Isla Vista Parking & Mobility Initiatives Packet

This packet contains a summary of the parking strategies and mobility initiatives proposed for Isla Vista. Please review the contents of this packet and provide feedback in the associated <u>survey</u>.

Parking Strategies

Objective: Improve compliance with parking policies				
	Included Strategies:	Benefits:	Considerations:	
1	IVCSD Compliance Program (start by enforcing current policies including 72-hour, time limits, blocked driveways and sidewalks, red curbs, double parking, oversize vehicles, scofflaws)	Consistent enforcement will improve compliance and allow IVCSD to evaluate the true impact of existing policies to better understand what policy changes are needed next. Improved compliance will enhance safety and accessibility by keeping roadways, driveways, and sidewalks clear. Mitigates on-street long-term car storage by non-residents.	Compliance is essential to the success of parking management strategies, so this is an important foundational step for getting started. The program would start with a warning notice campaign to educate drivers. It will be important to identify long- term parking options outside of IV so that residents have alternate options. In coordination with IVCSD and UCSB messaging to discourage on students from bringing cars	
<image/>				

Example of approachable Parking Ambassador uniform (left); Instances of illegal parking in Isla Vista (right)

2	Customer-friendly Parking Ambassador model of enforcement	Enforcement staff would be branded as "Parking Ambassadors" with a focus on customer service and education. Interactions with parking staff would be a positive experience.	The goal of parking enforcement is compliance—IVCSD wants drivers to understand and follow the rules. However, citations will still be needed in cases of egregious, safety, and repeat violations.
3	Space delineators (T-marks) near driveways	Markings would make it clearer to drivers that they cannot park too close to a driveway. Coupled with enforcement, this can improve access to/from driveways.	The paint would require ongoing maintenance to address fading over time. Consistent parking enforcement will improve compliance.
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Example of T-marks on-street (left); Example of license plate recognition cameras (right).

4 License plate recognition cameras and handhelds

The use of technology will maximize efficiency by automating some traditional methods of enforcement. This will improve coverage.

The data collected during enforcement can be processed for ongoing parking occupancy and utilization metrics. A data privacy policy would be established. No real license plate numbers would be retained unless associated with an active citation.

Periodic (seasonal or monthly) data reports could be published to facilitate data-driven policy decisions and transparency with the community.

Objective: Enhance safety

	Included Strategies:	Benefits:	Considerations:
1	Eliminate parking on one or both sides of certain blocks where necessary	Improves emergency vehicle access along narrow roadways for ambulances and fire trucks.	Will impact on-street parking supply, which is already significantly congested.
2	Consistent parking enforcement	Minimizes safety impacts from illegal parking.	Would include dedicated staffing and technology through an IVCSD program.
3	Special event parking management plan	Emergency vehicle access and pedestrian safety enhanced during major events.	Some road closures, temporary signage, and staffing would be necessary during major events. There could be additional costs associated with event permits.



Red curb violation during vendor market (left); Impacted emergency vehicle access (right)

4	Mitigate vehicle habitation and impacts	Promotes utilization of safe parking lot program. Minimizes impacts of long-term vehicle storage and habitation on public streets near residential properties.	Vehicle habitation is a complex social challenge that cannot be solved by parking strategies alone.
5	Pedestrian and cyclist safety improvements (align with Mobility Study)	Fewer collisions and safety impacts. Can offset car ownership, car trips, emissions, and congestion.	Would be done in coordination with the Mobility Study.

Objective: Mitigate parking congestion				
	Included Strategies:	Benefits:	Considerations:	
1	Discourage car ownership via expanded mobility options and collaboration with property owners	Reduces parking demand and congestion from drivers storing cars on the street.	California state "daylighting" legislation goes into effect in 2025 that will eliminate on-street parking within 20 feet of intersections, further impacting parking supply. Some residents may continue to be car-dependent.	
2	IVCSD can work with UCSB on discouraging on-campus student residents from bringing cars.	Lower demand for parking and higher utilization of alternative mobility options.	Additional UCSB housing is being built without parking. Requires ongoing engagement as new students are admitted.	
3	Remote parking option with a circulating shuttle	Encourages drivers that don't regularly use to their car to park further away.	Security, affordability, and ease of access must be considered to encourage participation.	



Example of circulating shuttle in Anaheim (left); Examples of residential permit parking program signage (right)

4	Residential permit parking program	Can limit the number of cars that households can store on public streets. Allocating just one permit per driver can eliminate the storage of excess cars on the street. Encourages residents to utilize off-street or remote parking.	There are often many drivers living in a household, so a cap on the number of permits per household is likely needed. Proof of residency (via car registration) would likely be required for eligibility.
		Can discourage car ownership. A permit management system would allow for easy online applications and efficient	Permit policies would be designed as to not impact coastal access. Perhaps permits would only be required overnight and/or there would be a permit-exempt time limit during the day
		enforcement.	,

5	Pursue shared parking agreements with private property owners	Would increase public and/or permit parking supply without building more parking (which is extremely costly).	Private parking supply could be leveraged during the times it is otherwise underutilized. The IVCSD Parking Compliance program could be leveraged to for parking management at private properties with a revenue share.
6	Explore possibility of a tolling program with congestion pricing	Can offset parking demand and encourage the use of alternative modes of transportation. Could enhance coastal access by discouraging long-term car storage and improving turnover. There are limited access points into Isla Vista that could possibly make camera-based tolling feasible.	Congestion tolling is newer to the United States, but has demonstrated effectiveness around the world. It would require further review and policy changes, but could be a cutting-edge solution to explore for the long-run. A toll would only be charged to vehicles without registration in Isla Vista for 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. Residents of Isla Vista and anyone only staying for a day or less (e.g., employees, short-term visitors, UCSB students/faculty coming for the day, etc.) would not be charged.

Objective: Improve commercial parking access				
	Included Strategies:	Benefits:	Considerations:	
1	Improved time limit enforcement	Creates more turnover in commercial area and improves access for customers. Employees are less likely to park in time-limited spaces, combined with employee permit parking options.	A "no re-parking" policy may be required to prevent vehicles from just shuffling between time limit spaces. No reparking in this Zone! Vehicte must move to a different Zone after 2 hours SLMC • 4-1-810 Example sign from San Leandro	
2	Require "active" loading and unloading in loading zones	By requiring that loading zones be used for "active" loading and unloading only, this can strengthen the ability to enforce along with clear signage.	Access to loading zones is important for commercial and passenger uses, especially with the increase in food/merchandise delivery services.	
3	Add more short-term parking	Helps improve turnover and access for 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.	
4	Overnight restriction in commercial core	Can help ensure that parking in the commercial area is not utilized for long-term car storage.	An overnight policy is simple to enforce with a pass early in the morning. The hours could be between 2am-5am or similar.	
5	Employee parking permit program	Employees would have designated locations to park for the day so the most convenient parking can be prioritized for customers. A permit management system would allow for easy online applications and efficient enforcement. Employers could purchase permits in bulk.	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.	

Objective: Environmental protection			
	Included Strategies:	Benefits:	Considerations:
1	Install more electric vehicle (EV) charging stations	Can encourage adoption of EVs and improve access to charging.	There are various types of charging stations, grant programs, and rate structures to evaluate.
			On-street parking is already congested, which would make it difficult for drivers to find alternatives during sweeping times.
2	Consider street sweeping parking regulations	Can improve street sweeper access to the curb for enhanced cleaning, which minimizes debris in stormwater runoff.	Could consider only applying regulations during off-peak seasons (such as during winter and summer breaks).
			Need to consider impacts to County operations. Requires signage and enforcement.



Street Sweeping Regulations Map from City of Santa Barbara (left); Example EV charging stations (right)

3 Incentivize alternative mobility options

Can offset greenhouse gas emissions from cars by replacing some vehicle trips with alternative mobility use.

Would be done in coordination with the Mobility Study.

Obje	Objective: Improve recreational and coastal parking access				
	Included Strategies:	Benefits:	Considerations:		
1	Time limits near parks	Improves access to parks by encouraging turnover and preventing long-term car storage. Provides more access to parks maintenance vehicles.	Would be coupled with consistent parking enforcement and posted signage.		
2	Formalize and regulate Camino Majorca:	Location could be utilized for coastal access parking. Mitigates challenges with long- term vehicle storage in this area.	Camino Majorca is County property (not owned by UCSB).		
3	Apply any on-street residential permit restrictions overnight only	The use of overnight policies means that daytime access to the coast is not a factor when considering program adoption. Even with limited enforcement hours, this could still help mitigate resident parking utilization on-street.	A permit program would be subject to Coastal Commission approval. Certain daytime policies may actually improve coastal access through increased turnover and public parking availability.		
4	Consider introducing paid parking at Goleta Beach	The rate structure can be designed to encourage turnover and/or distribute demand to off- peak periods (such as with peak and non-peak times or escalating rates).	Paid parking would be subject to Coastal Commission approval. There would be associated technology, signage, maintenance, and revenue collections considerations.		

Mobility Initiatives

Community-requested mobility initiatives have been organized into four categories: Policy, Services Within Isla Vista, Services Connecting Isla Vista, and Infrastructure.

Polic	Policy				
#	Initiative	Impact	Budget		
P-1	Identify that scooter users are to use bike lanes, install signs, and enforce.	Improves clarity of where scooters should be ridden and educates on road-sharing rules.	\$		
P-2	Identify no parking along bike lanes , install signage, and enforce.	Increases safety for cyclists and educates drivers about parking regulations.	\$		
P-3	Reduce the capped speed of scooters to 10 MPH in collaboration with the scooter-sharing providers, introduce signage at key locations to educate riders of this regulation, and improve enforcement of these speed limits. Additionally, perform sobriety checks on scooter users at night.	Enforces a slower overall speed of scooters and encourages safe riding practices to improve the safety of all road users.	\$		
P-4	Lower the speed limit of vehicles by 5 MPH. Install speed feedback signs and traffic cameras to support enforcement.	Encourages drivers to be more aware of their surroundings and be mindful of sharing the road with other users.	\$		
P-5	Increase the length of time for pedestrians to cross at signaled intersections.	Increases the safety of pedestrian crossings when there is a signaled intersection.	\$		
P-6	Specific to IV Loop and Pardall Road: Restrict delivery truck parking on this road by designating specific loading zone locations (either on-street or in alleys) and hours.	Decreases traffic congestion by allocating specific times and locations for truck deliveries.	\$		

Servi	Services within Isla Vista					
#	Initiative	Impact	Budget			
S-1	Provide cycling safety and maintenance training through a cyclist education program , which involves signage at stop lights and bike racks, encouraging bike lights at night, and programming in collaboration with local bike shops.	Improves the safety of all road users. Ensures education of local cyclists of best road sharing practices. Promotes the cycling culture in IV.	\$			
S-2	Improve skateboard and scooter etiquette by installing signage and providing guidance (in the form of pamphlets available in various locations) that educate on the appropriate use of sidewalks by micromobility devices.	Improves the safety of all road users. Provides education to scooter and skateboard users who may not be familiar with rules of the road.	\$			
S-3	Increase the frequency of buses traveling to or from UCSB during peak times.	Decreases the number of overflowing buses and trip delays.	\$\$			
S-4	Increase morning bus service to all existing routes.	Increases expected usage with more reliability and frequency in morning buses.	\$\$			
S-5	Require scooter-sharing companies to use geofencing to require and enforce better scooter parking practices .	Prevents scooters from parking in areas where they are not supposed to.	\$			
S-6	Promote peer-to-peer carsharing , such as through partnering with an existing service like Turo and Getaround.	Decreases parking demand by encouraging people to use carsharing services as opposed to increasing vehicle ownership and storage.	\$			
S-7	Improve ADA access to buses by (1) improving bus stops to meet ADA requirements, (2) adding informational signage at bus stops explaining how to board with mobility aid devices and/or post a video online with such instructions, and (3)	Improves the bus experience for people with mobility aid devices.	\$\$			

	working with the MTD to add a filter to the MTD app for ADA-accessible bus stops.		
S-8	Increase frequency of bike clean-ups from annual to quarterly where abandoned bicycles are tagged and removed after 30 days.	Increases the amount of bike parking available and declutters bike racks.	\$
S-9	Increase enforcement of traffic and safety policies by ambassadors and other non-law enforcement staff, such as through increasing the frequency of patrol rounds.	Encourages compliance with traffic regulations to increase safer mobility practices.	\$\$
S-10	Introduce an IV circulator shuttle service that provides continuous service within IV.	Provides an alternate, reliable form of transportation in IV. Reduces reliance on personal vehicles for short trips and errands.	\$\$\$
S-11	Add service to MTD Line 27 to improve frequency and on-time performance.	Improves reliability and usage of the bus.	\$\$
S-12	Expand the MTD Line 27 route to cover the southwest quadrant of IV (south of Abrego Road and west of Camino Pescadero).	Improves bus access for residents and visitors to that area.	\$\$
S-13	Introduce a transportation program between Isla Vista, campus housing, and the UCSB main campus for students experiencing a mobility disability.	Would allow students in need to access class and campus services easily without needing to go through the patchwork of sidewalks and poor access points into campus.	\$\$\$

Services Connecting Isla Vista				
#	Initiative	Impact	Budget	
C-1	Introduce and increase the frequency of evening and late-night bus services , especially towards downtown Santa Barbara.	Reduce reliance on personal vehicles for those who go out in downtown Santa Barbara.	\$\$\$	
C-2	Expand MTD Line 15x service to run into the evening to Santa Barbara City College from Isla Vista and back.	Address high volume of ridership on the SBCC/UCSB Express.	\$\$\$	
C-3	Start "The Wave" microtransit service for direct connection between key commercial and transit locations in Goleta & IV.	Provides a free option for on-demand service to connect from El Colegio & Embarcadero del Mar bus stop or Isla Vista Community Center to Goleta Train Station, Santa Barbara Airport, Fairview Shopping Center, Trader Joe's, Goleta Library, and close to shops on Hollister Ave.	\$\$\$	
C-4	Increase the capacity of bicycle racks on buses .	Improves bike-bus connections and encourages mixed-modal mobility.	\$	

Infrastructure

I-1: El Colegio Road (\$\$\$)

- Install a bi-directional bike path on the south side of El Colegio Road to prevent cyclists from biking on the sidewalk <u>OR</u> install a bus- and bike-only shared lane, which reprioritizes the existing road width for alternate transportation.
- Install bus shelters, seating, and/or signage at all stops to improve ADA access and local transit experience.
- Implement safe bicycle and pedestrian connections at El Colegio Road and Stadium Road ahead of planned student housing development at Mesa Road and Stadium Road.
- Improve the intersection in front of Friendship Manor with bright paint on sidewalk in front of building entrance to increase visibility and prevent pedestriancyclist injuries.
- Add more marked crosswalks in front of Isla Vista Elementary School.
- Install more parking corrals for scooters in consultation with local property/business owners.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.
- Install parking solutions for skateboards.
- Install bicycle signals at intersections.
- Install more bike racks and secure bike parking locations.



I-2: Access points between IV and UCSB (\$)

- Install scooter parking corrals at connection points between the eastern border of IV and UCSB, such as Picasso Road, El Greco Road, and Trigo Road.
- Improvements to the access points between IV and UCSB, including pavement maintenance, landscaping, signage, and removal of obstructions.



I-3: Los Carneros Road (\$\$)

- Install traffic calming measures—such as curb bulb-outs, speed bumps, and paint—to reduce the speed of vehicles approaching El Colegio Road.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.



I-4: Stadium Road (\$\$)

- Install more parking corrals for scooters in consultation with the County.
- Add a bike lane between Mesa and El Colegio.



I-5: Camino Corto (\$\$)

- At the intersection with Abrego, increase traffic enforcement, add a marked crosswalk, and install streetlights.
- Add Class IV bike lanes between El Colegio Road and Abrego Road, and a Class III bike boulevard extending down to Del Playa Drive from El Colegio Road.
- Install pedestrian-scale street lighting to increase visibility on sidewalks.
- Install more bike racks and secure bike parking locations, especially near bus stops.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.



I-6: Camino Del Sur (\$\$)

- Reconfiguration of Camino del Sur and Picasso at Children's Park by shifting the crosswalk down so that it leads into Children's Park instead of the bike path.
- Install Class II bike lanes between Picasso Road and Abrego Road.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.
- Install more bike racks and secure bike parking locations.
- Install parking solutions for skateboards.



I-7: Camino Pescadero (\$\$)

- Improve intersection with Sabado Tarde, including installation of stop signs at north-south streets; mark crosswalks with either paint, art, and/or pedestrian-activated flashing lights; install roundabouts to slow traffic; remove street trees or vegetation where necessary to improve sightlines.
- Review traffic engineering to improve how bikes can navigate the offset intersections when traveling east-west or west-east.
- Install Class II bike lanes proposed between Picasso Road and Pardall Road.
- Install street lighting between Cervantes and El Colegio to light the bus stops and crosswalk.
- Install more bike racks and secure bike parking locations, especially near bus stops and high-density housing.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.
- Install parking solutions for skateboards.



I-8: Embarcadero Del Mar (\$\$\$)

- Convert road to feature a one-way lane for vehicles and a contra-flow (bi-directional) bike lane. This will increase the priority and visibility of cyclists and scooters on the road.
- Improve sidewalk network, specifically sidewalk gaps and pavement cracks near Trigo Road.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.
- Install parking solutions for skateboards.
- Class II bike lanes proposed between El Colegio Road and Cervantes Road.
- Install street lighting:
 - Between Trigo and Cordoba to light the bus stop, crosswalks, community center area, and a major pedestrian pathway.
 - $\circ~$ Between Cervantes and El Colegio
- Install more bike racks and secure bike parking locations.



I-9: Embarcadero Del Norte (\$)

- Install street lighting:
 - Near Greek Park between Segovia and Picasso
 - o Between Cervantes and El Colegio
- Install more bike racks and secure bike parking locations.
- Class II bike lanes proposed between El Colegio Road and Cervantes Road.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.



I-10: Cervantes Road (\$)

- Add a crosswalk at the intersection with Embarcadero Del Mar.
- Add a crosswalk at the intersection with Embarcadero Del Norte.



I-11: Picasso Road (\$)

- Install street lighting on 6500 and 6600 block.
- Add a Class III bike boulevard to increase cyclist safety.



I-12: Abrego Road (\$\$)

- Improve bus stops to enable ADA ramps.
- Install more bike racks and secure bike parking locations, especially near bus stops and high-density housing.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.
- Install parking solutions for skateboards.
- Improve street lighting to increase visibility on sidewalks, such as introducing pedestrian-scale lighting especially at crossings.



I-13: Cordoba Road (\$)

• Install street lighting between Embarcadero Del Mar and Embarcadero Del Norte.



I-14: Pardall Road (\$\$\$)

- Convert this road into one-way vehicular traffic.
- Install bike boxes at intersections.
- Add a Class III bike boulevard to increase cyclist safety.
- Install more bike racks and secure bike parking, especially in front of popular shops.
- Install a traffic signal for vehicles and bikes at intersection with Embarcadero Del Mar
- Improve street lighting to increase visibility on sidewalks, such as introducing pedestrian-scale lighting especially at crossings around Pardall Tunnel and near Camino Pescadero.
- Install more parking corrals for scooters in consultation with local property/business owners.
- Install parking solutions for skateboards.
- Introduce accessibility elements on the sidewalk and pedestrian crossings like tactile warning strips and audible beacons for the visually impaired.



I-15: Sueno Road (\$)

- Install street lighting near Sueno Dog Park.
- Install street lighting on 6700 block.



I-16: Seville Road (\$)

• Install more bike racks and secure bike parking locations, especially near bus stops.



I-17: Trigo Road (\$)

- Install street lighting on eastern 6500 block.
- Install street lighting, such as near/in alleyway.



I-18: Sabado Tarde Road (\$\$\$)

- Convert road to feature a one-way lane for vehicles and a contra-flow (bi-directional) bike lane. This will increase the priority and visibility of cyclists and scooters on the road. The one-way vehicle lane would be in the direction opposite of the one-way vehicle lane on Del Playa Drive.
- Add a Class III bike boulevard to increase cyclist safety.
- Pedestrian improvement projects to increase visibility at intersections.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.
- Install parking solutions for skateboards.
- Install street lighting, such as near alleyway.



I-19: Del Playa Drive (\$\$\$)

- Convert road to feature a one-way lane for vehicles and a contra-flow (bi-directional) bike lane. This will increase the priority and visibility of cyclists and scooters on the road. The one-way vehicle lane would be in the direction opposite of the one-way vehicle lane on Sabado Tarde Road.
- Consider adding retractable bollards or temporary bollards to close the road to vehicles on weekends to make it pedestrian and cyclists only.
- Introduce accessibility elements on the sidewalk and pedestrian crossings such as tactile warning strips and audible beacons for the visually impaired.
- Install parking solutions for skateboards.
- Pedestrian improvement projects to increase visibility at intersections, such as daylighting.
- Add a public bathroom.
- Install street lighting, such as near alleyway.



I-20: Fortuna Lane (\$)

• Improve sidewalk conditions, specifically sidewalk gaps and pavement cracks.



I-21: Estero Road (\$)

• Install street lighting, but be mindful of mitigating light impacts on wildlife on western Estero.



I-22: Isla Vista Community Center (\$)

• Identify this location as a bus stop "hub" and install a large map of all other bus stops in the area, including bus stops near grocery stores and housing.



I-23: Pescadero Beach (\$)

• Improve the railing on stairs leading to Pescadero Beach.



I-24: District-wide: All streets (\$\$\$)

- Convert the last 20 feet of each block from a parking space to a micromobility parking location (also in alignment with AB 413 regarding daylighting/improving sightlines at intersections).
- Perform regular maintenance checks on street lighting and street trees/plants to maximize visibility and safety for pedestrians and drivers.
- Improve bike network, including identifying locations to add dedicated bike lanes and upgrading existing bike infrastructure to Class I or Class IV bike lanes as appropriate.
- Improve overall sidewalk network, such as the expansion of width of sidewalks, repairing pavement cracks, removing permanent sidewalk
 obstructions, installing curb ramps, increasing sidewalk connectivity by building missing sidewalk segments, and introducing accessibility elements
 such as tactile warning strips and audible beacons for the visually impaired.
- Paint sharrows on all roads where bikes and vehicles share usage.









I-25: District-wide: Major streets (\$\$)

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









I-26: District-wide: Intersections (\$\$\$)

- Install bicycle signals at intersections.
- Paint bike boxes at all intersections where bikes and vehicles share usage to improve the safety of cyclists.
- Intersection improvement program, including the installation of stop signs at offset 3-leg ("T") intersections, 4-way intersections, and north-south streets; mark crosswalks with either paint, art, and/or pedestrian-activated flashing lights; install roundabouts to slow traffic; remove street trees or vegetation where necessary to improve sightlines.











I-27: District wide: Bus stops (\$\$)

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



