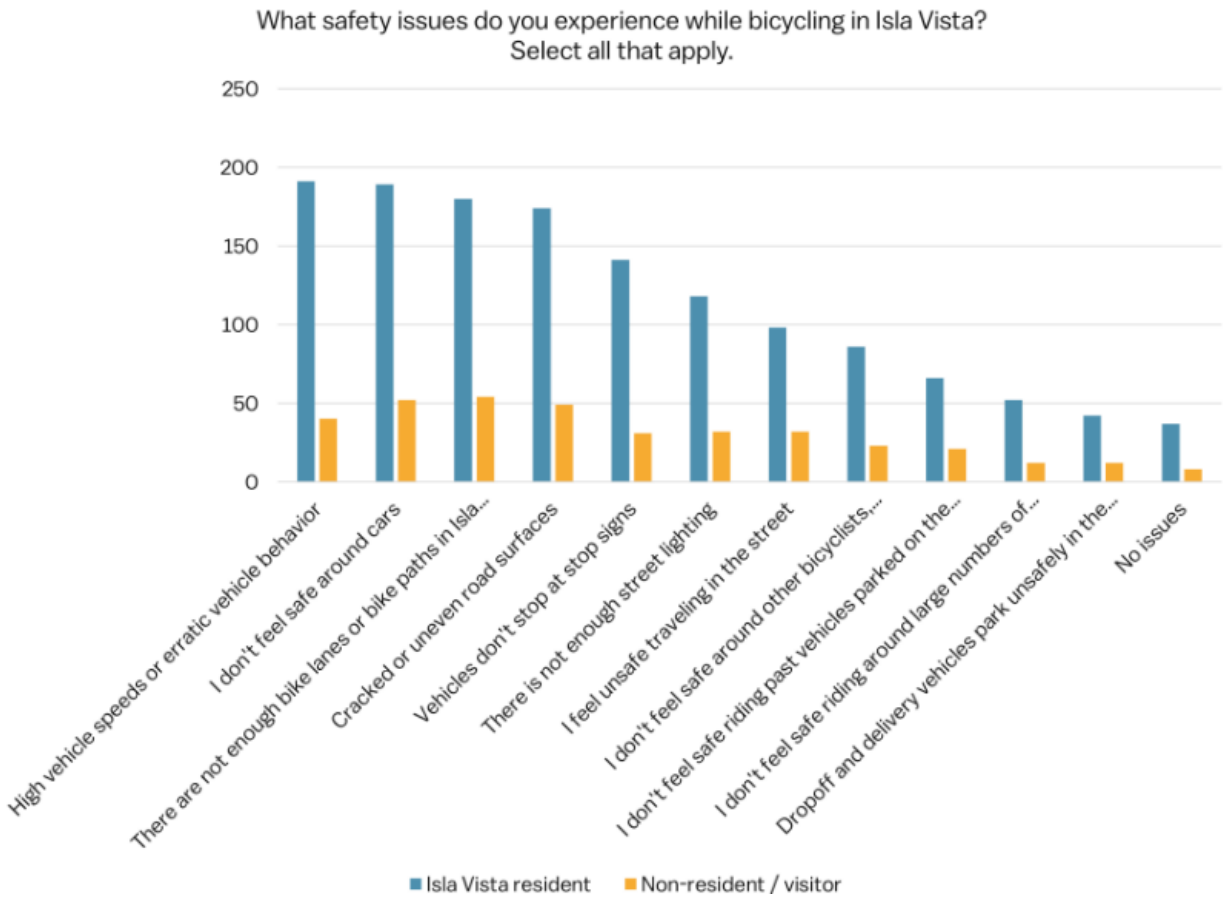
Improving Quantity and Quality of Bike Network

The community would like more well-defined bike lanes in Isla Vista. They would also like to see improvements to the pavement, which increases the attractiveness and safety of cycling. The community would also like to see improved bikeway connections outside of Isla Vista (i.e., to UCSB, Goleta, and downtown Santa Barbara).

Improving Safety in Bike-Pedestrian Interactions

The community believes there should be clearer road markings and bicycle traffic signals at intersections to improve safety for both those riding and those walking. In addition, they would

Figure 3-13. Top Issues for Cyclists



like to require or encourage bicyclists, skateboarders, and pedestrians to be more visible at night.

Improving Cyclist Education

While improvements and initiatives can be put in place to make cycling safer, the community expects that the cyclists will also act with respect for other road users. The community expressed concerns about whether all cyclists are educated on the rules of the road, including the requirements to adhere to stop signs and speed limits, and if they understand when each type of road user has the right of way. They shared concern that cyclists are not required to have a driver's license, so many may lack basic bicycle safety education and road etiquette.

Improving Safety in Bike-Vehicle Interactions

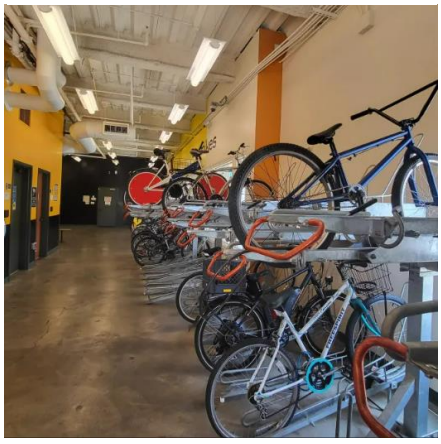
The community would like to see slower traffic in general and improved signaling at intersections as they believe it increases the safety of cyclists as well as all road users. High vehicle speeds were identified as a top safety concern for pedestrians (see Figure 3-13).

The community would like to ensure the bikeways are unobstructed so that cyclists can utilize the correct infrastructure. It has been observed that cyclists sometimes ride on sidewalks or directly in the flow of track due to obstructed bike lanes. The community would like to see additional enforcement and protected bikeways that prevent vehicles from parking in the cyclists' right of way.

Improving the Availability and Security of Bicycle Parking

The community would like to see a general suite of improvements to the availability and security of bike parking in Isla Vista. Community members commented on how there is insufficient bike parking today, with abandoned bicycles taking up limited space in public bicycle racks and lack of space to park. With limited bike parking at private residences, cyclists rely on public infrastructure. Suggestions include adding curb extensions for bike and scooter parking and converting vacant spaces, such as those under AB 413 for daylighting, into bike racks. Abandoned bicycles should also be regularly audited and removed.

Figure 3-14. Santa Barbara Secure Bike Storage



Bike theft has been identified as one of the most prevalent crimes in Isla Vista due to the lack of infrastructure for cyclists to secure their bikes at private residences. Community members who shared concerns of bicycle theft requested indoor bike parking, like the bicycle lockers available in downtown Santa Barbara (see Figure 3-14). It is perceived that bike lockers and guarded bike storage are safer than parking a bike at an on-street rack.

Reclassifying Bikeways

In the Isla Vista Transportation and Mobility Survey, the cycling safety improvement residents most desired were multi-use paths for pedestrians and bicyclists, as well as separated (protected) bikeways. They would like to see the number of Class I and IV bikeways increased in Isla Vista to deprioritize vehicles. Some community members would like to see the consideration of one-way roads to maximize opportunities for road space reallocation, as well as contra-flow bicycle lanes (see Figure 3-15) if street width permits to increase bike connectivity and decrease the chances cyclists use sidewalks or ride in the wrong direction. This would need to be investigated with a holistic look at impacts on other modes of transportation.

What are contra-flow bike lanes?

Contra-flow bike lanes are bikeways designed such that cyclists travel in the opposite direction of vehicle traffic. They are typically utilized on one-way roads such that vehicles can travel in one direction only, while bikes can travel in both directions.

Figure 3-15. Contra-flow Bike Lane

Improving Signage, Markings, and Lighting

The community agreed that there is a general lack of signage and road markings identifying mode usage. They are interested in initiatives that would increase safety in how bikes and vehicles interact on the road, especially when it comes to intersections, offset three-leg intersections, and driveways. Suggestions include bike signals at stop lights and intersections, more stop signs, and markings such as bike boxes and sharrows (see Figure 3-16). There are also concerns about cyclist visibility at night and have requested improved street lighting throughout all the main bikeways in Isla Vista.

Figure 3-16. Sample Bike Box (top) and Sharrow (bottom)

To increase visibility of bike parking, the community would like to see bike parking areas more clearly identified with paint, tape, and symbols. Increasing the available bike parking, especially near bus stops, would also encourage cyclists to park in a way that does not obstruct the sidewalk.

Community Feedback by Location

Pardall Road

As a key cycling artery in Isla Vista, the community would like to see the installation of bicycle boxes at intersections and more bike racks along the road, especially in front of popular businesses. The community is also interested in the idea of installing Class IV protected bike

lanes and seeing more designated space for prioritizing bikes, including bike boxes. The community also voiced the idea of converting Pardall Road into one-way vehicular traffic to make more space for safely accommodating cycling traffic.

Figure 3-17. North side of El Colegio Road across Friendship Manor

El Colegio Road and Stadium Road

On nearby UCSB property, a planned 3,500-bed student housing structure at Mesa Road and Stadium Road is expected to heavily increase foot and bike traffic into Isla Vista. This community is interested in a safer bicycle and pedestrian connection into Isla Vista at the El Colegio Road and Stadium Road intersection, as well as implementing a clearly marked bike lane on Stadium Road between Mesa and El Colegio.

El Colegio Road

El Colegio Road is popular among cyclists and features bikeways on either side; however, usage patterns show cyclists tend to favor riding on the south side of the road due to better access into Isla Vista. While the north side of the road features Class IV bi-directional bikeway infrastructure, the south side has a one-way, west-to-east Class II bike lane. The community shared that cyclists tend to ride on sidewalks on the south side of El Colegio Road due to obstructed bike lanes and ride in the wrong direction of the one-way bike lane. They are concerned about multiple crashes, injuries, and risks that have been recorded on El Colegio Road and especially by the Friendship Manor, a retirement community located on the south side of the road (see Figure 3-17).

The community recommends emphasizing the directional markings on the existing bike lanes, improving pavement conditions to remove obstructions, and considering a bi-directional bike path to replace the eastbound-only bike lane to improve access into Isla Vista and safely allow two-way bike traffic.

One Way Roads

The community is interested in seeing Del Playa Drive, Sabado Tarde Road, and Embarcadero del Mar converted into one-way vehicle traffic with protected or contra-flow bike lanes. Some community members would like to see Del Playa Drive closed to vehicles altogether and focus it on being a Class I multi-use pathway prioritizing cyclists and pedestrians; in contrast, residents who typically park on Del Playa Drive are typically in opposition of this idea.

Evaluation based on Industry Standards, Trends & Best Practices

In terms of opportunities for bike infrastructure improvement, Isla Vista could consider adding bike corrals on the road in lieu of the last parking spot prior to an intersection. This is aligned

with AB 413, known as the "daylighting law," that the California Governor signed in 2023 making the first and last parking spot on a block adjacent to the crosswalk illegal. This would be an effective use of the lost parking spaces while increasing the availability of bike parking.

As of January 1, 2024, AB 1909 took effect enabling cyclists to cross at the same time as pedestrians at traffic signals, which is typically three to seven seconds earlier than vehicles. This is done to increase the visibility of cyclists and pedestrians crossing and reduce potential conflicts in the intersection. Since there are few traffic signals within Isla Vista, general efforts should be made to improve the visibility and priority of cyclists. These can include signage, flashing beacons, and road user education initiatives to reinforce that while cyclists do share the same rights and responsibilities as vehicles on the road, their safety does need to be prioritized.

Figure 3-18. Bike Corral in Space Vacated Due to Daylighting

3.7 Micromobility

Micromobility is a convenient and popular mode of transportation for getting around Isla Vista. However, the lack of infrastructure, enforcement, and education has led to several concerns among community members. The following are key needs and suggestions shared by the community focused on infrastructure, education, and safety.

Key Themes

Improving Micromobility Parking

The community raised concerns about the lack of parking dedicated to shared mobility devices (SMDs), which has resulted in scooters blocking sidewalks, driveways, and curb ramps. Shared scooter pileups are most common along the eastern border between Isla Vista and UCSB and at Camino Corto and El Colegio Road; users typically leave scooters behind in Isla Vista as the devices cannot be operated on UCSB property. Providing more dedicated scooter parking corrals throughout Isla Vista would help address the lack of SMD parking, but it would need to be combined with enforcement efforts to ensure that people do not continue to leave scooters improperly parked.

Figure 3-19. Sample Scooter Parking Corrals and Secure Skateboard Racks

Community members have also expressed the need for secure skateboard parking (see Figure 3-19), such as skateboard racks, especially in front of local businesses to keep sidewalks clear of skateboards and prevent theft.

Enforcing and Educating on the Rules of the Road

In conjunction with concerns regarding cyclists, the community expressed safety concerns of electric skateboard and scooter users riding over the speed limit, ignoring stop signs, and riding under the influence. Educating these users on safety measures through education campaigns and signage, as well as more regular traffic enforcement of speed limits and other rules of the road would significantly improve the safety for micromobility users, as well as for other road users.

Improving Pavement Conditions

The community identified that poor road conditions, such as cracked pavement and uneven surfaces, cause micromobility users to ride on sidewalks (see Figure 3-20). Improving pavement

Figure 3-20. Top Issues for Micromobility Users

conditions would ensure that they can safely ride on the roads where applicable without impacting sidewalk users.

Improving Street Lighting

The community expressed concerns related to the lack of street lighting in Isla Vista. Ensuring consistent street lighting throughout the streets of Isla Vista can ensure micromobility users are able to get around safely and visibly at night.

Encouraging Helmet Use

Given the high speed of scooter riders, the community would like to see a general increase in helmet use for safety. They are particularly interested in ensuring that scooter-based delivery service employees wear helmets on the job. Although Snag and Duffl employees are required to wear helmets, this requirement should be more strictly enforced as part of the vendors' operating conditions.

Community Feedback by Location

Eastbound Roads leading to UCSB Campus

Scooter parking corrals located at the eastern edge of Isla Vista, at the end of roads leading to the UCSB campus such as Picasso Road and Trigo Road, would allow Isla Vista residents to

conveniently ride the scooter to and from the edge of campus. As previously mentioned, consistent enforcement, signage, and education would need to be conducted to ensure that scooter users are properly parked in the designated corrals.

Camino Corto and Abrego Road

Lack of street lighting at this specific intersection is a common concern brought up by the community. Installing additional streetlights in this area would improve the safety for micromobility users, as well as other road users.

Evaluation based on Industry Standards, Trends & Best Practices

Considering that the County of Santa Barbara has extensive permit conditions in place for SMD vendors, there is already a solid foundation for regulating and managing SMDs in Isla Vista. However, the lack of enforcement resources has led to incompliance of rules related to SMDs. Additionally, there is an opportunity to call for SMD vendors to implement parking requirements, such as mandating that users must take a photo of an appropriately parked scooter to end the ride or using technology to prevent ending rides outside of marked scooter parking areas. This could be implemented in tandem with educational campaigns that encourage scooter users follow appropriate etiquette, as well as consistent enforcement of this etiquette.

There are also opportunities to work with Snag and Duffl directly to discuss certain policies for their employees and scooters in Isla Vista. For example, enforcing the helmet requirement for employees and reducing the speed caps. There is precedence in the micromobility industry for collaborations with communities to ensure that local regulations and needs are met. These conversations can be leveraged to set a great leading example electric scooter usage across Isla Vista.

3.8 Mobility Landscape

In summary, the community enjoys a diverse mix of mobility options; however, their destination often dictates their choice of mobility. The community is in favor of improving pedestrian and cycling infrastructure, while finding solutions to mitigate the heavy volume of vehicles present (and the on-street parking they occupy) during most of the year. There is also interest in improving the public transit experience, especially regarding the bus network. Table 3-2 demonstrates the top concerns expressed by the community per mode of mobility.

Table 3-2. Top 5 Community Needs Per Mobility Mode

Vehicles	Walking
1. Enforce parking regulations to reduce illegal parking that impedes mobility, health and safety. 2. Decrease car dependency by promoting alternative transportation and car-sharing. 3. Traffic calming measures for reduced speeds, especially along El Colegio Road. 4. Improve sight lines into intersections and need more four-way stop signs. 5. Designate drop-off and delivery zones and hours for ride-hailing and delivery services, as well as adding short-term parking spaces.	1. Need to complete sidewalk network, remove obstructions, increase width and accessibility. 2. Need painted crosswalk marks, flashing lights to alert drivers of pedestrians crossing. 3. Need proper street lighting throughout IV. 4. Need stop signs (especially at 3-leg intersections) to slow down vehicles and bikes. 5. Need better sight lines at intersections.
Local Buses	**Regional Transportation**
1. More direct bus service to popular destinations near Isla Vista. 2. More frequent bus service, including late-night service. 3. Increased bike rack capacity. 4. Add basic amenities and improve accessibility at bus stops. 5. More bus stops in residential areas.	1. Improve public transit connection points to access Amtrak stations, Santa Barbara Airport, Clean air Express, and SB Airbus departure point. 2. Improve information on how to make regional transit connections.
Cycling	**Micromobility**
1. Add and upgrade to multi-use and dedicated bike lanes where applicable within Isla Vista. 2. More bicycle racks and secure bike storage. 3. Need traffic calming for bike and improved traffic signals/markings. 4. Improve regional cycling connections. 5. Make pavement improvements.	1. Enforce and govern scooter speed limits; conduct sobriety checks for late night rides or disable at night. 2. Improve pavement conditions. 3. Improve street lighting to increase safety for nighttime riding. 4. Install secure skateboard racks outside of businesses. 5. Install additional scooter parking corrals/zones.

Key Themes

Some of the key feedback received from the community regarding conditions applying to all modes of mobility, as well as the intersection of select modes, is as follows.

Pedestrian Infrastructure Improvements

The survey encompasses residents and non-residents that actively use a variety of mobility modes, and yet the top three roadway and path improvements the community would like to see are all related to increasing the quantity of sidewalks and multi-use paths for pedestrians and cyclists. At the same time, the top three suggestions for intersection improvements (more marked crosswalks, flashing lights at crossings, and mid-block crossings) are all to do with supporting pedestrianism. This demonstrates the magnitude of impact that underdeveloped pedestrian infrastructure has had on survey respondents and reinforces the community's walkable nature.

Separating Vehicular and Non-Vehicular Traffic

The community would like to see a separation of non-vehicular modes from vehicle traffic. They would like to see shared multi-use pathways for pedestrians and cyclists separated from vehicular traffic, otherwise known as Class I pathways. However, current road widths do not support widespread multimodal improvements to create a safe, connected multimodal transportation network. It is necessary for larger curb infrastructure changes to utilize existing public right-of way for multimodal transportation improvements.

Pavement Conditions

In general, paving for sidewalks and roadways has been reported to be poor. This impacts all road users to varying degrees. While poor roadways may impact the experience of a driver, they increase the risk for accidents and injuries for pedestrians, cyclists, and micromobility users.

Community Feedback by Location

Camino Corto and Abrego Road

There are reports of drivers and bicyclists going too far and/or not stopping for pedestrians at this intersection. The community has suggested increasing enforcement at this intersection to ensure adherence to traffic rules. There is also a lack of crosswalk visibility and street lighting in this area, which impacts the safety of pedestrians.

Pardall Road

The community has identified issues with the lack of lighting in and around Pardall Tunnel, as well as road obstructions caused by delivery trucks servicing retail locations on Pardall Road for extended periods of time. The delivery trucks block traffic and cause all vehicular-traffic and cyclists to divert into other lanes in an unsafe manner. One suggestion includes introducing and enforcing policies around where and when delivery trucks can park and load or unload.

Evaluation based on Industry Standards, Trends & Best Practices

It is ideal for mobility options to be at a level such that one can choose an alternative transportation option over driving their personal vehicle without making large sacrifices in convenience. With that perspective in mind, Isla Vista could benefit from filling out first- and last-mile transportation options, which is typically related to pedestrian or cycling infrastructure.

Figure 3-21. Sample Curb Extension

There are some urban design best practices for raising the safety profile of pedestrians. These include implementing small roundabouts, introducing curb bulb-outs to decrease the distance a pedestrian is crossing between streets, and creating raised intersections that help physically raise the priority and profile of pedestrians.

Chapter 4: Recommendations

4.1 Prioritization

Chapters 2 and 3 of this Plan have identified several opportunities and ideas to improve the accessibility, safety, and experience of different modes of mobility in and around Isla Vista. This chapter expands on those suggestions and offers a summary of the community's priorities and interests regarding which changes are the most critical and impactful to tackle.

At a previous Town Hall, residents offered insight on the modes they would like to see improved in order of prioritization:

1. Pedestrian infrastructure: lighting, sidewalk and crosswalk improvements.
2. Local bus service: increased frequency and routes.
3. Shared mobility: carsharing, and shared bike and micromobility programs.
4. Bike infrastructure improvements: focus on safety and access.

All the suggestions identified in the previous chapters of this Plan were reorganized into four categories: **policy, services connecting to Isla Vista, services within Isla Vista,** and **infrastructure**. It was identified that this would be the most effective way to present the potential initiatives as packages to the community and for funding application purposes.

In the final Town Hall, community members were presented with the different mobility initiatives being considered and participated in a workshop to identify the improvements that were of the highest priority to them. A follow-up survey was also made available online for community members who were unable to attend in-person. More information about this workshop (Town Hall #4) is available in Appendix D.

This chapter presents the sets of initiatives by category in order of the community's prioritization. Each initiative has a number of dollar sign symbols ($) ranging from one symbol to three symbols to indicate the relative expense of implementation.

It is important to note that all initiatives suggested throughout the development of the Plan were included in this process, and the outcomes reflect community-based priorities without accounting for any existing or proposed plans. Further evaluation regarding funding, feasibility, and implementation needs to be considered.

4.2 Policy

To improve safety and organization in Isla Vista, proposed policies aim to better regulate scooters, bicycles, vehicles, and pedestrian traffic. Measures include designating areas for each mode, installing signage, enforcing rules, and educating the community for smooth implementation.

Rank	Initiative	Impact	Budget
1	Identify that **scooter users** are to use bike lanes, install signs, post educational materials, and enforce.[1]	Improves clarity of where scooters should be ridden and educates on road-sharing rules.	$
2	Identify **no parking along bike lanes**, install signage, and enforce.	Increases safety for cyclists and educates drivers about parking regulations.	$
3	Lower the **vehicle speed limit** by 5 MPH overall within Isla Vista, down to 25 MPH in front of Friendship Manor on El Colegio Road and install speed feedback signs.[2]	Encourages drivers to be more aware of their surroundings, slow down, and be mindful of sharing the road with other users.	$$
4	Reduce **scooter speed limits** to 10 MPH in partnership with providers, add signage and enhance speed enforcement. Also, conduct nighttime sobriety checks and disable scooter operations on weekend nights.	Enforces a slower overall speed of scooters, encourages slower riding practices, and reduces unsafe use of scooters to improve the safety of all road users.	$
5	Increase the length of time for **pedestrians** to cross at signaled intersections.	Increases the safety of pedestrian crossings when there is a signaled intersection.	$
6	*Specific to IV Loop and Pardall Road:* Restrict **delivery truck parking** on this road by designating specific loading zone locations (either on-street or in alleys) and hours.	Decreases traffic congestion by identifying specific times and locations for truck deliveries.	$

[1] All signage posted in the right-of-way must be approved by the California Manual of Uniform Traffic Control Devices (MUTCD); however, there are currently no MUTCD-approved signs that state scooters must ride in bike lanes. IVCSD and the County could take an advocacy position to make this policy a possibility.

[2] Speed enforcement cameras are not currently allowed in the County; however, the community was also interested in including this as a traffic safety measure.

4.3 Services Within Isla Vista

These initiatives focus on improving public transit options, micromobility practices, and accessibility within. They include providing cycling safety and maintenance training, improving skateboard and scooter etiquette, and increasing the frequency of bus services during peak times. Additionally, scooter-sharing companies will be required to implement better parking practices through geofencing, and peer-to-peer carsharing will be promoted. Efforts will also be made to improve ADA access to buses, increase the frequency of bike clean-ups, and enhance enforcement of traffic and safety policies. An IV circulator shuttle service will be introduced, and existing bus routes will be expanded and improved to better serve the community.

Rank	Initiative	Impact	Budget
1	Increase the **frequency of buses traveling to or from UCSB** during peak times.	Decreases the number of overflowing buses and trip delays.	$$$
2	Increase **enforcement of traffic and safety policies** by ambassadors and other non-law enforcement staff by increasing the frequency of patrol rounds.	Encourages compliance with traffic regulations to increase safer mobility practices.	$$
3	Provide cycling safety and maintenance training through a **cyclist education program**, which involves signage at stop lights and bike racks, encouraging bike lights at night, and programming in collaboration with local bike shops and community organizations.	Improves the safety of all road users. Ensures education of local cyclists of best road sharing practices. Promotes the cycling culture in IV.	$
4	Require scooter-sharing companies to use geofencing to require and enforce better **scooter parking practices**.	Prevents scooters from parking in areas where they are not supposed to.	$
5	**Add bus service** (and a bus stop) for the southwest residential quadrant of Isla Vista (south of Abrego Road and west of Camino Pescadero) by expanding the MTD Line 27 route to cover the southwest quadrant of IV.	Improves bus connection to this residential area of Isla Vista to encourage further usage of local buses.	$$$
6	Promote **peer-to-peer carsharing** through partnering with an existing service like Turo and Getaround.	Decreases parking demand by encouraging people to use carsharing services as opposed to	$

		increasing vehicle ownership and storage.	
7	Improve **ADA access to buses** by (1) improving bus stops to meet ADA requirements, (2) adding informational signage at bus stops explaining how to board with mobility aid devices, (3) post a video online with such instructions, and (4) working with the MTD to add a filter to the MTD app for ADA-accessible bus stops.	Improves the bus experience for people with mobility aid devices.	$$
8	Add service to **MTD Line 27** to improve frequency and on-time performance.	Improves reliability and usage of the bus.	$$$
9	Increase **morning bus service** to all existing routes.	Increases expected usage with more reliability and frequency in morning buses.	$$$
10	Improve **skateboard and scooter etiquette** by installing signage and providing guidance (in the form of pamphlets available in various locations) that educate on the proper use of sidewalks by micromobility devices.	Improves the safety of all road users. Provides education to scooter and skateboard users who may not be familiar with rules of the road.	$
11	Increase frequency of **bike clean-ups** from annual to quarterly where abandoned bicycles are tagged and removed after 30 days.	Increases the amount of bike parking available and declutters bike racks.	$

4.4 Services Connecting to Isla Vista

These initiatives aim to improve public transit and promote mixed-modal mobility between Isla Vista and the surrounding region. They include increasing evening and late-night bus frequency, expanding bus routes, introducing new microtransit services, and enhancing bike-bus connections with more bike rack capacity on buses, all to provide more convenient and sustainable transportation options.

Rank	Initiative	Impact	Budget
1	Maintain funding for **"The Wave" microtransit service** to serve direct connection between key commercial and transit locations in Goleta & IV.	Offers free on-demand service from El Colegio & Embarcadero del Mar bus stop or Isla Vista Community Center to Goleta Amtrak Station, Santa Barbara Airport, Fairview Shopping Center, Trader Joe's, Goleta Library, and nearby shops on Hollister Ave.	$$$
2	Introduce and increase the frequency of **evening and late-night bus services** until 1am, especially for Line 24x.	Reduce reliance on personal vehicles for those who go out in downtown Santa Barbara.	$$$
3	Expand **MTD Line 15x** service to run into the evening.[3]	Address high volume of ridership on the SBCC/UCSB Express.	$$$
4	Increase the capacity of **bicycle racks on buses**.	Improves bike-bus connections and supports multimodal mobility.	$$
5	Improve **bike path connectivity** on Storke Road (from El Colegio Road to the Camino Real Marketplace).	Encourages cycling as a means to reach nearby commercial destinations more easily and safely.	$$
6	Establish formal **ride-sharing and carpooling** services.	Supports student residents in coordinating shared rides home for holiday breaks.	$
7	Improve **regional transportation service levels** for the VCTC Coastal Express, Clean Air Express, and regional train services. Consider implementing a student fee subsidy, similar to the current MTD fees at UCSB and SBCC.	Encourages the use of regional transportation modes through increased reliability and frequency. A student fee subsidy would support greater access to regional transportation for students.	$$$

[3] MTD Line 15x service was recently expanded until 9:35pm.

8	Ensure **direct bus connections** from within Isla Vista to regional transportation hubs, without the need to transfer.	Encourages the use of regional transportation modes by reducing concerns about trip delays due to connections.	$$$

4.5 Infrastructure

For infrastructure improvements, initiatives for the different modes of mobility were organized by location to better visualize the comprehensive impacts envisioned for that area.

Implementation Considerations

It is important to recognize that more analysis on feasibility and impact needs to be conducted. Locations shown below currently map out all the initiatives suggested and prioritized by the community, and do not account for interrelated or spillover impacts. There are also several County policies to consider. Some of the items to note are:

- Where an initiative suggests that bidirectional streets are to be converted to one-way, IVCSD should consult Emergency Services to ensure there is no impact to emergency vehicle access. Best case practices, such as avoiding one-way roads on dead-end streets, should also be considered. There are also alternatives to one-way streets that may achieve a similar result, such as implementing slow streets that have bollards narrowing the entry and exit to a block to force slower traffic. Alternatives beyond what have been included in this Plan should be considered when identifying the most applicable traffic circulation changes.
- It is important to evaluate the continuity of recommendations. For example, community suggestions proposed to convert the western half of the IV Loop (Embarcadero del Mar) to one-way with a bi-directional bike lane, but not on the eastern half (Embarcadero del Norte). Inconsistency in traffic patterns can lead to circulation issues, safety concerns for all road users, and an increase in vehicle miles traveled.
- The County currently has certain policies or practices in place that need to be considered. For example, decorative crosswalks and street art is not permitted in the public right-of-way and future changes to this policy should be monitored. The County may also have typical applications of infrastructure, such as reserving the installation of push buttons for uncontrolled crosswalks (where stop signs are not present) where some recommendations suggest adding them at a controlled crosswalk.
- Infrastructure improvements, such as sidewalk network expansion, should balance the existing look and feel of Isla Vista in an effort to retain its inherent characteristics, preserve and protect the area's older trees, and focus on providing a high quality of life.
- Findings should be reviewed further through a lens of resiliency, specifically regarding whether the improvements would help people move efficiently in the event of an emergency or evacuation.
- Any recommendations which include significant changes to existing circulation patterns in Isla Vista will require further study and evaluation by certified traffic engineers prior to implementation. Additionally, any traffic control devices or safety counter measures recommended in this Plan will need to be evaluated for consistency with County standards and policies, such as the County's Engineering Design Standards and Traffic Calming Policy, as well as applicable State and Federal standards, such as the California Manual of Uniform Traffic Control Devices (CA MUTCD).

Location-specific Initiatives

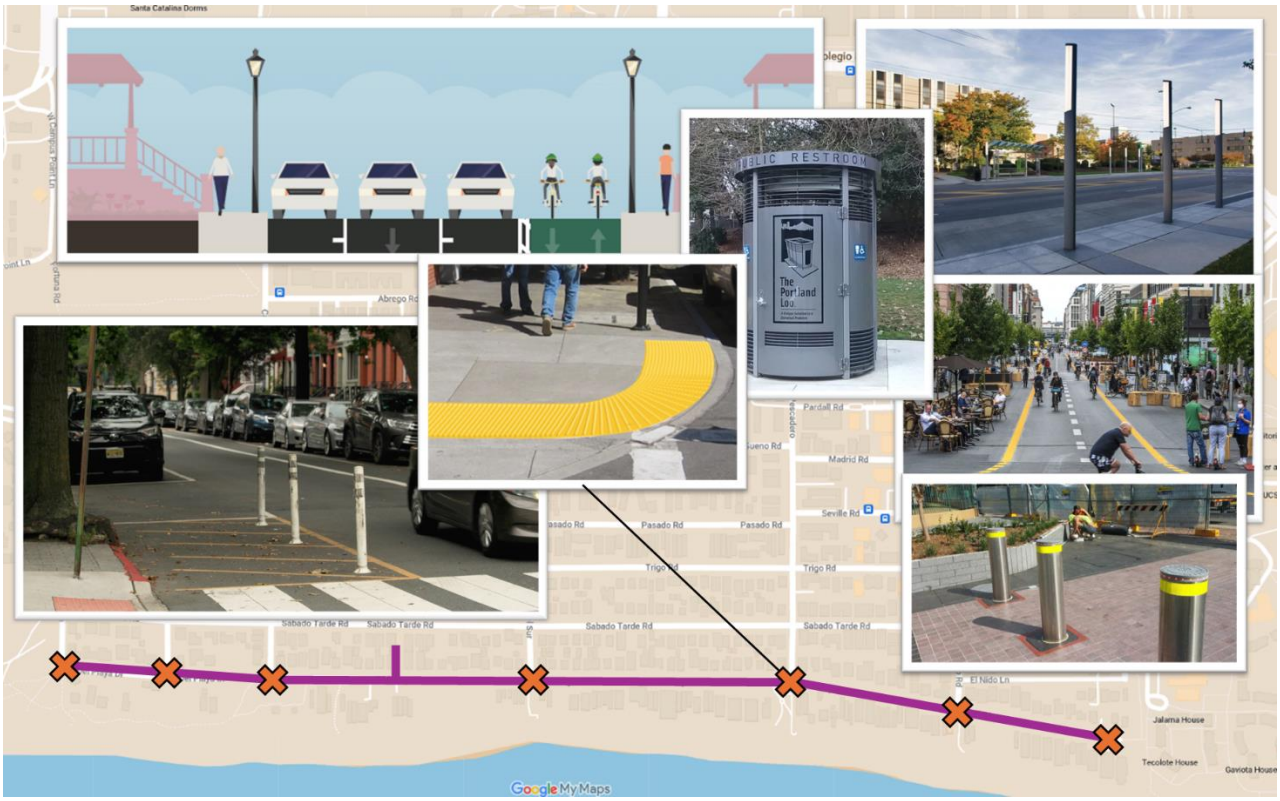
For each of the top ten locations, participants were asked to rank the relevant initiatives in order of priority. Regarding the estimated budget shown in terms of dollar sign symbols, generally any initiatives involving infrastructure that can be purchased, painted, or implemented on top of existing infrastructure would require less financial investment. Any engineering work involving changes to the curb or to traffic circulation would require greater financial investment.

#1 - Del Playa Drive ($$$)

1. Convert road to a one-way vehicle lane and a contra-flow (bi-directional) bike lane. ($$$)
2. Add retractable/temporary bollards to close the road to vehicles on weekends. ($)
3. Enhance accessibility elements on the sidewalk and pedestrian crossings, especially to comply with recent PROWAG guidance. ($)
4. Add a public bathroom on park property. ($$)
5. Install street lighting, including in the Paseo alleyway. ($)
6. Implement pedestrian improvement projects to increase visibility at intersections (daylighting). ($)
7. Install parking solutions for bikes and skateboards off-street, on County park property. ($)

Improvements to Del Playa Drive may require coordination with the California Coastal Commission and Emergency Services to understand impacts.

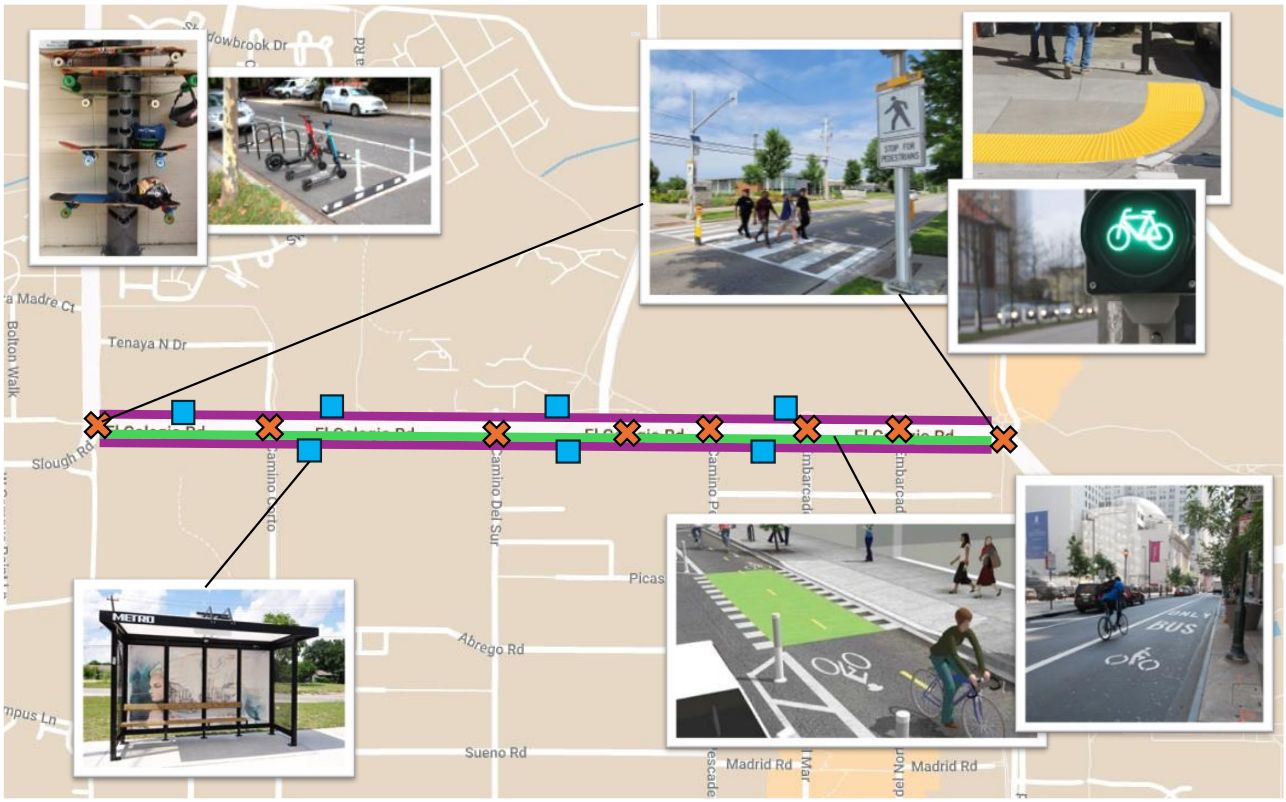
Figure 4-1. Visualization of Del Playa Drive Improvements



#2 - El Colegio Road ($$$)

- Install a bi-directional bike path on the south side of El Colegio Road. This would be an expansion of the current single-lane bike path. ($$$)
- Install bus shelters, seating, and/or signage at all stops. ($$)
- Evaluate bus signal prioritization along this corridor. ($)
- Install a bus- and bike-only shared lane (contingent on traffic engineering review). ($$$)
- Implement safe bicycle and pedestrian connections at El Colegio and Stadium Road. ($$)
- Install bicycle signals at intersections. ($$)
- Evaluate and install additional marked crosswalks in front of Isla Vista Elementary School to improve the prioritization of student crossings. ($)
- Improve the intersection in front of Friendship Manor with treatments to improve visibility. ($)
- Introduce accessibility elements on the sidewalk and pedestrian crossings, especially at the intersection with Los Carneros Road. ($)
- Install more parking corrals for scooters. ($)
- Install more bike racks and secure bike parking locations. ($)
- Install parking solutions for skateboards. ($)

Figure 4-2. Visualization of El Colegio Road Improvements

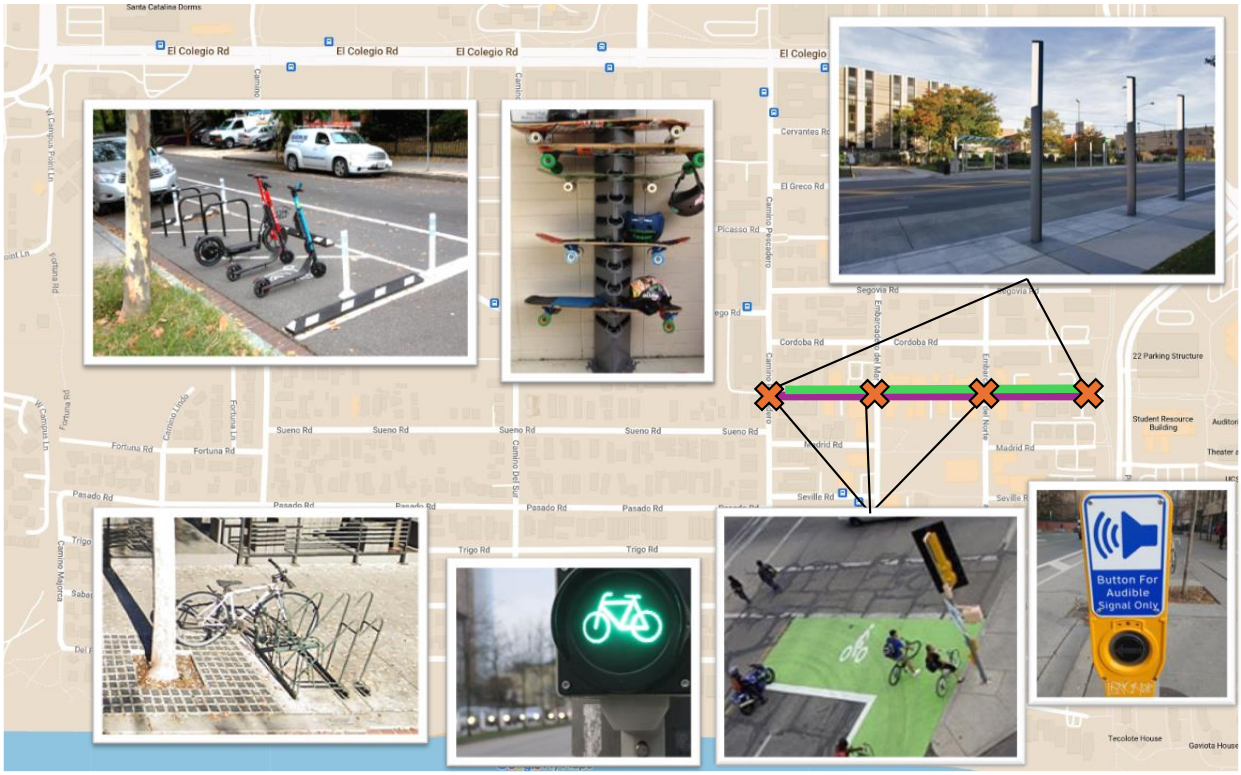


#3 – Pardall Road ($$$)

- Convert this road into one-way vehicular traffic.[4] ($$$)
- Evaluate a traffic signal for vehicles and bikes at the intersection with Embarcadero Del Mar, as part of an evaluation of overall bicycle traffic flow impacts from upcoming developments. ($$)
- Add a Class III bike boulevard to increase cyclist safety. ($$$)
- Improve street lighting to increase visibility on sidewalks at crossings around Pardall Tunnel and near Camino Pescadero. ($)
- Introduce accessibility elements on the sidewalk and pedestrian crossings. ($)
- Install bike boxes at intersections. ($)
- Install more bike racks for secure bike parking. ($)
- Install parking solutions for skateboards. ($)
- Install more parking corrals for scooters. ($)

All changes concerning Pardall Road should be coordinated with UCSB due to the planned housing development on Ocean Road and its associated changes. Changes should also be evaluated while considering administrative procedures regarding special event permits.

Figure 4-3. Visualization of Pardall Road Improvements

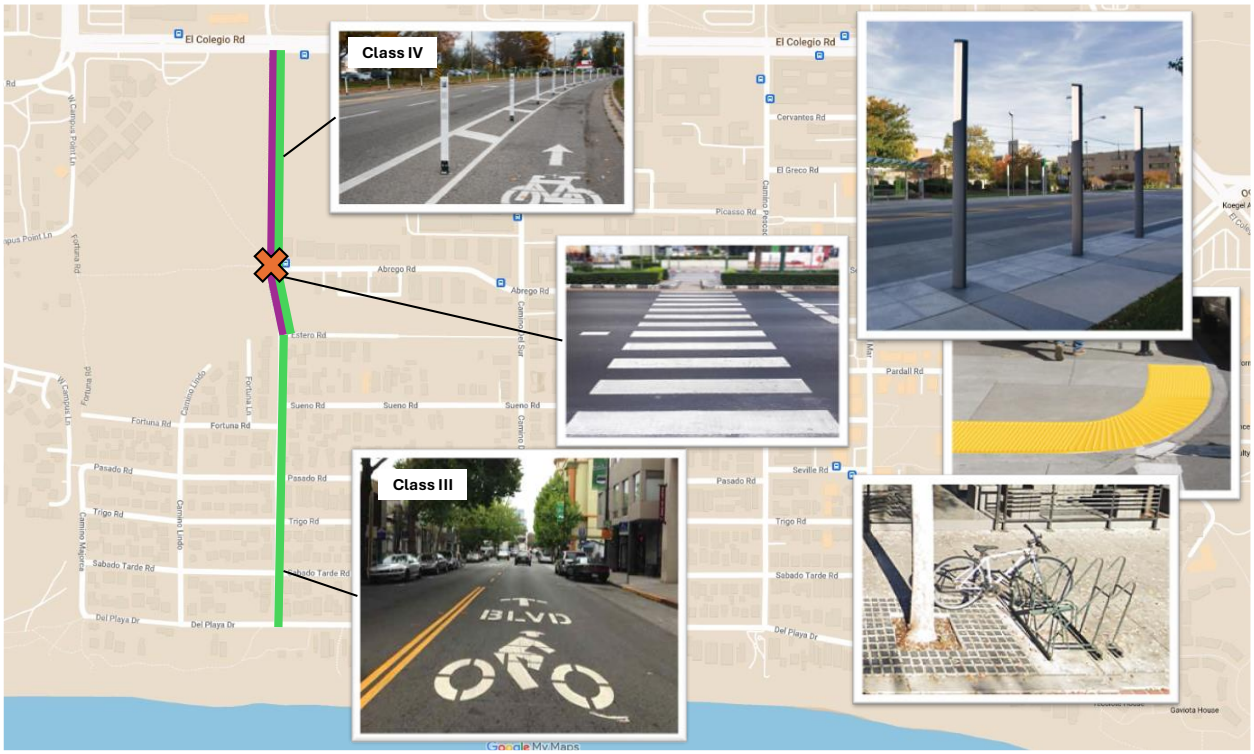


[4] Pardall Road is a dead-end street. Dead-end streets are not typically a candidate for one-way road conversion; however, the suggestion is one that comes from the community and has been retained to ensure a comprehensive reflection of the community's wish list.

#4 – Camino Corto ($$)

- Add Class IV bike lanes between El Colegio Road and Abrego Road,[5] and a Class III bike boulevard extending down to Del Playa Drive from El Colegio Road. ($$$)
- At the intersection with Abrego, increase traffic enforcement, add a marked crosswalk, and install streetlights. ($)
- Install pedestrian-scale street lighting to increase visibility on sidewalks. ($)
- Introduce accessibility elements on the sidewalk and pedestrian crossings. ($)
- Install more bike racks and secure bike parking locations, especially near bus stops. ($)

Figure 4-4. Visualization of Camino Corto Improvements

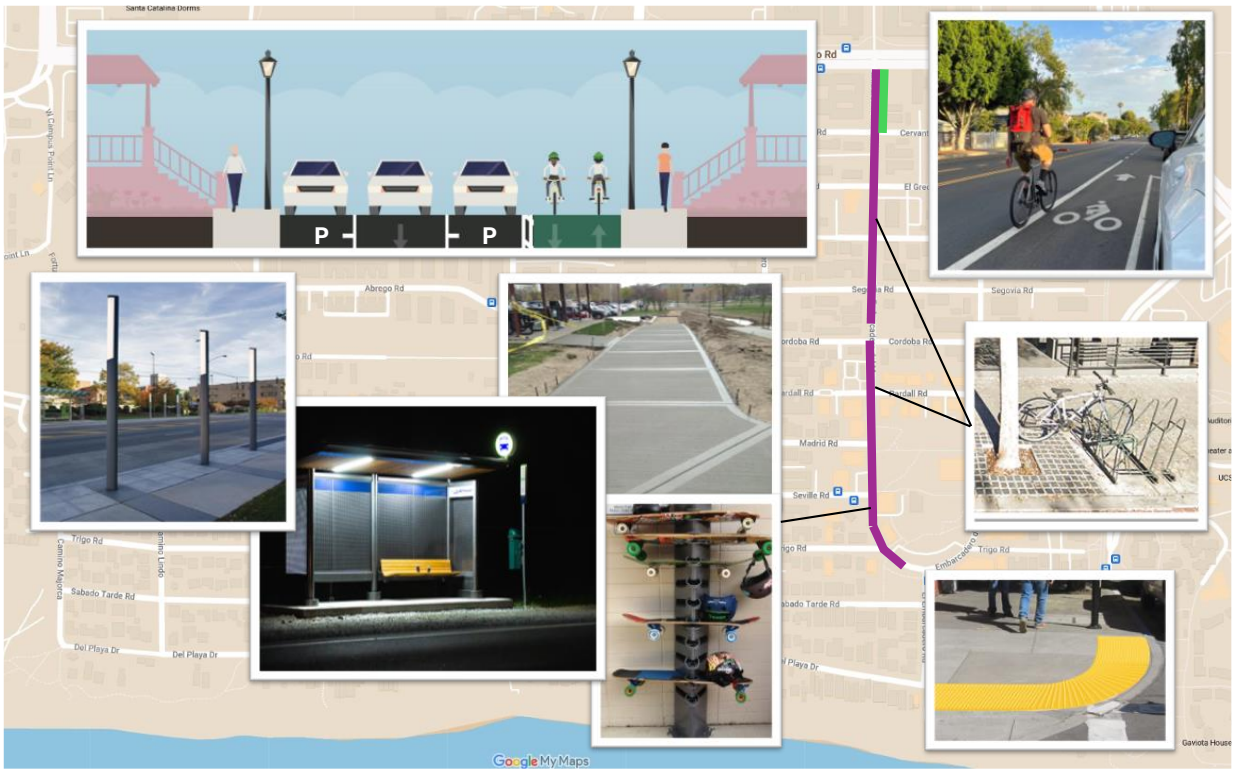


[5] This initiative is included in the County's approved Active Transportation Program grant. Additional discussions are needed with the County Fire Department to understand potential impacts to emergency vehicle access.

#5 - Embarcadero Del Mar ($$$)

- Convert road to a one-way vehicle lane and a contra-flow (bi-directional) bike lane. ($$$)
- Improve sidewalk network, specifically sidewalk gaps and cracks near Trigo Road. ($$)
- Install Class II bike lanes proposed between El Colegio Road and Cervantes Road. ($$$)
- Introduce accessibility elements on the sidewalk and pedestrian crossings. ($)
- Install street lighting between Trigo and Cordoba. ($)
- Install more bike racks and secure bike parking locations. ($)
- Install street lighting between Cervantes and El Colegio. ($)
- Install parking solutions for skateboards. ($)

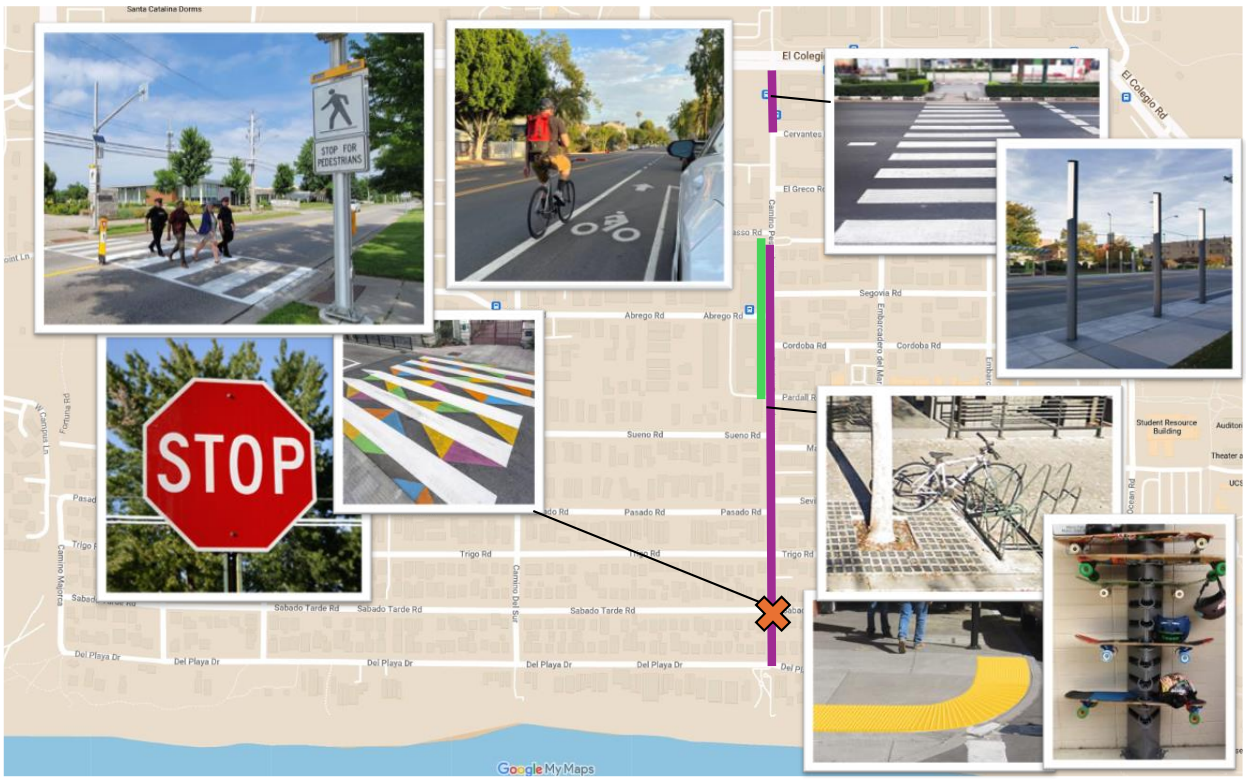
Figure 4-5. Visualization of Embarcadero Del Mar Improvements



#6 - Camino Pescadero ($$)

- Review traffic engineering to improve how bikes can navigate the offset intersections when traveling east-west or west-east. ($$$)
- Improve intersection with Sabado Tarde with a marked crosswalk, improved lighting, and additional signage to notify vehicles of pedestrians crossing. ($)
- Install Class II bike lanes proposed between Picasso Road and Pardall Road. ($$$)
- Install street lighting between Cervantes and El Colegio. ($)
- Install more bike racks and secure bike parking locations near bus stops and housing. ($)
- Introduce accessibility elements on the sidewalk and pedestrian crossings. ($)
- Install parking solutions for skateboards. ($)

Figure 4-6. Visualization of Camino Pescadero Improvements



#7 - Camino Del Sur ($$)

- Reconfigure Camino del Sur and Picasso at Children's Park by shifting the crosswalk down so that it leads into Children's Park instead of the bike path. ($$)
- Introduce accessibility elements on the sidewalk and pedestrian crossings. ($)
- Install Class II bike lanes between Picasso Road and Abrego Road. ($$$)
- Install more bike racks and secure bike parking locations. ($)
- Install parking solutions for skateboards. ($)

Figure 4-7. Visualization of Camino Del Sur Improvements

#8 - Embarcadero Del Norte ($)

- Install street lighting near Greek Park between Segovia and Picasso. ($)
- Install Class II bike lanes proposed between El Colegio Road and Cervantes Road. ($$$)
- Introduce accessibility elements on the sidewalk and pedestrian crossings. ($)
- Install street lighting between Cervantes and El Colegio. ($)
- Install more bike racks and secure bike parking locations. ($)

Figure 4-8. Visualization of Embarcadero Del Norte Improvements

#9 – Isla Vista Community Center ($)

- Identify this location as a bus stop "hub" and install a large map of nearby bus stops. ($)

Figure 4-9. Visualization of Isla Vista Community Center Improvements

#10 – Sabado Tarde Road ($$$)

1. Add a Class III bike boulevard to increase cyclist safety.[6] ($$$)
2. Consider conversion of road to a one-way vehicle lane and a contra-flow (bi-directional) bike lane. ($$$)

Figure 4-10. Visualization of Sabado Tarde Improvements

Other Locations

The following chart identifies the remaining locations not ranked as part of the top ten, as well as the associated initiatives.

Rank	Location	Initiative	Budget
11	**Sueno Road**	1. Install street lighting on 6700 block.	$
12	**Picasso Road**	1. Add a Class III bike boulevard. 2. Install street lighting on 6500 and 6600 block.	$ $
13	**Stadium Road**	1. Add a bike lane between Mesa and El Colegio.	$$
14	**Abrego Road**	1. Introduce accessibility elements on the sidewalk and pedestrian crossings.	$$

[6] This initiative is included in the County's approved Active Transportation Program grant.

15	**Cervantes Road**	1. Add a crosswalk at the intersection with Embarcadero Del Mar.	$
16	**Pescadero Beach**	1. Add a crosswalk at the intersection with Embarcadero Del Mar.	$
17	**Trigo Road**	1. Install street lighting, near or in alleyway.	$
18	**Fortuna Lane**	1. Install more bike racks and secure bike parking locations, especially near bus stops.	$
19	**Seville Road**	1. Install more bike racks and secure bike parking locations, especially near bus stops.	$
20	**Estero Road**	1. Install street lighting while being mindful of impacts on wildlife.	$
21	**Cordoba Road**[7]	1. Install street lighting between Embarcadero Del Mar and Embarcadero Del Norte.	$

District-wide Initiatives

Besides the localized initiatives, participants were also asked to rank broader mobility improvements that would apply to the greater network. Participants were most interested in general pedestrian, cycling, and micromobility infrastructure changes that apply to all streets. They also wished to see improvements made along the border between the community and UCSB, particularly around access points. District-wide initiatives also included improvements meant for all bus stops, all major streets, and all intersections throughout Isla Vista.

All Streets

1. Improve overall sidewalk network (especially on north/south streets), such as widening sidewalks, repairing pavement cracks, removing permanent sidewalk obstructions, increasing sidewalk connectivity by building missing sidewalk segments, regularly cleaning up debris and introducing accessibility elements such as tactile warning strips and audible beacons for the visually impaired. ($$$)
2. Implement street lighting improvements and install pedestrian-level lighting.[8] ($)
3. Perform regular maintenance checks on street lighting and street trees/plants to maximize visibility and safety for pedestrians and drivers. ($)
4. Improve the bike network, including identifying locations to add dedicated bike lanes and upgrading existing bike infrastructure to Class I or Class IV protected bike lanes as

[7] This is the only location that received zero votes.

[8] Pedestrian lighting should strive to achieve an illuminance goal of .6fc for all heavily trafficked sidewalks. IVCSD has already completed Phase 1 of a lighting improvement plan, which included a lighting walk and a photometric study that identified 40 areas requiring additional light fixtures and 90 lights that need increased wattage.

appropriate, and shifting bike lanes to between on-street parking and the sidewalk where applicable. ($$$)

5. Convert the last 20 feet of each block from a parking space to a micromobility parking location, in alignment with AB 413 regarding daylighting/improving sightlines at intersections (see Figure 4-11). ($)
6. Paint sharrows on all roads where bikes and vehicles share usage. ($)

Figure 4-11. Micromobility Parking in Daylighting Spaces

Border between IV and UCSB

1. Improve the access points between IV and UCSB, including pavement maintenance, landscaping, signage, and removal of obstructions. ($$)
2. Install scooter parking corrals at connection points between the eastern border of IV and UCSB, such as Picasso Road, El Greco Road, and Trigo Road. ($)

All Bus Stops:

1. Improve bus stops by installing bus shelters, seating, and/or signage at all stops. ($$)
2. Improve accessibility to bus stops, including ensuring that it allows for ADA ramps. ($$)

All Major Streets:

1. Identify locations where safe points to cross in the middle of a block are needed, and install any combination of curb bulb-outs, marked crosswalks, and raised crosswalks. ($$)
2. Improve north-south sidewalks. ($$)
3. Install parking solutions for skateboards. ($)
4. Install more parking corrals for scooters in consultation with local property and business owners. ($)

All Intersections

1. Implement intersection improvement program, including the installation of stop signs at offset 3-leg (“T”) intersections, 4-way intersections, and north-south streets; mark crosswalks with either paint, art, and/or pedestrian-activated flashing lights; install roundabouts to slow traffic; implement curb ramps; remove street trees or vegetation where necessary to improve sightlines. ($$$)
2. Install bicycle signals at intersections. The quantity of stop signs should be considered to prevent oversaturation, which could result in lower compliance. ($$)
3. Paint bike boxes at all intersections where bikes and vehicles share usage to improve the safety of cyclists. ($)

4.6 Conclusion & Next Steps

This Plan offers a comprehensive list of community-driven recommendations to make Isla Vista a safer and more accessible place for residents and visitors alike. The breadth of this chapter demonstrates the vast number of opportunities for improvement. While budget constraints are acknowledged, the aim is to pursue additional funding sources rather than limit initiatives to current financial resources. Table 4-1 summarizes the top needs assessed for each mode of mobility and identifies some of the key recommendations from this chapter that address each challenge.

The recommendations in this Plan compile the community's input based on lived experiences and require further technical and engineering evaluation. For next steps, IVCSD and stakeholders should identify appropriate funding sources for each initiative and work closely with the County's Transportation Division to assess the feasibility of top recommendations, recognizing that not all initiatives in this Plan may be practical or compatible. Initiatives with associated funding already in place and which require minimal circulation impact should be considered immediate priorities and enacted in the short-term.

This Plan is intended to be evaluated in conjunction with the Isla Vista Parking Action Plan (2024) to ensure that parking improvements are aligned with the overall mobility and transportation improvement goals of Isla Vista.

Funding Opportunities

IVCSD aims to connect with several potential funding sources to support the further evaluation and implementation of the mobility initiatives described in this community-driven Plan. The following is a non-exhaustive list of relevant grants, funds, and programs that are applicable to mobility improvements:

- CARB STEP Implementation Grants
- County Measure A Bicycle and Pedestrian funds
- California State Active Transportation Program (ATP) grants
- Congressionally Directed Spending
- Low-Carbon Transit Operations Program
- Access for All
- Transit and Intercity Rail Capital Program (TIRCP)
- County budgets for infrastructure improvements
- Clean Mobility Options (CA Energy Commission)
- County of Santa Barbara infrastructure funding
- Office of Traffic Safety grants
- Highway Safety Improvement Program (HSIP)
- Funds from the County and UCSB 2024 Settlement Agreement
- Community Development Block Grants
- Inflation Reduction Act funds
- CA Prop 4 Climate Bond funds
- Other federal and state funding opportunities

Initiatives in Progress

Several other projects that impact mobility in Isla Vista are already in progress. Therefore, it is important to evaluate the feasibility of initiatives listed in this chapter with the intended impacts of the in-progress projects in mind. Some of the key projects to acknowledge include:

- **Ocean Road housing project:** This UCSB initiative aims to build 540 housing units by the eastern border of Isla Vista, which also includes proposed changes to pedestrian, bicycle, and vehicle infrastructure. This would impact the existing access points along the eastern border of Isla Vista and may affect the safety and continuity of pedestrian and cycling usage given the proposed addition of a vehicle access point, distinction between pedestrian versus bicycle access points, and other changes. All initiatives by UCSB to build more housing for students on campus will help reduce density in Isla Vista and are encouraged.
- **Existing ATP-funded projects:** There are several initiatives related to sidewalk infill, curb ramp/crossing upgrades, and bike lane improvements currently being funded by the ATP.[9]
- **Installation of bike bollards on El Colegio Road:** The County is seeking an HSIP grant to install bollards along the eastbound Class II bike lane on El Colegio Road, from Camino Del Sur to Embarcadero Del Norte, upgrading it to a Class IV protected lane. This project aims to enhance bike and pedestrian safety by providing dedicated pathways for both modes, which addresses the issue of cyclists riding on the sidewalk due to inadequate infrastructure.

IVCSD should continue to connect with UCSB, the County, and other stakeholders that would develop projects impacting the local and regional mobility experience to ensure that efforts are not duplicated, ensure that priorities are aligned across agencies, and support the comprehensive effort to improve mobility across the Isla Vista.

Evaluating Impact

IVCSD can measure the impact of mobility improvements by tracking Vehicle Miles Traveled (VMT) and Greenhouse Gas (GHG) emissions. The County, using Replica data, has set a baseline of 106,941.81 VMT (19.97 VMT per capita). Regular tracking of these metrics will help assess progress toward reducing VMT and GHG emissions as outlined in this Plan.

Additionally, IVCSD should report on the progress of this Plan and seek the community's ongoing feedback. As this Plan is focused on supporting the community's mobility needs, it is encouraged for IVCSD to promote the completion of any initiatives to promote visibility, encourage usage, and demonstrate the effectiveness of the community's voice in shaping their mobility landscape.

[9] A map of ATP-supported improvements in Isla Vista can be found here: https://felt.com/map/Isla-Vista-ATP-HSIP-4b9AMFNQ4S89BGk889BM9AJFIA?loc=34.413093,-119.861585,15.93z

Table 4-1. Summary of Needs Versus Initiatives

Mode	Challenge/Need Identified	Initiatives in Response
Vehicle	1. Enforce parking regulations to reduce illegal parking. 2. Decrease car dependency by promoting other modes. 3. Traffic calming measures, especially along El Colegio Road. 4. Improve sight lines into intersections, add four-way stop signs. 5. Designate passenger/commercial loading zones and hours.	1. Implement Parking Action Plan strategies. 2. Implement initiatives described in this Plan. 3. Bicycle signals, marked crosswalks, and sidewalk paint are part of the El Colegio infrastructure recommendations. In general, curb bulb-outs and speed bumps are called out. 4. Stop signs, bicycle signals and bike boxes, daylighting due to AB 413, and removal of obstructions are integrated into infrastructure recommendations for all intersections. 5. A policy recommendation is to designate specific loading zone locations and hours along IV Loop and Pardall Road.
Walking	1. Improve sidewalk network. 2. Add painted crosswalks and pedestrian crossing lights. 3. Improve street lighting. 4. Add stop signs. 5. Improve sight lines at intersections.	1. Widening sidewalks, repairing pavement, removing obstructions, and building missing sidewalks are all part infrastructure recommendations for all streets. 2. While painted crosswalks and pedestrian crossing lights at unmarked crossings are not County-supported at this time, other initiatives to enhance visibility of pedestrian crossings are integrated. 3. A comprehensive street lighting improvement plan is in progress. 4. Stop signs are part of the infrastructure recommendations for all streets. 5. Daylighting recommendations are interspersed through the infrastructure recommendations for all streets.
Local Buses	1. Add direct service to popular destinations. 2. Increase bus service. 3. Increase bike rack capacity. 4. Improve bus stops. 5. Add bus stops to residential areas.	1. Service recommendations include initiating “The Wave” and promoting carsharing. 2. MTD-related recommendations encourage starting “The Wave;" adding more service especially to Lines 15x, 27, and other lines connecting to UCSB; adding morning, evening, and late-night bus services; adding more bus stops. 3. Adding more bike racks on buses is a service recommendation. 4. Improving ADA access is a service recommendation. 5. Adding bus stops to the southwest quadrant of Isla Vista is a service recommendation.

Regional Transportation	1. Improve connections to regional transportation hubs. 2. Improve information on how to make regional transit connections.	1. Direct bus connections to regional transportation stops, expanded bus service levels, and "The Wave" contribute to this. 2. IV should share this feedback with regional transportation partners and make this a part of services recommendations to improve information, especially at bus stops.
Cycling	1. Add and upgrade to multi-use and dedicated bike lanes. 2. Add bicycle racks and secure bike storage. 3. Add traffic calming and improve traffic signals/markings. 4. Improve regional cycling connections. 5. Make pavement improvements.	1. Several locations include Class I and Class IV bike lane upgrades, including Camino Corto and El Colegio. 2. Several locations include bike rack recommendations, while bike lockers are not seen as feasible on-street. 3. Bike signals on El Colegio, Pardall Road, and general intersections are recommended. 4. Increasing the capacity of bike racks on buses was recommended to encourage bike-bus connections as well as filling in bike path connectivity to commercial locations. 5. Pavement improvement is recommended for all streets, especially at the eastern border of Isla Vista.
Micromobility	1. Improve pavement conditions. 2. Improve street lighting. 3. Install secure skateboard racks. 4. Install additional scooter parking corrals/zones. 5. Enforce and lower scooter speed limits, especially for private scooters.	1. Pavement improvement is generally recommended for all streets. 2. Street lighting, particularly near intersections to ensure visibility at night, is recommended throughout. 3. Skateboard parking solutions are recommended for several locations. 4. Requiring scooter-sharing companies to use geofencing for better parking practices and leveraging parking spaces vacated by AB 413 are recommended to increase scooter parking capacity and improve behavior. 5. Policy recommendations suggest capping the speed of scooters to 10 MPH, performing sobriety tests, adding signage, and enforcing consistently.