

# Isla Vista Parking Action Plan

*Isla Vista Parking Study*

Prepared for the  
Isla Vista Community Services District  
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# Introduction

Dixon Resources Unlimited (“DIXON”) was retained by the Isla Vista Community Services District (“IVCSD”) to conduct a comprehensive Parking Study (Study). The Study included year-long data collection efforts, review of existing conditions and policies, in-person site visits, and an extensive stakeholder outreach process. The Study has resulted in this Parking Action Plan (Plan) that provides recommendations and implementation steps for integrated policies, procedures, and management strategies to optimize parking in Isla Vista. The Plan is organized by initial, near-term, and long-term strategies that aim to address the most pressing parking challenges in Isla Vista and to support the long-term success of parking management and planning goals in the community.

The Existing Conditions Assessment was developed to evaluate the current policies, programs, and environmental landscape as it relates to parking. The Parking Needs Assessment provides an overview of the existing parking supply in Isla Vista and evaluates parking utilization based on a combination of quantitative and qualitative data that was conducted over the course of this Study. Together, these two assessments have informed the development of this Plan, which aims to provide step-by-step, actionable strategies to improve parking in Isla Vista.

The Study was jointly funded by IVCSD, the County of Santa Barbara (“County”), and the University of California, Santa Barbara (“UCSB”). Representatives from each agency formed a project Steering Committee to provide input and guide the overall approach. An extensive stakeholder outreach process was done through the course of this Study, including monthly Public Parking Meetings with the IVCSD board, quarterly Steering Committee meetings, Town Hall workshops, and several virtual and in-person focus group meetings with important stakeholders in the Isla Vista community, such as UCSB students, long-term residents, business owners, and property providers in order to identify the needs, challenges, and desires as it relates to parking in Isla Vista. A full list of the stakeholder meetings that were completed as part of this Study is listed in Figure 1.

**Figure 1. List of Stakeholder Meetings**

- Stakeholder Meetings:**
- Monthly Public Parking Meetings with IVCSD Board
  - Quarterly Steering Committee Meetings
  - County Public Works
  - County Planning
  - County Fire
  - West Sanitary District
  - County Sherriff's Department
  - Isla Vista Rec and Park District
  - City of Goleta
  - UCSB Staff, Police, Students
  - SBCC Students
  - Long-term Residents
  - Isla Vista Families
  - Property Providers
  - Business Owners and Employees
  - Surfrider

As part of this Study, an Annual Parking Study was conducted to assess parking utilization in Isla Vista. From April 2023 to March 2024, data was collected monthly for all public on-street areas using license plate recognition (LPR) technology. Parking utilization at private off-street parking lots in Isla Vista were evaluated through drone imagery collection in October 2023. Data was also collected at the Goleta Beach Parking lot from August 2023 to March 2024. Additionally, the Study incorporated parking utilization data received from UCSB to analyze

parking occupancy on campus by quarter for the 2023-2024 academic year. Full results of the Annual Parking study are available in the Parking Needs Assessment.

## Parking Management Objectives

The following parking management objectives were identified through extensive outreach and discussions with the Steering Committee and the Isla Vista community to guide this Study and inform the Plan's recommendations:

1. Improve compliance with parking policies
2. Enhance safety
3. Mitigate parking congestion
4. Improve commercial parking access
5. Environmental protection
6. Improve recreational and coastal parking access

The Plan recognizes the diverse needs of the community and seeks to align its recommendations with the goals outlined above in order to enhance the overall quality of life in Isla Vista in an equitable and proactive manner.

## Policy Considerations

Any future parking management or policy changes in Isla Vista must take into account several key policy considerations, as parking in Isla Vista is subject to a variety of policies and is under the jurisdiction of several government agencies. Evaluation of the relevant Santa Barbara County Code sections, California Vehicle Code ("CVC") sections, and the daylighting legislation are available in the Existing Conditions Assessment. Additional policy considerations for parking in Isla Vista are described below.

### Parking minimums

Parking minimums are regulations set by municipalities that require a certain minimum number of parking spaces to be provided for various types of buildings and land uses. In recent years, there has been a trend of waiving parking minimums, sometimes replacing them with maximums or removing requirements altogether especially around public transit. Assembly Bill (AB) 2097 prohibits local agencies from imposing a parking minimum requirement on any residential, commercial, or other development project that is located within half a mile of a major public transit stop, which includes bus stops where 2 or more bus routes intersect with a service frequency interval of 20 minutes<sup>1</sup> or less during peak commute times. The intent of this legislation stems from goals of lowering the cost of development to make housing more affordable and increasing the density of housing around public transit in order to reduce car ownership and parking demand. However, in the context of a densely populated community like Isla Vista where there is an extreme level of parking congestion, it can be expected that

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<sup>1</sup> AB 2097 defines a bus stop with 2 or more bus lines as a 'major transit stop' if it has a frequency of 15 minutes or less. However, AB 2553, which passed on September 19, 2024, revises the definition of a 'major transit stop' to increase the service interval frequency to 20 minutes.

parking challenges will be amplified in the community unless a proactive approach is taken to address the fact that there are too many cars in Isla Vista. Recent legislative changes have also opened doors to allow developers to propose housing projects in Isla Vista without providing any on-site parking, which will further place a strain on the public parking supply. The recommendations in this Plan aim to address the core root of the parking issues in Isla Vista by reducing car dependency and ownership, which can potentially help alleviate the impacts of policies like AB 2097.

### **Accessory dwelling units (ADUs)**

Accessory dwelling units (ADUs) are smaller housing units located within the same property of the primary single-family home, and can either take form as standalone structures, converted garage units, or an additional living quarter within the main structure. ADUs are commonplace in Isla Vista, as property owners try to maximize housing supply by converting their garage space into habitable units and accommodate as many residents as possible amid a housing shortage. Assembly Bill 68 outlines several conditions under which ADUs are exempt from parking minimum requirements, including being located within half a mile of a public transit stop. These exemptions can increase the demand for on-street parking, as property owners are not required to provide parking for ADU residents. As a result, more residents may struggle to find available on-street parking. Any future parking management and policy changes in Isla Vista would need to consider how to address this additional demand for residential parking due to the increasing number of ADUs.

### **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 parking space configurations on public rights-of-way in Isla Vista, such as adding curb markings, converting parallel spaces to angled spaces, or installing regulatory signage, may face challenges related to PROWAG requirements. Specifically, there are mandates for a minimum number of accessible parking spaces at a ratio of 1 accessible space for every 25 regular spaces, as well as strict sidewalk width requirements. These modifications could also be costly, so it is important to thoroughly assess PROWAG requirements when evaluating the feasibility of the recommendations outlined in this Plan.

### **California Coastal Commission**

Isla Vista is located within the coastal zone, which means that any parking policy changes within Isla Vista would necessitate Coastal Commission approval. Parking management in Isla Vista should be aligned with the Coastal Commission's values and priorities of preserving access to the coast, protecting the coastal ecosystems, and promoting sustainable development. Given that the results of the Annual Parking Study show there is significant over congestion in Isla Vista with limited parking availability, there is potential for a strong case to be made for parking management policies such as a Residential Parking Permit program to influence the number

of cars that are parked on-street and reduce vehicle congestion, which would align with Coastal Commission values.

### **Agency Collaboration for Plan Implementation**

Adoption of this Plan must occur through a collaborative effort between the IVCSB Board and the County of Santa Barbara Board of Supervisors. Given that parking in Isla Vista is under the jurisdiction of several government agencies, this collaboration will help ensure that the proposed initiatives are effectively executed in a way that aligns with the different agencies' values to maximize the benefits for all stakeholders involved, ultimately enhancing the quality of life for the Isla Vista community.

## Phase 1. Initial Strategies

***The following strategies are intended to address some of the most immediate parking management objectives and impacts, including safety and accessibility issues, illegally parked vehicles, and to start encouraging a change in parking behavior by drivers in Isla Vista.***

### 1-A. Establish a Parking Compliance Program

Due to insufficient staffing, parking enforcement in Isla Vista is inconsistent and primarily focuses on responding to complaints. Currently, the CHP supports parking enforcement in Isla Vista by issuing parking citations based on CVC and County Code violations, with assistance from the Santa Barbara County Sheriff's Office and UCSB Police Department. CHP is the designated agency to tow vehicles, such as those that block driveways. Response times can be slow as CHP is focused on keeping the U.S. Highway 101 safe with limited staffing. In the past, the Sheriff's Office had funding for parking enforcement, but that funding has since gone away. Currently, both agencies are facing staffing shortages and are operating with less than the optimal amount of parking enforcement coverage. Given this current lack of enforcement in Isla Vista, IVCSO or the designated parking enforcement agency – such as County of Santa Barbara Public Works or the Santa Barbara County Sheriff's Office – should establish a Parking Compliance Program and begin by enforcing the current policies as posted. This includes blocked driveways and sidewalks, parking in front of fire hydrants or red curbs for emergency vehicle access, double parking driveways, blocked curbs and crosswalks (including sightlines), and 72-hour violations. Consistent enforcement will improve compliance and allow IVCSO and the designated parking enforcement agency to evaluate the true impact of existing policies to better understand what policy changes are needed next. Before any other parking management strategies are implemented in Isla Vista, compliance with existing rules is a necessary foundational step for getting started. The Parking Compliance Program can help enhance safety and accessibility by keeping roadways, driveways, and sidewalks clear, while also mitigating long-term on-street car storage within Isla Vista, primarily by non-Isla Vista residents, such as those living at UCSB's campus housing (which includes at least 10,000 students aside from 9,000 that live in Isla Vista). On-street parking is not intended to be utilized like a parking lot, and if someone doesn't use their car regularly, they should store their vehicles at an off-street parking location outside of Isla Vista (see Strategy 2-H). While enforcement of the 72-hour rule will be impactful, addressing the long-term on-street car storage is an important and necessary step to move the needle on parking congestion.

The Parking Compliance Program will also be an important asset to the Del Playa Road sidewalk extension project, as active enforcement would help keep the sidewalk clear of vehicles and maintain pedestrian access. Current trends and observed parking occupancy data indicate that, without proper enforcement, the sidewalk would most likely end up being used as additional on-street parking space once constructed. Consistent parking enforcement is a critical component of the broader mobility strategy for Isla Vista, as it will help create a solid foundation for a more accessible and safe transportation landscape in Isla Vista. Parking



enforcement will play an essential role in the success of future mobility enhancement projects, including those outlined in the Mobility Study (see Strategy 2-I).

In order to build an effective enforcement program that is seen as a benefit to the community rather than a purely punitive measure, the program should utilize a customer-friendly Parking Ambassador model of enforcement with a focus on customer service and education, which would allow interactions between parking staff and the community to be a positive experience.

In addition to the Parking Ambassador approach, an extensive education and outreach campaign should be incorporated into the program, such as hosting “Parking 101” workshops at the beginning of each academic year to educate students about parking policies, collaborating with organizations such as the Isla Vista Tenants Union to hand out informational flyers that cover parking policies and etiquette to Isla Vista residents in the weeks leading up to the start of Fall Quarter when most students are returning to Isla Vista, and using social media campaigns to communicate these topics to the larger community. As part of the educational campaign, warning notices should be handed out to educate drivers on the parking policies and to encourage a change in behavior. It is recommended that the warning notices be as noticeable as possible, such as using bright pink flyers or incorporating other eye-catching elements. However, citations will still be needed in cases of egregious, safety, and repeat violations to effectively enforce parking.

To maximize efficiency and coverage of parking enforcement, Parking Ambassadors should be equipped with mobile license plate recognition (LPR) technology and a parking citation management system (CMS) with handhelds and printers. The use of technology will help automate some traditional methods of enforcement and can help streamline the backend administrative and operational processes related to parking enforcement.

**Figure 2. Example approachable Parking Ambassador uniform**



**Figure 3. Example mobile LPR cameras**



### **Actions**

- ✓ **Confirm legal authority**

A legal review has identified that the IVCS D Charter enables the establishment of a parking compliance program.

✓ **Estimate staffing levels and equipment needs**

It is recommended that IVCS D launch the initial program with three full-time Parking Ambassadors to enable daily coverage. The program should include a mix of car and bike patrols with vehicle-mounted mobile LPR cameras.

✓ **Evaluate funding options**

IVCS D has begun to estimate the annual operating expenses associated with a compliance program and is exploring potential funding sources and budgeting options. The IVCS D may be eligible for funding that supports the purchasing of electric vehicles for District use, including parking enforcement, through grants offered by the non-profit Central Coast Community Energy (3CE).

□ **Establish Isla Vista as a Parking District**

This is an initial step in establishing IVCS D’s authority to implement and enforce parking policies. This will also enable IVCS D to contract with a parking operator for parking enforcement services. With the designation of a parking district (or multiple parking districts) within the geographical boundaries of Isla Vista, IVCS D would be required to establish a Parking Place Commission (“Commission”) in order to exercise the powers of a parking district as described in the IVCS D Charter. The Commission would have authority over the parking areas within the designated parking district(s), enabling the Commission to operate, manage, and control the parking assets and enforce all necessary regulations and policies for their use. IVCS D would then be prompted to enter into an agreement with the County to establish a formal delegation of authority from the County to the IVCS D to be able to enforce County parking codes in the parking district(s).

□ **Ongoing coordination with local law enforcement agencies**

Preliminary discussions have identified that the County does not currently have the resources to dedicate staff solely to parking enforcement. Coordination with the County and UCSB enforcement agencies should continue in order to define roles, responsibilities, cross-communication, and operating procedures as IVCS D establishes its parking compliance program.

Details such as the following will need to be determined:

- Whether IVCS D can establish ordinances governed and managed by IVCS D or if existing County ordinances must be used for parking violations;
- Whether IVCS D will have the authority to enforce California Vehicle Code parking violations;
- Whether IVCS D or the parking authority can leverage the Sheriff’s Office’s Law Enforcement Agency (LEA) code to gain Department of Motor Vehicles (DMV) access for parking citation processing and notifications;

- Responsibility for posting/maintaining regulatory signage;
- Communication and data sharing protocols;
- Strategies for addressing vehicle habitation and promoting the existing Safe Parking Program; and
- Responsibilities and procedures for towing and impoundment.

**☐ Evaluate citation fee amounts and revenue distributions**

If it is determined that IVCSO can establish ordinances governed and managed by IVCSO for parking violations, this would necessitate the establishment of an accompanying citation fine schedule. If so, the IVCSO should consider establishing fee amounts that are similar to or consistent with the existing County fine schedule. There could be an opportunity to consider an escalating scale for fine amounts where repeat violations cost more based on a tiered pricing structure.

**☐ Establish an LPR data privacy and retention policy**

California law requires the establishment of an official policy that determines how LPR will be utilized for parking enforcement including how long data is retained, the security and access protocols, and training requirements. Most agencies retain license plate number data that is associated with a parking citation during the timeframe in which a citation is still active (whether it be unpaid, or is being contested) but other data can be purged within a specific timeframe such as 1 week or 24 hours. Anonymized data should be utilized for ongoing parking metrics (see Strategy 1-B).

**☐ Procure staffing and technology**

IVCSO intends to contract with a parking operator to provide the staffing for the program. Additionally, the parking operator agreement can include the necessary technology, vehicles, uniforms, and other equipment to support the operation. The use of mobile LPR and an automated citation management system are recommended to optimize operations.

The agreement would be structured based upon performance metrics such as staffing levels, coverage hours, customer service, and communication. Vendor payment is never based upon the number of citations issued since the goal of the program is compliance. An effective parking operation may see a decline in citations issued over time as drivers learn to follow the rules. The benefit of working with an experienced contractor is that they can be held to contractually defined performance standards and will be able to efficiently scale the program over time.

**☐ Enforce current policies and measure impacts**

The program must initially focus on enforcing the current parking policies in order to understand how the parking system functions when there is an effective level of compliance. Until a robust parking compliance program is implemented, it does not make sense to introduce any new parking management policies since the actual needs and impacts of parking in Isla Vista may otherwise be unclear. For example, some property management companies do not sell all of their off-street parking permits. Once on-street parking enforcement is

consistent, this is expected to influence demand for and utilization of private property parking. Starting with the basics of enforcing the current parking policies as posted will help IVCS D understand the true demand for on-street parking before formulating future parking management policies and programs.

The highest priority for enforcement will be addressing the illegal parking behavior that is contributing to safety impacts such as red-curb violations, double-parking, and blocked driveways. Consistent coverage and enforcement will help change behavior, but, if necessary, IVCS D may consider implementing physical impediments such as bendable temporary pylons to prevent red zone parking, or painting markings adjacent to driveways to demonstrate the required set-back (see Strategy 2-C). Considering the costs associated with such infrastructure changes may be significant especially if implemented throughout the entirety of Isla Vista, it is recommended that IVCS D wait until after the revenue from the parking compliance program is sufficient to cover these costs before proceeding, This will help ensure the program remains financially sustainable.

**Figure 4. Red curb violation in Isla Vista**



Consistent management of the time limits and loading zones in the commercial core such as around the Loop will also be important for maximizing customer access to Isla Vista businesses. For the purposes of this Study, “the Loop” is defined as the streets encompassing the main commercial core of Isla Vista, including Pardall Road, Embarcadero del Norte, and Embarcadero del Mar, as seen in Figure 5.

**Figure 5. Map of the Loop**



California Vehicle Code Section 22651(k) defines that if a vehicle is parked or left standing for more than 72 consecutive hours on the street it is subject to a citation and/or towing, authorized by Section 23-13.1 and 23-13.2 of the Santa Barbara County Code. The purpose of the rule is to keep abandoned vehicles off the street. The enforcement and towing procedures would need to be defined in coordination with local law enforcement agencies. Based on the findings of the Annual Parking Study, it is evident that a significant number of residents are utilizing the public on-street parking supply as a long-term parking storage option in excess of 72 hours. Due to the extreme level of parking congestion in Isla Vista, it is important to uphold the 72-hour rule and work proactively with the community on alternative options that seek to offset car ownership and local car storage on the street. The IVCS D can also work in coordination with UCSB and property management companies on education and messaging

campaigns to discourage incoming students and residents from bringing their cars (see Strategies 1-B and 1-C).

The use of LPR technology will allow the IVCSO to conduct ongoing review of parking utilization metrics (as was done during the Annual Parking Study) to evaluate next steps (see Strategy 1-B).

**□ Expand and adjust the parking compliance program as needed to support other strategies**

As described earlier, the initial focus of the parking compliance program will be to enforce the existing parking policies to understand their true impacts and needs. Once the parking compliance program has been in place for 3-6 months, and the impact on parking behavior and utilization has been measured, then it will be appropriate to consider potential changes to parking policies and programs.

The benefit of working with a parking operator is that the program can be efficiently expanded and adapted as needed to incorporate any new shared parking agreement sites (see Strategy 2-B). For instance, the IVCSO has had preliminary discussions with the County regarding the Solar Parking Lot and the ability to potentially take over management of this location.

Parking compliance operations can also be adjusted as new potential parking management strategies are introduced over time. Consistent parking enforcement coverage is expected to increase compliance and influence parking behavior and utilization. This will help determine whether certain policy and program changes are necessary based on the outcomes observed. Several of the near-term strategies outlined in Phase 2 rely on effective parking enforcement. For instance, if a Residential Permit Parking Program is introduced (see Strategy 2-A), the permit policies will need consistent enforcement for the program to be effective. The citation management and LPR systems used by the Parking Ambassadors can be configured to enable permit parking enforcement, and the staffing levels can be adjusted as needed to ensure adequate coverage when new strategies or operating times are introduced.

## **1-B. Collect ongoing parking utilization data**

Ongoing data collection and evaluation will be essential to ensuring the program adapts to best fit the needs of the community. Data-driven decisions will enhance the success of parking management strategies by allowing the IVCSO and the parking enforcement authority to remain flexible in their approach. In addition to serving as a parking enforcement tool, IVCSO can leverage the data collected by the mobile LPR cameras to continuously monitor the program's effectiveness and analyze the parking occupancy and utilization metrics.

### **Actions**

**✓ Conduct an annual study to determine baseline parking utilization trends**

The Annual Parking Study was the first time that data was collected on a monthly basis throughout an entire year. Results are available in the Parking Needs Assessment. The data collection efforts as part of this Study enabled the assessment of seasonal parking utilization

trends at all on-street parking areas in Isla Vista and will help provide a baseline reference for measuring the effects of parking strategies that are introduced.

**☐ Leverage mobile LPR for ongoing data collection during parking enforcement**

The use of LPR is the most efficient and cost-effective way for the IVCS D to capture ongoing parking data since this tool will already be deployed for parking enforcement purposes. Data will automatically be collected during regular parking enforcement patrols that can be leveraged to produce key parking metrics without the need for a dedicated study or additional sensors.

**☐ Work with a parking data analysis vendor to process the LPR data**

As was done in the Annual Parking Study, the raw data should be anonymized and processed to produce key metrics such as parking occupancy and duration trends. Data should be analyzed to monitor parking demand trends by time of day, day of week, and month.

<b>Data Type</b>	<b>Calculation</b>	<b>Evaluation</b>
Occupancy	Vehicles Counted ÷ Total Supply of Spaces	Areas that are near or above 85% may require policy adjustments to distribute parking demand to underutilized areas.
Duration	Length of time vehicle observed (requires multiple rounds of data collection per day)	Can be used to monitor for length of stay and evaluate compliance with time limits. Policies like time limits and paid parking can increase turnover by reducing length of stay.

The parking industry standard for the target parking occupancy rate is 85%. At this rate, there are enough vacant parking spaces to: 1) minimize congestion from drivers searching for spaces; and 2) reduce oversupply, which is an inefficient and costly use of valuable land. Parking management and policy decisions should be based on the 85 percent occupancy target.<sup>2</sup>

The Annual Parking Study identified that parking occupancy often exceeds this threshold, and in many cases even exceeds 100% capacity due to illegal parking. The extreme level of congestion that exists in Isla Vista will make it challenging to reach the 85% occupancy target until parking management strategies are introduced.

**☐ Publish data reports and make data-driven decisions**

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<sup>2</sup> Peak periods resulting from special events or holidays are typically managed by exception. It is okay for parking occupancy to periodically exceed 85 percent, and it is unrealistic to achieve the 85 percent target at all times. Instead, the 85 percent target is meant to be a helpful measure to evaluate when parking policies may need to be adjusted, especially in areas where the threshold is frequently surpassed.

Periodic (seasonal or monthly) data reports could be published to facilitate data-driven policy decisions and transparency with the community. The findings should also be shared during public outreach efforts and IVCS D Board presentations when evaluating and proposing parking policy updates. This will enable a transparent planning approach and data-driven decisions. Incremental adjustments to the program can be communicated to the public on a scheduled basis to provide a transparent and predictable parking experience. Ongoing data collection using LPR technology and data analysis would enable the IVCS D to evaluate future parking management strategies and continue to make data-driven decisions.

### 1-C. Evaluate options for Camino Majorca

Camino Majorca is a dirt parking area owned by the County on the westernmost end of Isla Vista that frequently has illegal parking impacts including abandoned vehicles, 72-hour limit violations, and oversized vehicles. This location is ideally suited for coastal access parking due to its proximity to Devereaux Beach.

**Figure 6. Camino Majorca**



#### **Actions**

##### **Evaluate options to formalize and regulate parking**

A variety of solutions have been proposed by community members, including enforcing a no overnight parking rule and implementing designated coastal visitor parking to support coastal access. IVCS D should pursue an assessment to determine the feasibility of these proposed ideas in collaboration with the Surfrider Foundation and other related organizations to ensure the needs of the community are properly addressed and to preserve coastal access.

##### **Pursue a community engagement process to finalize the scope and design**

The community largely agrees that the parking situation at Camino Majorca should be improved. Depending on which options are determined feasible by an assessment, a community engagement process would be useful in finalizing the path forward.

### 1-D. Coordinate with UCSB to further discourage car ownership

IVCS D can work in coordination with UCSB and SBCC on discouraging students from bringing cars through proactive messaging and education campaigns. Offsetting car ownership within the community is important as there is already an extreme level of parking congestion in Isla Vista that often exceeds 100% due to illegal parking, which raises multiple safety and accessibility concerns. Additionally, the community must anticipate the impacts of statewide legislation that could put further pressure on the already limited amount of parking supply including the elimination of on-street parking within 20 feet of intersections, the ability to build housing with little to no on-site parking supply, and the ongoing ability to convert garages into ADUs.

UCSB will also be constructing additional housing supply without parking to meet the high level of anticipated housing demand, and as a result, demand for parking in Isla Vista is expected to continue increasing as residents of UCSB housing, adjacent to Isla Vista, who choose to not purchase a campus permit would likely end up parking in Isla Vista. This underscores the importance of a parking compliance program to prevent the use of Isla Vista as car storage.

Enhancements that are implemented as a result of the Mobility Study that will improve access to alternative modes of transportation such as walking, biking, and transit, would help make it easier for Isla Vista residents and specifically UCSB students living on campus to not have to bring their cars. In addition to a reduced reliance on personal vehicles, the use of alternative modes of transportation could also help promote sustainability efforts and reduce the environmental impacts that come from car dependency.

### **Actions**

- **Develop education campaign schedule**

The schedule should consider the timeframes when new students are moving in and focus outreach on those new user groups as they are admitted. IVCS D should consider collaborating with UCSB through their Orientation Program to reach as many students as possible when they first move into campus or Isla Vista. It is recommended that IVCS D collaborates with organizations such as Gaucho Tour Guide Association, Gaucho FYI, SBCC Orientation, UCSB Housing and Residential Services, and UCSB Residential Housing Association.

- **Determine outreach strategies and work in coordination with UCSB and SBCC to develop and promote information**

The education campaign can highlight factors such as:

- Extreme congestion in IV and lack of available parking options and high cost of car ownership, plus eventually including the fact that there is enforcement.
- Access to alternative modes of transportation that can offset the need for owning a vehicle, with emphasis on how to get around on bike (including bike etiquette and safety) and transit locally, as well as regional transportation options to visit home counties.
- Ride-sharing resources including promotion of the UCSB Rideshare Facebook group or other similar opportunities to coordinate with other students as needed for rides to visit home.
- "The Wave" on demand microshuttle service, which provides a way for students to access full-service grocery stores and other needed services not found in Isla Vista.

### **1-E. Coordinate with private property owners to mitigate impacts**

The Annual Parking Study identified an extreme amount of parking congestion off-street in private parking lots and driveways, and cars are often tightly squeezed into driveways beyond the level of intended capacity, sticking out into sidewalks. Due to safety and accessibility impacts, the IVCS D should work proactively with property managers on messaging to tenants



about the proper use of on-site parking and what to expect about parking in Isla Vista in general.

### **Actions**

#### **✓ Develop a contact list of property providers**

A contact list was developed as part of the Parking Study based on posted property management company information throughout Isla Vista.

#### **☐ Form a property association group that can be leveraged for messaging and coordination**

Messaging should also educate incoming residents who are not familiar with Isla Vista that the on-street parking is extremely limited and is consistently enforced (with the implementation of the parking compliance program outlined in Strategy 1-A). Messaging can also inform residents about the challenges with trash pick-up when cars block dumpster access, the importance of keeping driveways and sidewalks clear, as well as emergency vehicle access and other considerations when it comes to parking in order to encourage compliance and accessibility.

#### **☐ Promote the utilization of car sharing vehicles on private properties**

Private property owners can incorporate one or several car sharing vehicles that can be stored on-site to allow their residents access when needed. This strategy can offset the need for residents to bring their own vehicles since they would be able to leverage the shared vehicle when needed and rely upon other modes of transportation like walking, biking, and transit to meet their typical needs.

## Phase 2. Near-term Strategies

***The following strategies should not be developed or confirmed until there is a baseline understanding of how parking behavior and utilization is impacted by consistent parking enforcement.***

The strategies in Phase 1 will continue into Phase 2 and beyond:

- The parking compliance program should continue to operate to promote compliance, which will enable many of the following strategies to be successful.
- Continued community engagement in coordination with UCSB and private property owners will be important especially as new student populations and community members move into Isla Vista.
- The ongoing collection of parking data will enable data-driven policy decisions so that the parking management approach can be adapted in response to evolving impacts. The parking enforcement agency is encouraged to adjust the implementation approach as needed.

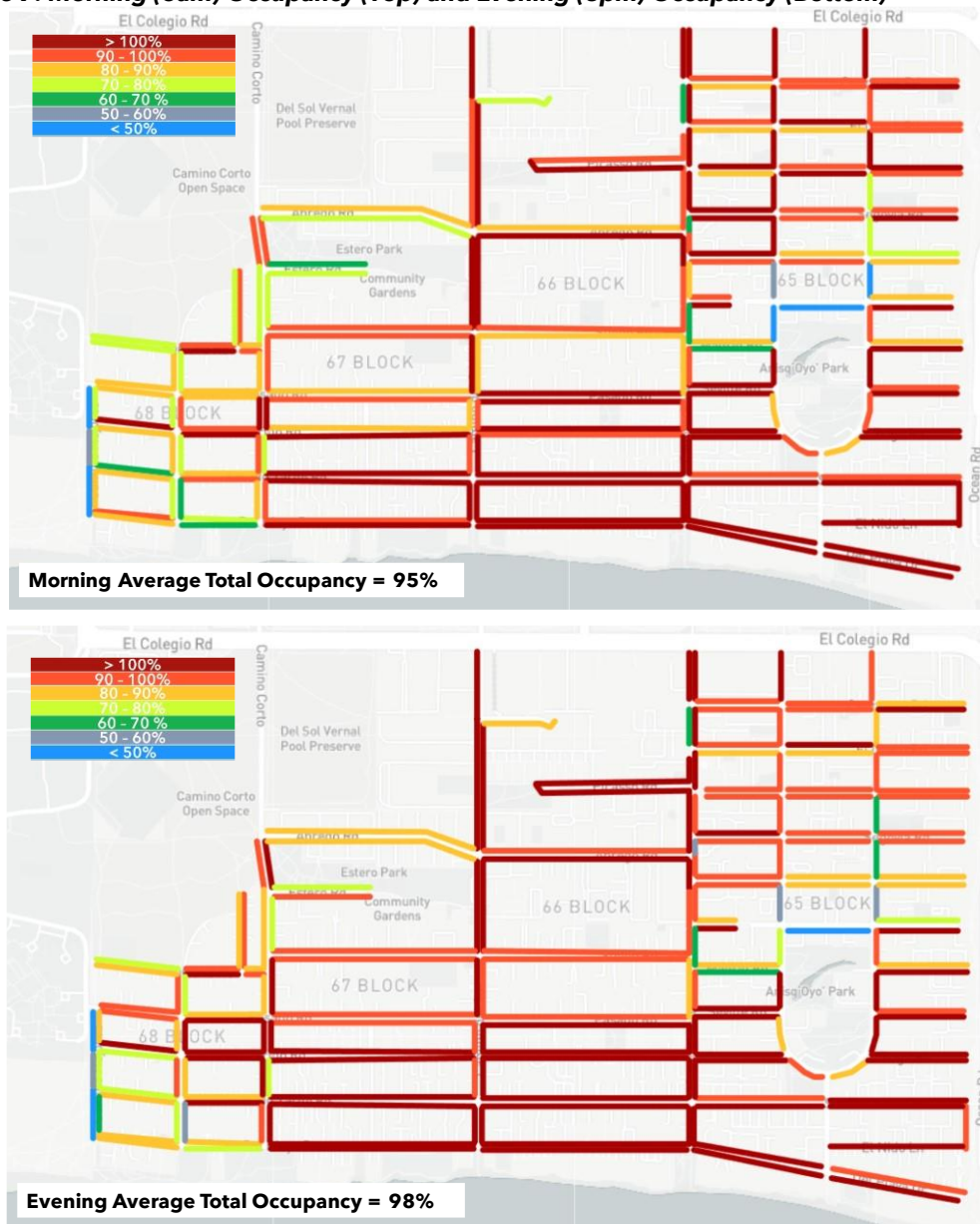
The following strategies should be pursued in the near-term over the next few years:

### 2-A. Develop a Residential Permit Parking Program

A Residential Permit Parking (RPP) program would enable the parking enforcement agency to limit the number of cars per household that can be parked on the street as a strategy to mitigate congestion. In most communities, an RPP program is intended to safeguard on-street parking access for residents in areas where there are spillover parking effects from a nearby parking demand generator. Along with the spillover parking effects as a result of UCSB students who live on campus storing their vehicles in Isla Vista, the challenge is that in reality, there are too many cars and not enough on-street parking spaces to meet the demand of residents alone. This is evident from the findings of the Annual Parking Study, which found that on-street parking occupancy was highest (usually exceeding 100% capacity) during the 5am and 8pm rounds (see Figure 7), when classes are not in session and most residents are likely at home. It is important to consider that in addition to a large student population, there are also many working families, multi-generational households, and other long-term residents that live in Isla Vista. An RPP program in Isla Vista should account for their needs and should not introduce blanket rules.

The primary challenge that the RPP program in Isla Vista would be designed to address is the sheer number of vehicles owned by residents compared with the limited on-street parking supply. Housing is dense in Isla Vista, and in some cases, there are upwards of 16 adult residents living in a single household, many of whom have cars. The goal of an RPP would be to design a program that provides equitable access to parking while acknowledging the reality that there is simply not enough space for the current number of cars.

**Figure 7. Morning (5am) Occupancy (Top) and Evening (8pm) Occupancy (Bottom)**



## **Actions**

- ✓ **Collect a year of data to evaluate on-street parking congestion**

The Annual Parking Study captured a full year of data which will be useful in designing the RPP program and preparing for Coastal Commission review. The parking utilization data collected as part of the Annual Parking Study demonstrates that curb space in Isla Vista is severely congested, with occupancy rates exceeding 100% in many cases, and that parking needs to be managed to address major safety and accessibility concerns, as well as quality of life issues. Full results of the Annual Parking Study are available in the Parking Needs Assessment.

- **Ongoing parking data collection**

Parking behavior and utilization trends will shift in response to the introduction of a parking compliance program, so the impacts should continue to be measured to determine whether an RPP program would be beneficial, and if so, how to structure the program.

**□ Develop a new proposed RPP program framework**

The County previously proposed a “Managed Parking Program” twenty years ago which included a residential preferential permit parking program. At the time, the Coastal Commission approved it with several conditions and issued a Coastal Development Permit that provided the County until November 2011 to initiate the program. While the program was not introduced, referring to the previous framework can help the IVCS and the parking authority understand the Coastal Commission priorities and develop a similar program for moving forward.

The County’s proposed program included several locations with public coastal access parking spaces with 4-hour time limits, aiming to balance coastal access while preventing long-term car storage on the streets. Metered parking was previously proposed for the commercial area, with policies starting as early as 7:00am in order to make sure that the spaces are available for customer parking by the time that businesses open. It will be important to design an approach that prevents residents that live near/above commercial spaces from taking advantage of the commercial area parking. The original program proposed to limit non-resident parking in the majority of residential areas to no more than one hour, while allowing them to park in residential areas on weekend mornings from 5 am to noon to facilitate coastal access. Moving forward, it should be evaluated whether a 1-hour time limit provides sufficient coastal access, and whether adjustments or alternative options on certain days and times (such as weekends and holidays) would be appropriate, given the priority of coastal access. Additionally, residents would have been eligible to purchase parking permits that would exempt them from the time limit restriction, which is a common approach in residential parking permit programs.

The following should also be considered based on recent evaluations:

- The Annual Parking Study data demonstrates a lack of on-street parking availability for coastal access, street sweeping, and emergency vehicle access.
- Permit restrictions would limit the number of cars congesting the streets, which could improve access to the coast for visitors looking for parking.
- A permit could be required to park overnight in the residential areas (when beaches are not commonly visited).
- Camino Majorca could be designated as coastal access parking (see Strategy 1-C) and could be excluded as a permit parking location. This would need to be determined in coordination with the Surfrider Foundation and the environmental impacts of this location should also be evaluated.
- A reduced permit rate could be offered for electric vehicles in order to promote sustainability and reduce emissions by the coast.
- The additional enhancements that are being planned as part of the Mobility Study will enhance coastal access via other modes of transportation.

The following should be considered from an equity standpoint:

- No more than one permit should be available per driver. In the case that a resident has more than one car, it does not make sense to allow them to use the on-street parking supply to store their excess vehicle(s).
- Beyond a one permit per driver policy, there likely needs to be an additional cap on the total number of permits that each household is eligible for due to the high number of residents in some households and the limited on-street supply.
  - Ideally those in living arrangements with several roommates or housemates would be encouraged to share cars, carpool, and/or rely upon alternative modes of transportation.
- Residents who have their vehicle registered to their address in Isla Vista should be prioritized for eligibility of the permit. This would help prioritize long-term residents.
- Permits must have a cost associated with them to make the program sustainable. Additionally, the on-street public parking assets are a valuable and limited resource. Charging for on-street permits will encourage residents with access to off-street parking (either on their property or a remote parking option) to utilize those resources instead.
- Permit rates should be affordable and equitable.
- Disabled parking placard exemptions should be considered, as CVC Section 22511.5 allows those with a disabled placard to park on streets designated as RPPs. The IVCSO or the parking authority would need to consider on-street handicap parking designations in accordance with PROWAG.

**☐ Seek approval from the California Coastal Commission**

The parking authority responsible for developing an RPP program in collaboration with the IVCSO must apply for a Coastal Development Permit (CDP) and seek approval from the Coastal Commission to initiate such a program. The use of the Annual Parking Study data is intended to provide a wealth of information to support the decision-making process with a comprehensive evaluation.

**☐ Launch an education and outreach campaign**

The community should continue to be informed of the upcoming RPP program and provided with regular updates on the status, what to expect, and eventually how to apply for the program.

**☐ Adopt the program and finalize the business rules and operating plan**

The IVCSO and the parking authority should prepare to address the associated signage plan, parking enforcement coverage, permit management approach, and community outreach process.

**☐ Procure a parking permit management system**

A permit management system (PMS) would allow for easy online applications and efficient enforcement. This will offer customer convenience and streamline the administrative support requirements. An online portal should be provided with self-managed accounts to log in, create an account, apply for a permit, upload supporting documentation, purchase, and make

edits. The parking authority<sup>3</sup> could then review pending applications, review supporting documentation, approve/deny applications, send notifications and alerts, and run reports.

Since the parking compliance operation will leverage LPR technology for parking enforcement, it is recommended that the permit management system be configured for virtual parking permits. This means that instead of physical hangtags or decals, the license plate number becomes the permit identifier. This will allow for efficient enforcement using LPR technology.

The IVCS D and the parking authority should seek out a flexible system that can accommodate a variety of business rules. The same system can be leveraged for all parking permit types including any future employee permits (see Strategy 2-J).

#### **Enable residents to begin applying for and purchasing permits**

After determining when the program will go live, the permit management system should be launched, and the community should be given a period of time to submit their applications and purchase permits ahead of time.

#### **Make operational adjustments**

The IVCS D and the parking authority should work with the Parking Operator and selected permit management system vendor to configure and prepare the approach.

#### **Install regulatory signage and launch program**

Installing signage and beginning enforcement will be the final steps of going live with the program. The Parking Ambassadors should continue to utilize LPR for enforcement, which will capture valuable ongoing data to evaluate the effects of the program over time.

## **2-B. Pursue shared parking agreements**

Shared parking agreements are becoming increasingly common in the parking industry as an opportunity to leverage parking supply owned by private or other public entities for public or permit parking uses. Typically, a shared parking agreement is meant to be mutually beneficial by leveraging the parking supply during times when it is typically underutilized with agreed upon parameters, which can provide another revenue stream for the property owner. The parking lot owner would authorize the parking authority to implement and post signage and equipment as needed for the specific parking use on the property, such as permit parking. Shared parking

**Figure 8. Example Residential Permit Parking Program signage**



<sup>3</sup> These administrative functions could also be outsourced to the PMS vendor, or handled by the Parking Operator selected by the parking authority if desired.

agreements are the most cost-effective way of increasing the available parking supply since they optimize the use of existing infrastructure and avoid the costly investment in building and maintaining new facilities. The Parking Compliance program could be leveraged for parking management at private properties with a revenue share.

## **Actions**

### **☐ Evaluate potential shared parking agreement locations**

IVCSD has had preliminary discussions with the County regarding the Solar Parking Lot to evaluate whether the County would be interested in having IVCSD take over parking management at this location. This should be further explored once the parking compliance operation is established.

IVCSD can proactively reach out to other property owners to explore the possibility of partnerships elsewhere in and around Isla Vista.

### **☐ Develop a shared parking agreement template**

At a minimum, a shared parking agreement typically considers the following:

- Term and extension: Evaluates the return on investment and ensures that the contract terms allow for potential redevelopment in the future if needed.
- Use of Facilities: Establishes available hours, number of spaces, time limitations and ensures that the base user will retain use at the end of the sharing period.
- Maintenance: Evaluates and incorporates the added maintenance and operation costs.
- Lease costs: Cost of the lease and any negotiated revenue shares.
- Operations: Considers revenue collection operations (if applicable) and enforcement/management strategies.
- Utilities and Taxes: Determines the responsible parties and any cost sharing agreements.
- Signage: Considers opportunities for consistency with signage and branding.
- Enforcement and Security: Determines who will handle enforcement and towing.
- Insurance and Indemnification: Considers litigation with any cost sharing.
- Termination: Identifies the grounds for termination or cancellation.

### **☐ Pursue partnership opportunities and adjust operations as necessary**

As shared parking agreements are established, the parking authority should work with its Parking Operator to adjust operations and support the agreements as defined.

### **☐ Evaluate how the compliance and RPP programs in Isla Vista influence parking availability at UCSB and surrounding areas**

The Annual Parking Study identified some UCSB parking areas were underutilized at times, which could present a potential opportunity for shared parking. However, this should not be pursued until after initial implementation actions are introduced in Isla Vista. This is because parking behavior could shift dramatically once the proposed Parking Compliance Program is

introduced, parking is consistently enforced, and other policies are introduced such as the proposed RPP program. UCSB is encouraged to continue to monitor how parking utilization on UCSB properties changes over time to determine whether there is additional capacity to allow for public parking at certain locations and during certain times.

As parking management decisions are made in Isla Vista, IVCSB should work with the City of Goleta to keep them informed of upcoming policy and program changes that may potentially have spillover impacts. IVCSB should also consider collaborating with the City of Goleta to identify any existing underutilized publicly or privately-owned parking supply that could potentially be used for shared parking opportunities. However, similar to the case with UCSB, changes in parking management in Isla Vista could potentially have an impact on parking availability in the adjacent neighborhoods of Goleta. Close monitoring of the impacts to parking availability after the proposed Parking Compliance Program is introduced would be important to consider before any discussions relating to shared parking agreements are pursued between the IVCSB and the City of Goleta.

## **2-C. Add space delineators near driveways**

Cars are often parked in a way that blocks access to/from driveways. Coupled with enforcement, space delineator markings would make it clearer to drivers that they cannot park too close to a driveway. This approach has been successful in other communities, such as the Canal neighborhood in San Rafael where thermoplastic markers were introduced to improve parking space utilization. While it requires upkeep and the associated maintenance costs could potentially be restrictive, it is helpful for addressing oversized vehicles, blocked driveways, and emergency vehicle access, and it generally brings a sense of order to the streets.

Although space delineators could potentially be effective in preventing blocked driveways, it is important to consider that any markings made for a parking space would require a handicap stall at a ratio of 1 to 25 (approximately 111 spaces in Isla Vista<sup>4</sup>), as well as several other technical requirements relating to signage, sidewalk width, and paint according to the PROWAG. Implementing handicap parking could potentially be cost prohibitive due to these requirements and given that the County does not currently have the resources available to support the maintenance needs of such a project, alternative funding sources would need to be identified for this recommendation to be considered feasible. If a dedicated funding source were to be identified, maintenance of the handicap parking spaces themselves would not be a high-cost item.

### **Actions**

#### **□ Determine agency responsibility and funding for markings**

Markings would fall on County right-of-way, so this is likely to be a County function unless the responsibility is delegated to IVCSB or another agency. It is important to consider the ongoing upkeep that may require repainting the markings on a scheduled basis as they will fade over time. Due to the cost and ongoing maintenance requirements, it is proposed that, if viable,

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<sup>4</sup> Estimate based on public on-street parking inventory counts conducted as part of the Parking Needs Assessment.



markings be prioritized around driveways, rather than marking all parking spaces throughout Isla Vista.

- ❑ **Establish a code violation and associated fine amount and begin enforcement**

Consistent parking enforcement will improve compliance. It is important for safety and access that driveways be kept clear.

**Figure 9. Example of space delineators**



## **2-D. Eliminate parking on one or both sides of certain blocks where necessary**

While on-street parking is already significantly congested, there are two key safety enhancements to pursue:

- The recent statewide “daylighting” legislation requires that on-street parking be eliminated within 20 feet of an intersection to improve sightlines for enhanced safety.
- There could also be additional locations along narrow roadways where on-street parking needs to be eliminated for improved emergency vehicle access for ambulances and fire trucks.

Access for street sweeping would also be improved in locations where parking supply is reduced or eliminated. There is an opportunity to ensure that streets are regularly cleaned (see Strategy 3-A).

**Figure 10. Example of scooter corral (Top) and intersection bulb out (Bottom)**



### **Actions**

- ❑ **Coordinate with the County on implementing the daylighting legislation by 2025**

The County and the IVCS D should be prepared to actively enforce the daylighting legislation once it goes into effect in 2025. It is important to note that this new law does not require any markings or signage to be installed for it to be enforceable. If the parking enforcement agency in Isla Vista desires to install such markings or signage, funding would need to be sourced from said agency, such as through revenue streams from the proposed Parking Compliance Program. However, the County is looking to leverage bulb outs or corrals for bike and scooter parking to be installed at the 20-foot

setback at certain intersections in Isla Vista. Bulb outs would be funded by grants, and the corrals would be funded by the fees collected as part of the Shared Mobility Device permit program from the shared mobility device operators. This is further explored as part of the recommendations presented in the Mobility Study (see Strategy 2-I).

- ❑ **Conduct an engineering and safety assessment in coordination with emergency services**

The assessment should identify which locations in Isla Vista have impacted accessibility and propose locations to eliminate parking either one or both sides of the street to enhance emergency vehicle access.

## **2-E. Consider potential angled parking conversions**

It is possible that converting on-street parking from a parallel to an angled or perpendicular configuration may increase the amount of parking supply. However, it is important to consider that any new angled parking would require ADA parking to be included as defined by the PROWAG, which would incur additional costs, and an engineering feasibility assessment would first need to be completed.

### **Actions**

- ❑ **Conduct an engineering feasibility assessment**

This concept must be further vetted because, depending on the layout of the street and distance between driveway breaks, it may not contribute to more parking supply and could actually decrease it in some cases. It is also important to consider the overall width of the roadway and whether there is adequate space without impacting vehicle, bike, or pedestrian access and safety.

- ❑ **Evaluate next steps**

Next steps should be determined based on the results of the assessment, while considering how the potential conversions could harmonize with other parking and mobility enhancements that are being planned, and ensuring that PROWAG requirements can be properly met.

## **2-F. Evaluate special event parking management**

Parking policies are most effective when they are designed based on everyday conditions. Special events are typically managed by exception because they require different adjustments and accommodations based on the anticipated size and scale of the event. There is an existing County special event permit program and various events that occur throughout the year in Isla Vista that impact public parking. As new parking management strategies are introduced, the approach to special event parking management should be further evaluated in order to optimize administrative procedures and operations.

## **Actions**

### **□ Develop a Special Event Parking Management Plan**

The IVCSO and the parking authority could collaborate with the County, emergency services, and the business community to develop a Special Event Parking Management Plan that establishes parking management strategies and operating procedures across agencies to address these exceptional times. Emergency vehicle access, pedestrian safety, and access to local businesses should be prioritized. The Plan should identify how to optimize administrative procedures, policies, and operations. There could be additional costs associated with event permits for program sustainability.

**Figure 11. Impacted emergency vehicle access**



### **□ The IVCSO and the parking authority should coordinate with the County on any necessary parking enforcement support.**

Some road closures, temporary signage, and staffing are necessary during major events, and this may become a responsibility of the parking authority's parking operator depending on the agreed upon approach.

## **2-G. Identify opportunities to expand car sharing**

Car sharing allows for on-demand access to a shared fleet of vehicles. While this is a program available through Zipcar, the fleet is minimal and not widely used. Car sharing programs are an opportunity to help reduce car ownership in Isla Vista by providing residents with access to a vehicle on an as-needed basis for instances when a vehicle may be required. This can reduce the need for households to own one or multiple vehicles by providing the peace of mind that a car is available nearby. Car sharing can be more cost-affordable than owning a car when supplemented with other modes of transportation.

## **Actions**

### **□ Develop an incentive program**

The IVCSO should consider offering incentives to developers and property lease companies to offer on-site car sharing programs for residential properties.

### **□ Monitor car sharing adoption trends and options**

The IVCS D should continue to monitor the success and utilization of car sharing programs to consider next steps and strategies for expansion in Isla Vista. There was an existing Zipcar program that has dwindled since the pandemic. There could be an opportunity to build upon the original program or establish a new municipal program through a vendor partnership that leverages spaces within the parking lots in Isla Vista and the commercial core.

## **2-H. Identify a parking option outside of Isla Vista**

There are a significant number of residents in Isla Vista that do not regularly use their car, which contributes to the long-term car storage challenges on the streets. Ideally, some residents would be willing to park their car in a remote parking location outside of Isla Vista. This could help alleviate the parking congestion challenges and provide an option to those households that have more cars than qualify for a Residential Permit Parking Program permit (see Strategy 2-A).

### **Actions**

#### **□ Evaluate potential locations**

The IVCS D should consider locations outside of Isla Vista that currently have parking capacity or could be converted into a parking facility.

#### **□ Consider program costs and evaluate funding sources**

It is important to consider that the remote parking location will need to be safe, accessible, affordable, and easy to access in order to encourage the community to take advantage of it. This will likely require the use of a circulating shuttle and roving security, both of which are expensive to implement. In addition to evaluating funding sources, IVCS D should consider the potential of establishing this as a self-funded program, such as by introducing a program fee that is significantly cheaper than the costs associated with a RPP permit in order to maintain equitability and incentivize residents to participate in this program, which would help alleviate the parking congestion in Isla Vista. IVCS D should also consider opportunities to reduce costs associated with such a program such as by leveraging the existing “The Wave” microshuttles as the circulator for the program for certain times of days or days of week depending on the demand for The Wave within Isla Vista.

Next steps will be dependent on further evaluation. There could be an opportunity to leverage strategies from the Mobility Study to introduce a program (see Strategy 2-1).

## **2-I. Coordinate with Mobility Study enhancements**

While biking and walking are both very common within Isla Vista, many residents still rely upon owning a car to access destinations elsewhere in the County or the region. There is an opportunity to improve the mobility landscape in Isla Vista to reduce reliance on personal vehicles.

The Isla Vista Mobility Plan outlines a variety of potential strategies to enhance alternative modes of transportation including walking, biking, and transit within Isla Vista and connecting to other areas of Santa Barbara and the region.

In the Online Isla Vista Parking Survey, when asked to rank potential mobility enhancements based on their ability to make living in Isla Vista without a car more realistic, respondents identified the following top 3 enhancements: 1) On-demand shuttles to directly access surrounding retail/commercial areas; 2) More "full-service" businesses (such as a small Target, pharmacies, banks) within Isla Vista; 3) More public services (libraries, medical/EBT sign ups, etc.) providing operating hours within Isla Vista. "The Wave" microshuttle program would directly help community members access these businesses and services outside of Isla Vista, which may help encourage a mode shift among Isla Vista residents to rely less on their personal vehicles when paired with other alternative mobility enhancements as identified in the Mobility Plan.

### **Actions**

#### **Coordinate with Mobility Study next steps**

As the IVCSO evaluates the strategies within the Mobility Plan and considers next steps, it is important to consider how the opportunities can support the objectives of this Parking Action Plan.

## **2-J. Strengthen parking policies in the commercial core to enhance access**

Within the commercial core of Isla Vista including "the Loop", it is important to prioritize ease of access for customers and commercial loading. Consistent enforcement, combined with some policy updates, would help promote turnover and availability.

### **Actions**

#### **Consider a no-reparking policy**

A "no re-parking" policy could be introduced that prevents vehicles from just shuffling between time limit spaces. Drivers could be prohibited from re-parking within a specific area (either the commercial zone, block, block face, or defined distance) until after a "timeout period" (e.g., 2 or 3 hours).

This would prevent employees from abusing the time limit spaces, but it should ideally be introduced in coordination with an Employee Permit Parking Program to identify where employees are intended to park, see below:

#### **Develop an Employee Permit Parking Program**

The most convenient parking on the street should ideally be prioritized for customer parking. Some employees of local businesses park on the street, making it more congested and challenging for customers to locate parking. Employees would have designated parking

locations outside of the commercial core (ideally off-street) where permits are valid. This could be achieved by designating permit parking zones in several parking lots. Shared parking agreements (see Strategy 2-B) could be an opportunity to tap into additional parking supply for the program.

The same permit management system proposed for the Residential Permit Parking Program (see Strategy 2-A) can also be leveraged for employee permits. This would allow for easy online applications and efficient enforcement. Employers could purchase permits in bulk as an option, or employees could purchase their own. Permits would have a cost to support program sustainability, but an affordable low-income rate would be offered to those who qualify. The program would be designed to also encourage the use of alternative modes of transportation.

#### **Require “active” loading and unloading**

Loading zones could require “active” loading and unloading with a policy update and clear signage. Combined with enforcement, this could help make sure that loading zones are being used as intended.

Access to loading zones is important for commercial and passenger uses, especially with the increase in food/merchandise delivery services.

#### **Add more short-term parking**

The availability of short-term (20 or 30 minute) parking spaces helps improve turnover and allows customers to quickly pick up merchandise or food. Short-term spaces could be applied at the beginning of each block face for ease of pulling into the space, or at mid-block. Consistency would help drivers locate them.

#### **Evaluate time limit operating times**

As parking compliance is improved with consistent enforcement, the IVCS and the parking authority should monitor parking utilization in the commercial area to evaluate the times when parking demand is highest. There could be a need to adjust the time limit operating times (such as expanding earlier into the morning or later into the evening) in order to address the times when parking demand requires management. Operating times should be evaluated in collaboration with businesses in Isla Vista, especially businesses adjacent to the time limited parking spaces.

#### **Consider an overnight parking restriction**

An overnight restriction could be introduced (solely in the commercial core) to make sure that the parking spaces are available by the early morning when businesses start to open. This could mitigate challenges with nearby residents using the on-street parking overnight. A benefit of an overnight restriction is that it is simple to enforce with a single pass early in the morning.

## 2-K. Improve access to parks

There are several parks throughout Isla Vista that can sometimes be challenging for visitors to access due to the amount of parking congestion. Nearby red curb areas are not intended to be utilized for parking or loading. However, due to the lack of parking availability, vehicles are regularly seen parked on the red curb, which raises safety and emergency access concerns.

Isla Vista Recreation and Park District (IVRPD) maintenance vehicles also need sufficient space to access the parks, and there should ideally be one designated service vehicle space at each park. In order to improve turnover and parking availability, additional loading zones and time limits should be considered in and around the parks. Curb ramps may also help improve pedestrian accessibility for those who do not drive to the park.

### **Actions**

- Evaluate and address opportunities to enhance park access for visitors and IVRPD service vehicles**

Several opportunities were identified in collaboration with IVRPD to address specific parking needs at Isla Vista park locations, including but not limited to:

<b>Park</b>	<b>Location</b>	<b>Opportunity</b>
Estero	889 Camino Del Sur	Add 2-hour time limit parking at West Estero cul-de-sac.
Kid's Trail	6998 Pasado	Add curb ramp on Pasado for pedestrian access to trail.
Little Acorn	901 Embarcadero Del Mar	Add curb ramp on Sabado Tarde.
Tierra De Fortuna	6692 Fortuna	Add a loading zone or dedicated space for IVRPD service vehicles.
Trigo-Pasado	6633 Pasado	Add curb ramp on Pasado (was lost during sidewalk renovation).
Walter Capps	6731 Del Playa	Add a loading zone or dedicated space for IVRPD service vehicles.

## 2-L. Install more electric vehicle charging stations

Introducing more electric vehicle (EV) charging stations could help encourage adoption of EVs and improve access to charging, as many people are making the transition to more low- and zero-emission vehicles and need accessible locations to charge them. There are various types of charging stations, grant programs, and rate structures to evaluate. The County has 4 charging stations in Isla Vista, but the majority of charging stations in and around Isla Vista are located on UCSB properties.

## **Actions**

### **□ Monitor supply and demand of EV charging**

It is important to balance the ratio of EV charging stations available to EVs on the road. Having insufficient charging stations inhibits the adoption of EVs, while having too many can be a financial burden. The IVCS D and the parking authority should monitor the usage of existing charging stations in order to determine when more stations may be needed.

**Figure 12. Example EV charging stations**



### **□ Evaluate the need for Level 3 charging stations**

Isla Vista currently has no publicly available Level 3 charging stations. These are considered an important part of the EV charging ecosystem as it addresses the needs of a vehicle that requires a quick charge in a relatively short period of time, such as at highway stops or gas stations. As the level of investment required for Level 3 chargers is very high, the agency in charge of installation is recommended to connect with private companies with public fast charging networks (e.g., Tesla and Electrify America) should a need for Level 3 charging appear in Isla Vista. The County of Santa Barbara currently does not have a standard for installation of EV charging stations in the right of way, however this may change in the future as demand for EV charging stations increases in the greater Santa Barbara region.

### **□ Review available grants and rebates**

The IVCS D may be eligible for funding that supports the installation of Level 2/3 charging stations. The County of Santa Barbara is a member agency of the non-profit Central Coast Community Energy (3CE). There is potential opportunity for IVCS D to participate in grant programs through the 3CE if the criteria are amended to allow special districts to receive grant money. The IVCS D may also consider collaborating with the County to leverage their membership in the 3CE to receive support for EV charging infrastructure projects in Isla Vista.

### **□ Introduce an idle fee**

Fully charged cars that stay parked in EV charging spaces reduce the availability of EV charging stations. To encourage turnover and increase access, IVCS D can implement an idle fee that goes into effect after an EV is fully charged but remains parked and connected to the charging station.

## **2-M. Expand the current Safe Parking Program**

The Safe Parking Program, operated by the New Beginnings Counseling Center, provides safe overnight parking for those who inhabit their vehicles and need a stable place to stay on the path to being rehoused. This program helps reduce the number of inhabited vehicles parked



illegally in Isla Vista; however, not all those who inhabit their vehicles participate in this program.

### **Actions**

- Coordinate with the New Beginnings Counseling Center to expand and promote the program**

The IVCS D should coordinate with the New Beginnings Counseling Center to identify opportunities for added program locations within and around Isla Vista to support community members who temporarily live in their vehicles. Education and outreach efforts to promote the Safe Parking Program should be made in collaboration between the IVCS D and the New Beginnings Counseling Center to reach as many community members as possible and raise awareness for this resource. For example, Parking Ambassadors may place flyers with information about the program on vehicles that appear to be inhabited to offer support.

## Phase 3. Long-term Strategies

**The following strategies are intended to be explored overtime after a solid foundation of parking management and effective enforcement has been developed in Isla Vista, such as through the initial and/or near-term strategies presented in this Plan. The long-term strategies provide opportunities for more comprehensive planning and decision-making for the future of parking in Isla Vista.**

### 3-A. Consider street sweeping parking regulations

It is common for agencies throughout California, including the City of Santa Barbara, to prohibit parking on-street during designated times when street sweeping occurs on a block face (see Figure 13). By requiring cars to move out of the way, this can improve street sweeper access to the curb for enhanced cleaning, which minimizes debris in stormwater runoff.

**Figure 13. Map of street sweeping regulations in the City of Santa Barbara**



From an environmental protection standpoint, this is an important opportunity to consider despite the inconveniences that it would have on drivers. Street sweeping restrictions can help improve on-street turnover and may discourage some residents from owning or storing a car in Isla Vista, which can help alleviate congestion.

Regular street sweeping in Isla Vista can also enhance quality of life in other ways by providing the opportunity to proactively mitigate waste in the streets and combat issues such as couch and refuse burning that have been problematic in the past. With street sweeping restrictions posted, the resulting increased frequency that cars are required to move will help identify and mitigate common impediments and provide for a more proactive handle on curb and street utilization.

## **Actions**

### **□ Coordinate with Goleta West Sanitary District and evaluate options**

The Goleta West Sanitary District is the primary stakeholder in determining how to introduce street sweeping parking policies in a way that aligns with their operation. If street sweeping parking regulations are introduced, IVCSA could consider only applying regulations during off-peak seasons (such as during winter and summer breaks) as a starting point, and then expanding them to during the school year. Signage updates and consistent enforcement would be required to support the program, and the parking authority should be prepared to adjust the parking compliance operation to support any street sweeping policies that are adopted.

## **3-B. Consider introducing paid parking**

Paid parking is a dynamic parking management tool that could be considered in the commercial core, certain surface lots or shared parking locations, and/or at Goleta Beach depending on evolving parking utilization needs.

Some communities have found that time limits do not provide enough flexibility for customer or visitor parking, especially in commercial areas where customers may want to patronize multiple businesses. Should IVCSA choose to implement a paid parking program, operating times and locations would need to be determined based on parking utilization data and input from community members to effectively balance parking demand and support the needs of the community. Paid parking is typically only implemented in focused high demand areas, such as a commercial center or in a "Main Street" setting. Many agencies also choose to provide free parking for the first hour or two to incentivize turnover and provide flexibility for parkers.

Paid parking technology also provides unique customer service and incentive opportunities that are not possible with time limits alone. There are several benefits to paid parking, including the ability to offer incentive programs, utilize rates structures to influence driver behavior, and encourage drivers to shift to alternative modes of transportation.

## **Actions**

### **□ Evaluate ongoing parking data and engage the community to determine next steps**

The IVCSA should continue to monitor parking utilization data and seek community input to determine if/when paid parking should be considered.

### **□ Draft the paid parking program structure and rate structure**

Paid parking programs do not necessarily need to be designed for revenue generation, but ideally the program could be self-sustaining. The table below summarizes the types of rate structures that may be considered for such a program.

<b>Rate</b>	<b>Description</b>	<b>Considerations</b>
Flat Hourly	A flat hourly rate means that the same rate is charged for each hour of the parking session, regardless of location, time of day, day of week, or any other factor.	A benefit of a flat hourly rate is that it is simple to communicate and understand.
Zone-Based/ Tiered	With a zone-based or tiered rate model, rates are adjusted by zone, and zones are typically created based on parking demand. Higher demand locations are priced at a higher rate to incentivize underutilized locations.	For this type of rate model to be effective, tiered rates must be clearly communicated and easily understood. By offering lower rates in less convenient locations, this rate model encourages longer-term parkers to utilize parking locations that are traditionally less desirable. Conversely, by setting higher rates in prime parking locations, this model encourages higher turnover and shorter visits.
Time of Day/ Week/Year	Rates can differ based upon the time of day, day of week, or year. This rate model is common in scenarios where there are peak and non-peak periods, such as during the lunch or evening rushes, or during the school season vs breaks.	Providing discounted rates during non-peak periods can help mitigate congestion during peak periods by encouraging visits during non-peak times. When parking demand is highest, charging a premium for parking can also help offset operational costs and incentivize the use of mode alternatives. It is important to clearly communicate the rate variations to customers ahead of time for trip planning purposes.

Rate	Description	Considerations
Escalating/ Pay-to-Stay	An escalating or pay-to-stay rate model means that the cost of parking increases as the length of a parking session increases. For example, the cost of the first hour of a parking session could be reduced compared to the subsequent hours.	When utilized strategically, this type of rate model can encourage longer-term parkers to store their cars in more affordable locations, such as off-street lots. However, it still gives visitors the option to park in more convenient spaces if they are willing to pay a premium for it. An escalating rate model is most effective when combined plate-based payments. It is important that a patron cannot “feed” the meter for a lower rate when the initial payment expires.

**Seek Coastal Commission approval**

Paid parking would be subject to Coastal Commission approval in Isla Vista.

**Update parking codes to enable paid parking**

County Codes or the IVCSA parking codes would need to be updated to enable the introduction of paid parking.

Additionally, it is important to define how monies would be allocated. One option is to establish a “Parking Benefit District” where any surplus revenue generated within the commercial core (beyond what is needed to sustain the paid parking operation) is reinvested into improvements within the district. The money could also be leveraged to support mobility programs or other objectives.

**Procure paid parking technology**

For any paid parking implementations, the use of multi-space meters (pay stations) and a mobile payment application are strongly encouraged.

Compared to single-space meters, pay stations have a number of advantages. Pay stations:

- minimize the amount of infrastructure required for ongoing maintenance and collections,
- improve the community aesthetic by minimizing the amount of street furniture,
- have larger screens which can promote additional customized information and features, and
- offer the ability for license plate-based enforcement.

Pay station vendors typically offer robust backend systems with reporting features with usage and maintenance data. Pay stations should wirelessly communicate usage, payment status, meter access, and maintenance alert data in real-time and should be managed through a web-based meter maintenance system that provides robust monitoring and reporting features.

Pay stations normally support seven to 12 on-street parking spaces, but when offered alongside a mobile payment option fewer pay stations are needed. A typical off-street surface lot requires one to three pay stations, depending upon the configuration, number of access points, and whether mobile payment is an option. At a minimum, pay stations should be installed in key locations along pedestrian pathways, and the use of mobile payment can be promoted for convenience. However, it is important in this case to install additional signage so that drivers are aware when they have parked in a paid parking zone and understand how to use the mobile payment system.

In addition to a card payment option, it is recommended that pay stations have a physical cash payment option for those that are unbanked or do not have a cellphone in order to ensure equitability. For the physical cash option, coins are preferred since bill note acceptors are typically the part that most frequently jams or breaks on a pay station. Encouraging credit card and mobile application payments will also reduce the number of coins that need to be collected and extend the amount of time between collections.

A mobile payment solution will allow drivers to pay for parking sessions using their cellphone. Users can download the application and create an account. A smartphone is not required since there is typically the option of calling a phone number to complete their payment. Additionally, a mobile payment solution can be provided by a vendor at no cost upfront to the parking authority. Mobile payment vendors often provide free signage, decals, and outreach materials in order to encourage utilization of the application. The vendor is typically fully funded by the convenience fees charged to the users and by transaction fees. The convenience fee is usually around \$0.35.

#### **□ Utilize the “Pay by Plate” configuration**

All paid parking payments should be managed by license plate. This approach is standard for mobile payments, and pay stations can be configured for plate-based payments. This will streamline enforcement since all parking payments could be verified through the use of LPR simultaneously.

#### **□ Establish a maintenance and revenue collection plan**

With the potential implementation of pay stations, it will be important to ensure that the pay stations are properly maintained, and that revenue is consistently collected. Ongoing coin collections are needed to prevent pay stations from reaching capacity.

An important consideration is limiting any physical contact with monies. Most pay station vendors offer enclosed canisters or cases to store the monies within the machine so that the containers can be swapped out during collections without requiring staff to physically touch the monies. Reducing access to the monies can mitigate any challenges with shrinkage by enhancing security during collections. Pay stations have software systems that record the

amount of money deposited into each machine, which should be compared to the amount of money collected and counted. The amount counted should also always be verified against the amount recorded by the bank once submitted.

Ongoing preventative maintenance optimizes equipment lifespan and maximizes system uptime. Regular visits to the equipment can also provide better security. There are two types of maintenance to consider:

- Level 1 maintenance includes basic preventive maintenance and responses to service calls, such as addressing jammed credit cards and responding to machine alerts.
- Level 2 maintenance is typically managed by the parking technology vendor.

#### **Consider options for merchant validations**

Mobile payment vendors typically offer robust merchant validation and incentive programs. Discount and validation programs are all applied and verified by license plate number. Most vendors can create one-time or multi-use codes that can be applied through the mobile application to a parking session to receive free parking time. Many mobile payment vendors can also provide business owners with the ability to validate parking for their customers within their store using a web application on a tablet or computer.

### **3-C. Establish a Congestion Pricing Program**

Isla Vista is facing a unique challenge, with an incredible density of 8,157 people per square mile and intense congestion exceeding 100% occupancy in some areas. As a creative strategy to address its parking and congestion challenges, the parking authority could consider adopting elements of existing congestion tolling programs to influence parking availability, enhance coastal access, minimize traffic, encourage the use of alternative transportation, and reduce air pollution.

There are limited access points into Isla Vista that could possibly make camera-based tolling feasible. While this would require further review and policy changes, it could be a cutting-edge solution to explore in the long run.

The concept of congestion tolling is newer to the United States, but it is one that has already demonstrated effectiveness around the world. Singapore, Stockholm, and London are examples of cities that have implemented some form of toll to disincentivize the quantity of vehicles in designated areas.

#### Case Study: London

London is home to one of the largest congestion tolling programs in Europe. In 2003, they established a Congestion Charging Zone (CCZ) in and around central London, which now covers approximately 8.1 square miles (see Figure 14). This is primarily a commercial area, with some residents living within the boundaries. The City charges a £15 daily fee for actively driving in the zone during operating hours, which are in effect nearly every day of the year. Vehicles are monitored by CCTV and Automated LPR technology. Drivers can set up automatic payments online, purchase a monthly or annual plan, or pay by phone or online after each instance; any vehicles with non-payments after a grace period are referred to a collection agency. Residents living within or in very close proximity to the CCZ are eligible for a 90%

discount, while vehicles meeting low emission and ultra-low-emission standards receive a 100% discount.<sup>5</sup>

This 20-year program has led to impressive results, such as a reduction of congestion by 30%. It also boosted bus travel in central London by 33% and enabled 10% of journeys to switch to walking, cycling, and public transport overall<sup>6</sup>. This program has also inspired several smaller European cities to implement congestion pricing, including those that have less population density than Isla Vista.

**Figure 14. London Congestion Charging Zone**



### **Actions**

#### **□ Evaluate potential program structure in coordination with the community**

The IVCSA should consider adapting the congestion tolling approach primarily to address parking congestion (as opposed to traffic congestion) within Isla Vista. Rather than charging all vehicles that drive into Isla Vista, an approach to consider is only charging a toll to vehicles that remain overnight without registration in Isla Vista to address non-resident overnight and long-term vehicle storage. This could be in the form of a daily fee for each additional day the vehicle remains within Isla Vista. Residents of Isla Vista and anyone only staying for a day or less (e.g., coastal users, employees, short-term visitors, UCSB students/faculty coming for the day, etc.) would not be subject to the toll.

#### **□ Evaluate legal and technology feasibility of desired approach**

Given that congestion pricing is relatively new to the United States, a legal review would be required to evaluate feasibility and confirm what policy updates would be required to move forward.

The technology approach would likely include fixed-mount cameras with LPR technology that could be installed at each vehicle access point into Isla Vista to capture the date of entry and exit per license plate (see Figure 15) to monitor the number of total days a vehicle has remained in Isla Vista for. Vehicles identified as having stayed overnight or for more than one calendar day would then be noticed and required to pay what is essentially a “community-wide parking fee” for the duration of their stay.

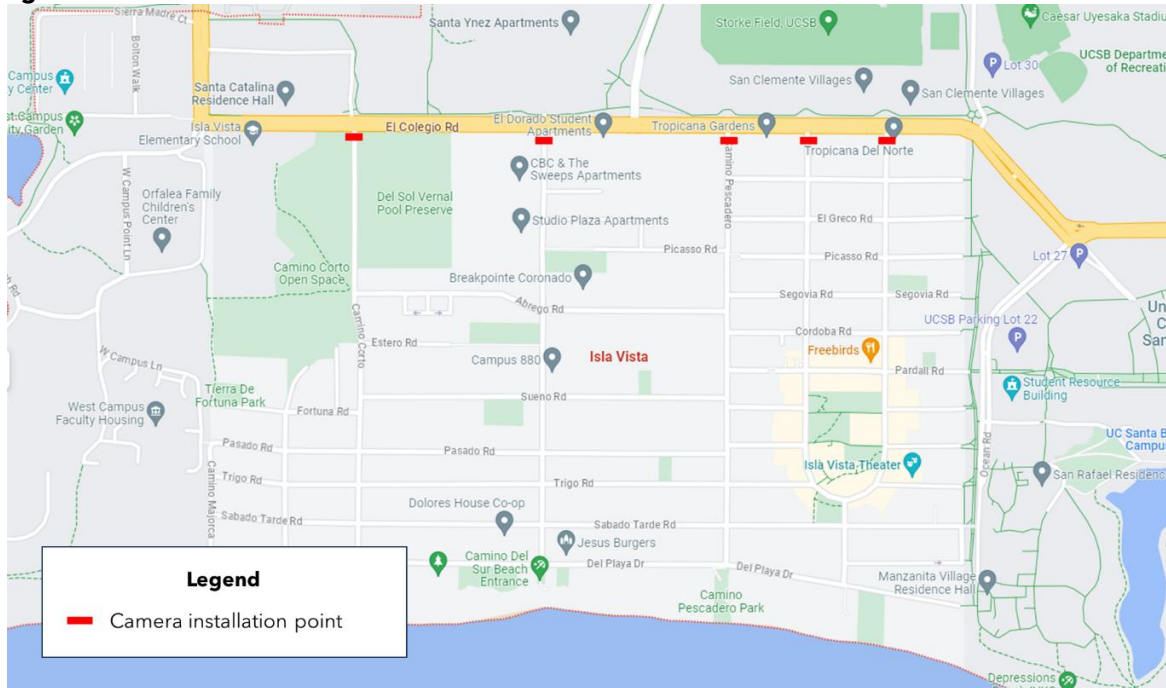
<sup>5</sup> The CCZ is also within London’s Low-Emission and Ultra-Low Emission Zones, which applies a similar tolling approach to disincentivize vehicles that do not meet stated environmental standards.

<sup>6</sup> <https://tfl.gov.uk/info-for/media/press-releases/2023/february/congestion-charge-marks-20-years-of-keeping-london-moving-sustainably>



Residents should be able to register the license plates of their vehicles registered to an Isla Vista address to receive a 100% discount on this fee, while daytime visitors, including those looking for one-day coastal access would also not be charged. Further details, such as payment terms, technology requirements, and citation management processes, would require further assessment, and such a program would require Coastal Commission approval.

**Figure 15. Isla Vista Access Points for Camera Installation**



This solution is innovative as it combines technology, geography, and financial incentives to change human behavior. There is also the opportunity to create a “park and ride” option outside of the impacted area, with a shuttle to bring long-staying non-residents into Isla Vista. Combining all of these strategies would effectively create more availability parking in the core, improving access for short-term parking, commercial parking, coastal access, visitor parking, and more.

## Summary of Strategies

Initial Strategies		
Strategy	Actions	Estimated Cost
<b>1-A: Establish an IVCS D Compliance Program</b>	<ul style="list-style-type: none"> <li>• Confirm legal authority</li> <li>• Estimate staffing levels and equipment needs</li> <li>• Evaluate funding options</li> <li>• Establish Isla Vista as a Parking District</li> <li>• Ongoing coordination with local law enforcement agencies</li> <li>• Evaluate citation fee amounts and revenue distributions</li> <li>• Establish an LPR data privacy and retention policy</li> <li>• Procure staffing and technology</li> <li>• Enforce current policies and measure impacts</li> <li>• Expand and adjust the parking compliance program as needed to support other strategies</li> </ul>	\$\$\$
<b>1-B: Collect ongoing parking utilization data</b>	<ul style="list-style-type: none"> <li>• Conduct an annual study to determine baseline parking utilization trends</li> <li>• Leverage mobile LPR for ongoing data collection during parking enforcement</li> <li>• Work with a parking data analysis vendor to process the LPR data</li> <li>• Public data reports and make data-driven decisions</li> </ul>	\$\$
<b>1-C: Evaluate options for Camino Majorca</b>	<ul style="list-style-type: none"> <li>• Evaluate options to formalize and regulate parking</li> <li>• Pursue a community engagement process to finalize the scope and design</li> </ul>	\$
<b>1-D: Coordinate with UCSB to further discourage car ownership</b>	<ul style="list-style-type: none"> <li>• Develop education campaign schedule</li> <li>• Determine outreach strategies and work in coordination with UCSB to develop and promote information</li> </ul>	\$

<b>1-E: Coordinate with private property owners to mitigate impacts</b>	<ul style="list-style-type: none"> <li>• Develop a contact list of property providers</li> <li>• Form a property association group that can be leveraged for messaging and coordination</li> <li>• Promote the utilization of car sharing vehicles on private properties</li> </ul>	\$
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<b>Near-term Strategies</b>		
<b>Strategy</b>	<b>Actions</b>	<b>Estimated Cost</b>
<b>2-A: Develop a Residential Permit Parking Program</b>	<ul style="list-style-type: none"> <li>• Collect a year of data to evaluate on-street parking congestion</li> <li>• Ongoing parking data collection</li> <li>• Develop a new proposed RPP program framework</li> <li>• Seek approval from the California Coastal Commission</li> <li>• Launch an education and outreach campaign</li> <li>• Adopt the program and finalize the business rules and operating plan</li> <li>• Procure a parking permit management system</li> <li>• Enable residents to begin applying for and purchasing permits</li> <li>• Make operational adjustments</li> <li>• Install regulatory signage and launch program</li> </ul>	\$\$
<b>2-B: Pursue shared parking agreements</b>	<ul style="list-style-type: none"> <li>• Evaluate potential shared parking agreement locations</li> <li>• Develop a shared parking agreement template</li> <li>• Pursue partnership opportunities and adjust operations as necessary</li> <li>• Evaluate how the compliance and RPP programs in Isla Vista influence parking availability at UCSB</li> </ul>	\$
<b>2-C: Add space delineators near driveways</b>	<ul style="list-style-type: none"> <li>• Determine agency responsibility and funding for markings</li> <li>• Establish a code violation and associated fine amount and begin enforcement</li> </ul>	\$\$\$

<b>2-D: Eliminate parking on one or both sides of certain blocks where necessary</b>	<ul style="list-style-type: none"> <li>• Coordinate with the County on implementing the daylighting legislation by 2025</li> <li>• Conduct an engineering and safety assessment in coordination with emergency services</li> </ul>	\$\$\$
<b>2-E: Consider potential angled parking conversions</b>	<ul style="list-style-type: none"> <li>• Conduct an engineering feasibility assessment</li> <li>• Evaluate next steps</li> </ul>	\$\$\$
<b>2-F: Evaluate special event parking management</b>	<ul style="list-style-type: none"> <li>• Develop a Special Event Parking Management Plan</li> <li>• Coordinate with the County on any necessary parking enforcement support</li> </ul>	\$
<b>2-G: Identify opportunities to expand car sharing</b>	<ul style="list-style-type: none"> <li>• Develop an incentive program</li> <li>• Monitor car sharing adoption trends and options</li> </ul>	\$\$
<b>2-H: Identify a parking option outside of Isla Vista</b>	<ul style="list-style-type: none"> <li>• Evaluate potential locations</li> <li>• Consider program costs and evaluate funding sources</li> </ul>	\$\$
<b>2-I: Coordinate with Mobility Study enhancements</b>	<ul style="list-style-type: none"> <li>• Coordinate with Mobility Study next steps</li> </ul>	\$\$\$
<b>2-J: Strengthen parking policies in the commercial core to enhance access</b>	<ul style="list-style-type: none"> <li>• Consider a no-reparking policy</li> <li>• Develop an Employee Permit Parking Program</li> <li>• Require "active" loading and unloading</li> <li>• Add more short-term parking</li> <li>• Evaluate time limit operating times</li> <li>• Consider an overnight parking restriction</li> </ul>	\$
<b>2-K: Improve access to parks</b>	<ul style="list-style-type: none"> <li>• Evaluate and address opportunities to enhance park access for visitors and IVRPD service vehicles</li> </ul>	\$
<b>2-L: Install more electric vehicle charging stations</b>	<ul style="list-style-type: none"> <li>• Monitor supply and demand of EV charging</li> <li>• Evaluate the need for Level 3 charging stations</li> <li>• Review available grants and rebates</li> <li>• Introduce an idle fee</li> </ul>	\$\$
<b>2-M. Expand the current Safe Parking Program</b>	<ul style="list-style-type: none"> <li>• Coordinate with the New Beginnings Counseling Center to expand and promote the program.</li> </ul>	\$

Long-term Strategies		
Strategy	Actions	Estimated Cost
<b>3-A: Consider street sweeping parking regulations</b>	<ul style="list-style-type: none"> <li>Coordinate with Goleta West Sanitary District and evaluate options</li> </ul>	\$\$
<b>3-B: Consider introducing paid parking</b>	<ul style="list-style-type: none"> <li>Evaluate ongoing parking data and engage the community to determine next steps</li> <li>Draft the paid parking program structure and rate structure</li> <li>Seek Coastal Commission approval</li> <li>Update parking codes to enable paid parking</li> <li>Procure paid parking technology</li> <li>Utilize the "Pay by Plate" configuration</li> <li>Establish a maintenance and revenue collection plan</li> <li>Consider options for merchant validations</li> </ul>	\$\$
<b>3-C: Establish a Congestion Pricing Program</b>	<ul style="list-style-type: none"> <li>Evaluate potential program structure in coordination with the community</li> <li>Evaluate legal and technology feasibility of desired approach</li> </ul>	\$\$\$\$