

Isla Vista Existing Conditions Assessment

Isla Vista Parking Study

Prepared for the
Isla Vista Community Services District
November 15, 2024

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Introduction

This Existing Conditions Assessment (“Assessment”) provides an in-depth review of the current parking landscape in Isla Vista and the surrounding University of California, Santa Barbara (“UCSB”) campus. The Isla Vista Community Services District (“IVCSD”) contracted Dixon Resources Unlimited (“DIXON”), a California-based parking and transportation consulting firm, to perform this Assessment as part of the Isla Vista Parking Study (“Study”).

The Assessment provides a summary of past studies and data, parking inventory, current parking regulations, current policies and business rules, and existing conditions by category. The following is a general list of sources:

- Past parking studies and reports received or conducted by IVCSD.
- Findings and observations from monthly parking utilization data collection, which began on April 27, 2023.
- An initial on-site assessment conducted on August 2, 2023, which included independent investigation, stakeholder interviews, and a project Steering Committee meeting with staff from IVCSD, the County of Santa Barbara, and UCSB.
- A Parking Town Hall plus several focus group meetings with Isla Vista stakeholders including business owners, residents, UCSB students, IVCSD, the Isla Vista Recreation & Park District, the City of Goleta, and Santa Barbara County representatives that took place on November 1 and 2, 2023.
- Virtual feedback meetings with long-term residents and other community stakeholders.
- Parking and mobility data provided by IVCSD and UCSB.
- Publicly available statistics and information.

A review of relevant sources and the associated key findings can be found in Appendix A.

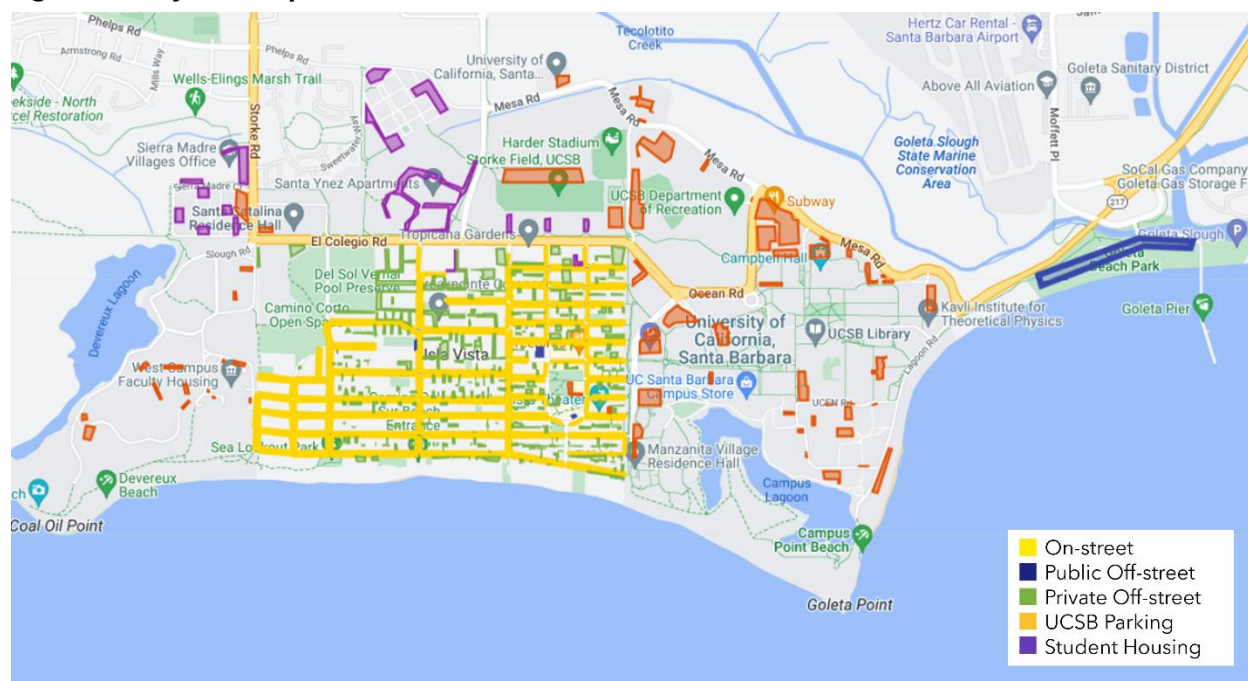
Purpose

Parking conditions have already been studied and discussed in the past. However, there is no official summation of the findings over the years available for reference. To contribute to the overall Study, this Existing Conditions Assessment aims to capture a comprehensive view of current parking challenges and experiences to support the development of a Parking Action Plan for Isla Vista.

Study Area

The Isla Vista study area refers to all public and private parking spaces identified within the geographic boundaries shown in Figure 1. This includes any spaces owned by UCSB as the campus parking environment has spillover effects that influence public parking demand in Isla Vista and Goleta Beach Park.

Figure 1. Study Area Map



Summary of Key Themes

In general, vehicles tend to be underutilized while they are in Isla Vista, and some are rarely used at all. Most community members regularly walk or bike throughout Isla Vista¹, but many still depend on cars to periodically access other surrounding destinations, including car-dependent families and workers. Parking congestion reaches extreme levels², sometimes even exceeding 100% capacity due to illegal parking. Isla Vista is a very densely populated area, so the sheer quantity of vehicles often outnumbers the amount of parking supply. As a result, cars are regularly squeezed into on-street spaces, tightly packed into front yards, sticking out of driveways, doubled parked in roadways, parked along red curbs, and stored in other potentially unsafe locations, sometimes for extended periods of time.

Parking congestion in Isla Vista is exacerbated by the limited amount of parking enforcement resources. Inconsistent parking enforcement coverage has enabled low compliance with existing parking policies. This has created an environment with safety and accessibility impacts for other road and sidewalk users, as well as negative impacts to coastal access as visitors and residents are unable to conveniently find parking in the area.

¹ The 2022 Transportation and Mobility Survey indicated that approximately 75% of residents and UCSB students rely on walking, biking, or public transit on a day-to-day basis.

² In the parking industry, it is widely accepted that occupancy rates above 85% indicate a need for intervention with parking management strategies to mitigate congestion. When parking occupancy is above 85%, parking is challenging to find, and the lack of availability contributes to roadway congestion (from drivers searching for parking) and impacts accessibility to goods, services, and homes.

Parking utilization in Isla Vista and on UCSB properties fluctuates throughout the year due to the academic calendar³. Parking demand drops significantly during holiday breaks and the summertime. During the school year, there are upwards of 20,000 students⁴ living in University-owned housing or in Isla Vista, as well as thousands of non-student Isla Vista residents. Additionally, UCSB is planning to develop additional student housing on campus but has not planned to increase its parking supply. Parking demand could continue to increase over time as new developments are added, so it will be important to prepare for future growth.

Parking on campus and at many private residential parking lots require payment. Combined with the fact that the surrounding parking in Isla Vista is offered free of charge, this naturally creates an environment where Isla Vista is prone to spillover parking demand from campus users and residents. UCSB is aware of this challenge and has implemented proactive outreach campaigns to try to mitigate parking spillover, discourage students from having cars, and promote the use of alternative modes of transportation like walking, biking, and public transit. The outreach and policy measures taken by the University are helpful, but they are just a component of the overall solution. Since on-street and Goleta Beach parking is *public* parking, anyone from the public is allowed to utilize these resources, including UCSB students, staff, faculty, and visitors. Expecting UCSB personnel to voluntarily avoid parking in Isla Vista—without introducing additional parking regulations—is unrealistic. Public parking management in Isla Vista requires an overhaul to properly manage public resources in a way that is complimentary with the nearby campus today and in the future.

Parking management strategies in Isla Vista must be designed to meet diverse community needs including the unique needs of families, renters, property owners, businesses, students, people with disabilities, unhoused and vehicle dwellers, and visitors, among other users.

³ The academic school year is from September to June for UCSB, and August to May for Santa Barbara City College (“SBCC”).

⁴ Based on total enrollment count at UCSB and in-person enrollment count at SBCC for the 2022-2023 academic year.

Summary of Current Parking Challenges in Isla Vista

- Low compliance with parking policies
- Ineffective parking enforcement coverage
- Heavy parking congestion
- Low turnover rate of parking spaces
- Illegal parking at red curbs
- Long-term vehicle storage in excess of 72 hours
- Double–or even triple–parked vehicles causing roadway obstructions
- Blocked driveways and sidewalks
- Emergency vehicle access concerns
- Pedestrian and cyclist safety concerns
- Spillover parking demand from UCSB
- Greenhouse gas emissions from drivers searching for available parking
- Vehicle habitation
- Limitations to coastal access

Parking Inventory

Parking spaces in this study can be organized into three categories:

Figure 2. Types of Parking Supply Evaluated

Parking Type	Description
Public parking	Public parking includes on-street parking spaces and off-street spaces in County parking lots including the Goleta Beach Park parking. A map of the on-street curb markings is provided in Appendix B for reference.
UCSB parking	UCSB parking includes spaces within UCSB properties that serve either faculty and staff, students, and/or visitors.
Private parking	Private parking refers to spaces located on privately owned properties including those in garages, carports, driveways, and surface lots that are dedicated to a private residential or commercial location.

Figure 3 documents the estimated number of spaces per parking type and the regulations typically associated:

Figure 3. Parking Inventory and Regulations

Type of Parking	Estimated ⁵ Number of Spaces	Commonly Posted Parking Regulations
Public on-street parking	2,772 ⁶	<ul style="list-style-type: none"> • Time limits (15/45/60 minutes) • Passenger and commercial loading zones • ADA spaces • No overnight oversize vehicle parking
Public off-street	66	<ul style="list-style-type: none"> • Time limits (60/120 minutes) • Permit parking • All day paid parking • ADA spaces
Goleta Beach Park	580	<ul style="list-style-type: none"> • ADA spaces • Beach parking
UCSB parking (on- and off-street)	9,518	<ul style="list-style-type: none"> • Time limits (40/60/120 minutes) • Paid parking • Permit parking (visitor, faculty/staff) • Loading zones • Short-term parking (30 minutes) • Carsharing • Service vehicle and ADA spaces • EV charging spaces • Coastal Access spaces
Private off-street parking	6,396 ⁷	<ul style="list-style-type: none"> • Time limits (45 minutes, 2 hours) • ADA spaces • Paid monthly/annual pass
Total spaces	18,793	

⁵ For the purposes of this study, on-street parking spaces were measured assuming a 20' standard space size to reflect realistic conditions in Isla Vista. The one exception is that 18' is used when a space is immediately adjacent to a driveway. This is because the curb cut gap associated with the driveway allows for easier entry and exit from the space as opposed to parallel parking between two vehicles.

⁶ Legislation in California (AB 413) was recently passed which will prohibit vehicles from parking within 20' of an intersection. This will reduce the overall amount of on-street parking supply by an estimated 157 parking spaces, which is over 5% of the current supply. This policy goes into effect in areas without red curbs in 2025.

⁷ There are 6,396 spaces in privately-operated surface lots and approximately 350 spaces in the garages of single-family homes and apartments with 2-4 units. This is estimated from the quantity and width of residential garage doors, where the actual number is likely to be smaller due to an undetermined number of garages which have been converted into additional bedrooms to accommodate the housing demand. This does not account for the number of spaces in underground garages, of which there are five within the study area, since that data is not currently available.

The following are notable characteristics regarding utilization of various parking space types:

- **UCSB parking:** Several UCSB off-street lots serve multiple purposes. For example, UCSB Lot 38 offers summer camp parking during the summer, student residential parking during the school year, and visitor parking throughout.
- **Private off-street parking:** There are parking facilities in this category that may be underutilized due to apartment buildings charging a high fee to park onsite.

The County is currently responsible for maintaining on-street parking infrastructure as well as County-owned public parking facilities. This includes parking technology, signage, maintenance, and general upkeep. Current parking operations do not rely on much technology, given that there are few parking regulations and programs with automated operations.

Below, Figure 4 outlines the existing public parking lots in Isla Vista:

Figure 4. Isla Vista Public Parking Lots

Parking Lot	Ownership	Details
Isla Vista Solar Lot: 881 Embarcadero Del Mar	County	<ul style="list-style-type: none"> • 45 total parking spaces • 15 parking spaces are allocated to permit holders due to lease agreement • 97 photovoltaic panels • 1 pay station (not fully functioning) • Paid parking required: \$1 for one hour, \$3 for two hours, or \$12 per day
IVCSD Lot: 970 Embarcadero del Mar	County	<ul style="list-style-type: none"> • 29 total parking spaces • 8 parking spaces are authorized only, located along the back of restaurants • 2 ADA parking spaces • 12 permit parking spaces from 8AM-6PM • 6 regular parking spaces • Free parking
Isla Vista Community Center Lot: 976 Embarcadero del Mar	IVRPD	<ul style="list-style-type: none"> • 23 total parking spaces • 20 spaces owned by IVRPD, 3 owned by IVCSD/County • 2 ADA parking spaces • 1 dedicated Staff parking space • 20 regular parking spaces • Lot is gated and closed to the public but is sometimes left open. IVCSD is evaluating options to automate access control with updated gate arm infrastructure.
Estero Park Lot: 889 Camino Del Sur	IVRPD	<ul style="list-style-type: none"> • 8 total parking spaces • Lot designated for park users only • No gate or pay station infrastructure



Parking Policies

Parking in Isla Vista is subject to a variety of policies, including the Santa Barbara County Code, the California Vehicle Code (“CVC”) and other statewide policies, and associated service vehicle, delivery, and environmental policies including the following:

California Vehicle Code

The CVC includes numerous parking policies including the following violations:

Figure 5. Summary of CVC Parking Violations

Violation Codes	Summary
CVC 21113(A)	Unlawful parking on public grounds
CVC 21113(A)C	Parking by permit required
CVC 21211(B)	Blocking bike lanes prohibited
CVC 21458	No parking in red, yellow, or loading zones
CVC 21461A	Must follow posted sign regulations
CVC 22500	No parking in various locations: <ul style="list-style-type: none"> • In an intersection • In a crosswalk • In a red zone • Within 15' of a fire station entrance • In front of a driveway • On the sidewalk • Obstructing traffic

- Double parking in a travel lane
- In a bus zone
- In a Tunnel
- On a bridge
- Blocking wheelchair access
- In a fire lane

CVC 22502	Parallel parking must be within 18" of the curb
CVC 22504	No parking in unincorporated areas
CVC 22505	No parking or stopping on highways or in posted no parking areas
CVC 22507.8	No parking in or blocking handicapped spaces or markings
CVC 22514	No parking within 15' of a fire hydrant
CVC 22515-22519	Various parking restrictions related to parking on freeways, railroads, access ramps, abandoned vehicles
CVC 4000A	Valid vehicle registration required
CVC 4462B, 4464, 5200	Prohibits using the wrong license plate, an altered license plate, or wrongly placed plate on a vehicle
CVC 5204	Current registration tabs required

County Codes

In addition to the CVC violations, the County also issues parking citations for the following parking violations within the Santa Barbara County Code:

Figure 6. Summary of Santa Barbara County Code Parking Violations

Violation Codes	Summary
Sections 23-11.2. - 12	Various limited parking rules: <ul style="list-style-type: none"> • No parking during times designated by signage, • no parking in loading zones, bus zones, car share permit spaces, • no parking large commercial vehicles, • no parking without an ADA placard, • no parking outside of the lines
Sections 23-13.1. - 13.2	No parking for more than 72 hours, and ability to tow those vehicles
Sec. 23-13.3	Overnight parking for vehicle occupancy prohibited
Sec. 23-13.12	Prohibiting parking of oversized vehicles
Chapter 23B Sec. 23B-15 (r) - (s)	Isla Vista permit parking program violations, and ability to tow those vehicles
Sec. 26-45	Prohibiting obstruction of roads and paths in county recreation area
Sec. 23D-8	On-street parking meter violations
Sec. 23E-7	Parking lot parking meter violations
Sec. 26-10	No parking at county park facilities outside of hours of operation
Sec. 26-39	County recreation area parking violations
Sec. 26-40	County recreation area parking fee violations
Sec. 26-45	Prohibiting obstruction of roads and paths in county recreation area

Compliance

The community has expressed a desire for more parking enforcement. There is a lack of consistent coverage for existing parking regulations and low compliance with policies as a result. There are a number of parking regulations that are frequently violated in Isla Vista. These include the following:

- **Parking on sidewalks or blocking driveways.** In residential areas, there are concerns of cars illegally parked such that they extrude into streets, block driveways, and cause obstruction to sidewalks.
- **Illegal red curb parking.** Parking often exceeds 100% capacity because vehicles are parking at red curbs. Some red curbs are also being illegitimately painted over with white paint.
- **Travel lane obstructions.** It is a safety hazard when emergency vehicles cannot access roads that are overparked. Cars are double-parked, and in some cases triple-parked. Some spaces intended for a single car are being parked in by two cars.
- **Parking in the wrong direction.** Some vehicles have been found parked facing the incorrect direction, such that the nose of the vehicle is pointing towards the flow of traffic. This is not permissible due to the safety impacts that it may have on the flow of traffic.
- **Parking at bus stops.** Bus stop spaces are blocked, which prevents buses from stopping for the loading and unloading of passengers.
- **Parking outside of designated areas.** In the West End, drivers are parking in illegal parking spaces. Some cars are being parked at the end of dead-end streets rather than along the curb, limiting turnaround space.
- **Overnight oversize vehicle parking.** Some oversize vehicles such as camper vans and recreational vehicles are parked for extended periods of time, and some are also used for vehicle habitation. A vehicle is considered oversized if it is at least 24 feet long, 7 feet high, or 8 feet wide. Oversized vehicles may not park on a defined list of locations overnight between the hours of 9pm and 7am (Sec. 23-13.12). These operating hours are extended from the hours where overnight parking is prohibited for all vehicles, which is 10pm to 6am.
- **Parking in excess of 72-hours.** Some vehicles are parked on the street in Isla Vista for extended periods of time, since many residents do not rely upon their cars on a day-to-day basis.

Parking enforcement in Isla Vista is conducted by the following agencies:

- The Santa Barbara County Sheriff's Office supports parking enforcement throughout the County including in Isla Vista, and they issue parking citations based on CVC and County Code violations. They are currently facing staffing shortages and are operating with less than the optimal amount of parking enforcement coverage. Due to insufficient staffing, parking enforcement is inconsistent and primarily focuses on responding to complaints.
- The California Highway Patrol ("CHP") also supports enforcement of the CVC. They conduct foot patrols, bike tagging, and vehicle abatement.
- Additionally, the UCSB Police Department is authorized to write parking citations both on and off campus.

Daylighting Legislation

The "Daylighting to Save Lives Bill" (AB 413) was developed to prohibit parking within 20 feet of the approach side of any marked or unmarked crosswalk or within 15 feet of any crosswalk where a curb extension is present. The intent is to enhance pedestrian and bicyclist safety by improving visibility and sightlines for drivers. Prior to January 1, 2025, jurisdictions may only issue a warning, and shall not issue a citation, for a violation unless the violation occurs in an area marked using paint or a sign.

This new policy will impact on-street parking inventory in Isla Vista and will need regular enforcement for compliance. Below, Figure 8 outlines the estimated parking inventory impacts by block based on the parking inventory measurements as part of this Study. It is estimated that 157 fewer cars will fit in on-street parking areas in Isla Vista due to this policy. An engineering analysis would be needed to refine and confirm these preliminary estimates.

Figure 7. Examples of Non-compliance Observed During Study Data Collection



Figure 8. On-street Parking Inventory - Estimated Daylighting Rule Impacts

Location	Current Parking Inventory	Updated Parking Inventory with Daylighting Policy	Estimated Reduction in Parking Spaces
6500 Block	1057	1026	-31
6600 Block	602	572	-30
6700 Block	610	581	-29
6800 Block	503	436	-67
Total	2772	2615	-157

Parking Congestion & Vehicle Storage

There is an extreme amount of parking congestion in Isla Vista, but not all vehicles are regularly used. Some residents primarily rely upon walking, biking, and/or public transit and only periodically use their car. In essence, the on-street parking in Isla Vista is functioning like a long-term vehicle storage parking lot, with almost 30% of vehicles remaining unmoved for over 14 hours at the on-street parking areas. This lack of turnover limits accessibility to homes, businesses, services, the coast, and other local destinations. Full results of the Annual Parking Study are available in the Parking Needs Assessment.

IVCSD is seeking a way to minimize vehicle ownership and address vehicle storage, in which vehicles remain unmoved from a parking space for an extended duration of time exceeding that of which is normally permissible by established regulations. This concern is particularly challenging during the school year, as it is observed that students bring their vehicles into Isla Vista at the beginning of the school year and proceed to park for multiple days on end, only occasionally utilizing them to run errands on a weekly basis (as identified in the 2022 Transportation and Mobility Survey).

Residential Permit Parking

Currently, there is not an active residential permit parking program in Isla Vista, although there is a history of attempts to implement one. In 2003 and 2004, the County of Santa Barbara worked with community stakeholders to gather feedback on parking program improvements, which included the introduction of residential permits. The County applied for a Coastal Development Permit Requiring a Public Hearing, which was met with a set of appeals filed by local stakeholder associations. After the hearing process concluded, the Coastal Commission ultimately approved a Coastal Development Permit ("CDP") to implement residential permit parking with five conditions. The CDP provided the County with up until November 5, 2011 to initiate the program.

In 2008, the County passed Ordinance No. 4685 to amend Chapter 23B, Permit Parking Program, to define Sec. 23B-15 identifying regulations surrounding the establishment and operation of any permit parking program established in Isla Vista. This section details the designation of permit parking areas, the operation of the program, the application process, the

fee schedule, and other program rules. However, the permit program was not successfully introduced, and the CDP has since expired.

Coastal Access

Isla Vista is within the coastal zone, which is regulated by the Coastal Commission. Therefore, it is important that parking conditions support ease of access to beaches and coastal parks. Additionally, due to street runoff valves that flow into the ocean, the management of vehicular traffic is also considered a coastal impact. Parking policy changes within Isla Vista require approval by the Coastal Commission, as well as the Board of Supervisors.

Figure 9. Coastal Access Point at El Embarcadero Road and Del Playa Drive



Coastal parking access throughout Isla Vista is essentially offered on a first-come-first-serve basis, since there are no time limits, paid parking fees, or other parking demand management policies in place to regulate turnover or optimize accessibility.

The west side of Camino Majorca, which offers access to the east end of Devereux Beach, is an unpaved parking that currently does not feature any posted regulations. There is parking congestion between beachgoers and residents in the area.

There are several other beaches and coastal parks in Isla Vista including Sea Lookout Park, Camino Del Dur Beach, Camino Pescadero Park, Depressions Beach, and Campus Point Beach. Del

Playa Drive is the public street closest to these coastal destinations, and this street regularly experiences significant parking congestion.

Goleta Beach Park is nearby and also included as part of this Assessment. Goleta Beach has two adjacent parking lots with a total of 460 parking spaces that are offered free of charge. The park is open from 8:00am until sunset.

UCSB has designated Coastal Access spaces open to the public on weekdays between 7:30am and 5:00pm. Vehicles are required to have a Coastal Access ePermit, which has a four-hour time limit. One to four-hour permits may be purchased from onsite pay stations or via the ParkMobile application in some locations. After hours and on weekends, the Coastal Access spaces are open to all valid UCSB permit-holders. Four-hour Coastal Parking is located in the following lots: 6 Parking, 10 Parking, 22 Parking, 23 Parking, 5 Parking, or at the south end of Ocean Road.

Isla Vista Parks

There are 25 Isla Vista Recreation and Park District (“IVRPD”) public park and open space destinations throughout Isla Vista, but only three IVRPD-owned parking lots: 1) Perfect Park, 2) Community Center, and 3) Estero Park. Most locations rely upon street parking or other modes of transportation for public access. There are existing red curb areas designated as no parking zones at most locations, and some have yellow curb loading zones. Compliance with the curb markings is reportedly low and the extreme amount of parking congestion during the school year makes accessing these destinations by vehicle a challenge. Usually, there is limited space to park vehicles at the IVRPD destinations, and IVRPD has expressed a need for more curbside access surrounding several parks for maintenance vehicle use. Additionally, there could be a need for improved parking space turnover to maintain more public parking availability, such as at Estero Park.

Safe Parking Program

There is a Safe Parking Program operated by the New Beginnings Counseling Center, which provides safe overnight parking for those who inhabit their vehicles and need a stable place to stay on the path to being rehoused. Individuals and families who qualify are allocated a spot in 24 participating locations with 136 spaces across the greater Santa Barbara area, which includes 2 parking lots located within Isla Vista proper. 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.

Electric Vehicle Charging

Electric vehicle (“EV”) charging stations in Isla Vista are becoming an increasingly popular request among residents, as many people are making the transition to more environmentally friendly vehicles and need accessible locations to charge them. In order to accommodate these requests and acknowledge the rise of electric vehicles, the County of Santa Barbara Municipal Code describes electric vehicle infrastructure in two sections:

- In Chapter 10 - Building Regulations, Article XVII. Expedited Permitting Procedures for Electric Vehicle Charging Station Review, the Code establishes an expedited permitting process in order to assist with timely and cost-effective installations in off-street parking locations. The equipment to be installed is described, and the process for applying is listed in detail.
- Chapter 12 - County-Owned Property, Article V. Off-Street Parking Facilities, Section 12A-25 discusses electric vehicle charging station parking stalls in off-street facilities. Electric vehicles are defined in California Vehicle Code section 415 as motor vehicles that display the State of California Air Board Zero Emission Vehicle (ZEV) sticker, or have the capability of charging from an off-vehicle electric energy source. According to the Code, these vehicles may only be parked in electric charging stalls if they are actively charging their battery.

Currently, there are 59 electric vehicle charging stations in Isla Vista published on PlugShare,⁸ a public EV charging station map. Four of these stations are operated by the County, and the remainder are on UCSB property. All the stations offer the standard J-1772 plug type and are either Level 1 or Level 2 chargers. ChargePoint is the most common Level 2 charging station supplier, while Webasto products are typically used for Level 1 trickle charging on the UCSB campus.

In terms of County-operated charging stations, the Pardall Solar Parking Lot offers Level 2 charging at \$0.23/kWh for the first four hours, after which it changes to \$0.10/minute. This is likely to incentivize drivers to move fully charged vehicles to a regular parking space, freeing up the EV charging station for other vehicles. In all cases, the driver is required to pay for parking on top of charging, which is priced at \$1 for one hour, \$3 for two hours, or \$12 per day during operating hours.

UCSB offers two types of electric vehicle charging stations: Level 1 trickle charge stations and Level 2 charging stations. Some of these stations are open to the public, while others are exclusive to UCSB-associated drivers. At both types of stations, drivers must pay for both parking and charging (see Figure 10 for the applicable fees). UCSB also offers an EV Power Permit, which is a pilot program that enables drivers to prepay for EV charging in 4-hour increments, or for unlimited EV charging for one vehicle (the cost per month is unique to the vehicle type).

Figure 10. EV Park & Charge Fees at UCSB

	Parking	Charging
Level 1 trickle chargers 68 units with a slow charging speed	Requires payment as stated. Open to visitors/non-permitholders.	For existing parking permitholders: prepay with an EV Power Permit. \$1.00/4 hours, maximum 12 hours in Lot 10. Lots 57 and 59 charges a \$2/hour additional fee for any EV connected to ChargePoint for longer than 5 hours. Lot 60 has a maximum EV parking duration of 10 hours while actively charging. Visitors pay for power and short-term parking in Visitor Parking locations.
Level 2 charging stations 28 units with higher charging speed	Requires a valid UCSB parking permit.	\$0.25/kWh on main campus and \$0.30/kWh in areas served by SCE. Pay through the ChargePoint app.

⁸ Source: www.plugshare.com/directory/us/california/isla-vista

Special Event Permits

The County of Santa Barbara Public Works Department offers a public right-of-way special event permit. One common application of the permit is for the closure of Pardall Road in Isla Vista, and this temporarily impacts parking availability and accessibility to nearby businesses. Clothing and other goods are often sold by vendors.

There have been instances of blocked sidewalks, crosswalks, bus stops, travel lanes, loading zones, and red curbs surrounding the events.

According to the program administrative procedures, applicants must submit their application at least 25 days prior to the event along with a site plan. Written notification is provided to the Isla Vista Foot Patrol and County Fire two weeks prior to the event, and any law enforcement required for the event is reimbursed by the event sponsor.

Adjacent businesses are also supposed to be notified two weeks prior to the event. To minimize impacts during certain periods, special approval is required for events on the following dates:

- October 26 - 31
- November 1 - 4
- The week prior to the beginning of Fall Quarter of UCSB
- Throughout the week of UCSB Spring Commencement

The public right-of-way special event permit fee schedule is provided below in Figure 12.

Figure 12. Special Event Permit Fee Schedule

Category	Examples	Estimated Fee* (rates as of 10/2022)
A	Temporary reserved parking on County roads	\$62
B	Small event - Block party with road closure, Untimed recreational bike ride or run/walk, car show, Outdoor music festival, Private property event requiring signage on County roads	\$122 - \$244
C	Medium sized event - Road closures, Parade, Bike race, Marathons/Half Marathons/Triathlons, Festival, Artisan/craft show	\$256 - \$366
D	Large event - Multiple road closures, Farmers Market (Initial Permit), May require site visit	\$378

Figure 11. Blocked Red Curb During Vendor Market



E	Annual reoccurring event - such as Farmers Market	\$378 for year 1, \$122 annually thereafter
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*Fees are estimates calculated based on staff time spent to process each event.

UCSB Parking Programs and Policies

Parking at UCSB is managed by Transportation & Parking Services (“TPS”). There are several parking programs and policies designed to manage parking demand on campus.

Parking Permits

All vehicles that park on UCSB properties must have a valid campus parking permit. UCSB permits are not physical permits, instead they are electronic “ePermits” that are associated with a license plate number.

UCSB offers several parking permit types for the following user groups:

- Main Campus residents
- University-owned off-campus residents
- Other undergraduate and graduate students (for nights and weekends)
- Student commuters
- Graduate employee
- Faculty
- Staff
- Visitors

Long-term parking options and rates are summarized below in Figure 13 based on the rates posted on the UCSB website as of Fall 2023⁹.

Figure 13. UCSB Long-term Parking Rates

Subscriber	Permit Type	Rate
Faculty	“A” Ongoing Long Term (renewed & charged monthly via payroll deduction)	\$37.50
	“A” Annual	\$450
	“A” Quarterly (Fall, Winter, Spring, Summer)	\$120
	“A” 30-day	\$56
	Night/Weekend Annual	\$192
	Night/Weekend 15-Day	\$8
	“A” Carpool Annual	\$225
Faculty, Selected	Reserved Annual	\$1,125
Staff	“B” Ongoing Long Term (renewed & charged monthly via payroll deduction)	\$37.50
	“B” Annual	\$450
	“B” Quarterly (Fall, Winter, Spring, Summer)	\$120
	“B” 30-Day	\$56

⁹ Source: www.tps.ucsb.edu/parking-permits/long-term-parking-rates

Subscriber	Permit Type	Rate
	Night/Weekend Annual	\$192
	Night/Weekend 15-Day	\$8
	"B" Carpool Annual	\$225
Staff, Selected	Reserved Annual	\$1,125
Student	"C" Quarterly (Fall, Winter, Spring, Summer)	\$120
	Night/Weekend 15-Day	\$8
Student,	"B" Annual	\$450
Graduate	"B" Quarterly (Fall, Winter, Spring, Summer)	\$120
Employed by UCSB 45% or more of time	"B" Carpool Annual	\$225
	"H2" - Residence Hall (9 months)	\$760
	"H23" - Residence Hall (9 months)	\$760
Housing	"H22" - Residence Hall (9 months)	\$535
	"H38" - Residence Hall (9 months)	\$535
	"H43", "H44", "H57", H65" Residence Hall (9 months)	\$535
Student, Undergraduate Supplemental Fee	Night/Weekend Annual Undergraduate	\$70
	Visitor "C" Annual	\$450
Visitor	Visitor "C" 30-Day	\$56
	Night/Weekend Annual	\$192
	Night/Weekend 15-Day	\$8
Department Recharge	Children's Center 30-Minute Monthly	\$10
	Special Area Multi-Year (monthly rate) (Requires valid "A" or "B" permit to be valid on campus)	\$56
Vendor	Vendor Annual	\$900
	Vendor 30-Day	\$75
	Vendor Daily	\$10

There are also several short-term parking options at UCSB. The options and rates are outlined below in Figure 14 based on the rates posted on the UCSB website as of Fall 2023¹⁰. Paid parking locations include pay stations that accept credit card and cash (\$1 and \$5 bills only). ParkMobile, a mobile payment application, is offered in most visitor lots throughout campus, allowing visitors to pay for parking using their phone.

Figure 14. UCSB Short-term Parking Rates

Permit Time	Regular	Gold	Vendor
20 Minutes	\$1.00	-	\$1.00
40 Minutes	\$2.00	-	\$2.00
1 Hour	\$3.00	\$3.00	\$3.00
2 Hours - Daytime parking only	\$5.00	\$5.00	\$5.00
3 Hours - Daytime parking only	\$7.00	\$7.00	\$7.00

¹⁰ Source: www.tps.ucsb.edu/parking-permits/short-term-parking-rates

Permit Time	Regular	Gold	Vendor
4 Hours - <i>Coastal Access or Gold</i>	\$8.00	\$9.00	\$8.00
5 Hours	-	\$11.00	-
Daily <i>VALID MONDAY - THURSDAY FROM TIME OF PURCHASE TO 7:30AM THE FOLLOWING MORNING. VALID FRIDAY FROM TIME OF PURCHASE TO MIDNIGHT.</i>	\$8.00	\$12.00	\$10.00
All Night <i>VALID MONDAY-THURSDAY BETWEEN 5:00PM AND 7:30AM THE FOLLOWING MORNING. VALID FRIDAY BETWEEN 5:00PM AND MIDNIGHT.</i>	\$4.00	-	\$5.00
Saturday & Sunday <i>VALID SATURDAY BETWEEN 5:00AM AND MIDNIGHT. VALID SUNDAY BETWEEN 5:00AM AND 7:30AM THE FOLLOWING MORNING.</i>	\$4.00	-	\$5.00
15-Day Night & Weekend	\$8.00	-	-

Weekend Overnight Restrictions

Every Friday and Saturday night there are parking restrictions to limit the use of campus parking by late-night and overnight visitors to Isla Vista. Visitors permits normally expire at 7:30am, but instead expire at 11:59pm on Friday and Saturday nights. No visitor permits are offered on Friday nights from 10:00pm through Saturday mornings at 5:00am, and on Saturday nights from 10:00pm through Sunday mornings at 5:00am.

Coastal Access

As described earlier, UCSB has designated Coastal Access spaces open to the public on weekdays between 7:30am and 5:00pm. Four-hour Coastal Parking is located in the following lots: 6 Parking, 10 Parking, 22 Parking, 23 Parking, 5 Parking, or at the south end of Ocean Road. Vehicles are required to have a Coastal Access ePermit. One to four-hour permits may be purchased from onsite pay stations or via the ParkMobile application in some locations. After hours and on weekends, the Coastal Access spaces are open to all valid UCSB permit-holders.

Oversize Vehicles

UCSB does not allow parking of large vehicles on any University-owned property. A large vehicle is any vehicle that exceeds 22' in length, exceeds 80" in width, or exceeds 82" in length according to UCSB.

Parking Demand Mitigation

UCSB aims to mitigate parking demand through the promotion of alternative modes of transportation. Students that live within 2 miles of the campus cannot qualify for a campus parking permit, which is intended to discourage students from owning a car. Future housing developments do not incorporate plans to increase the parking supply on campus. UCSB is aiming to increase density while reducing reliance on cars.

There is a Transportation Alternatives Program ("TAP") that encourages commuters to access the campus by foot, skateboard, scooter, bike, bus, carpool, vanpool, or train. Joining the TAP program provides participants with up to six days of complimentary campus parking per quarter (for the days they must drive) but encourages alternative modes through discounted MTD bus passes and an emergency ride home program. UCSB even has an agreement with the Santa Barbara Metropolitan Transit District ("MTD") to help fund a dedicated bus route to

the campus. There is also a Vanpool program offered for those commuting from Buellton, Lompoc, Santa Maria, Solvang, or Ventura.

Appendix A - Review of Past Studies and Data

This Assessment builds upon a wealth of findings and key themes derived from past parking-related reports, meetings, surveys, and statistics from external sources. This section identifies and summarizes conclusions from the main documentation referenced in this Assessment organized in chronological order.

Parking Program Stakeholder Meetings (2003-2004)

From November 3, 2003, to March 18, 2004, a survey for business owners was conducted and nine meetings were arranged with several user groups. The meetings were conducted in relation to the proposed metered parking zone for coastal access along Camino Majorca. The following table summarizes the key feedback associated with each group:

Figure A-1. Summary of Key Feedback from Parking Program Stakeholder Meetings

Group	Key Feedback
Santa Barbara Surfriders Association	<ul style="list-style-type: none"> • Introduce paid parking for beach visitors • Introduce parallel parking on both sides of the street • Does not support any reduction in total number of parking spaces
Associated UCSB Students	<ul style="list-style-type: none"> • Support alternative transportation, e.g. car sharing program, bike parking • Provide limited free parking for guests • Make campus parking permits easier to obtain, with quarterly/monthly options, to increase student acceptance of paid parking
Business Owners	<ul style="list-style-type: none"> • Interested in short-term loading zones and time limits that discourage student parking • Any potential paid parking revenue should feed back into benefitting the downtown commercial area • Employee parking should be made more available
Isla Vista Property Owners Association	<ul style="list-style-type: none"> • Provide service vehicle permits • Ensure Isla Vista paid parking rates match UCSB rates • Consider that property managers need 15-20 annual permits for service vehicles
Isla Vista Association	<ul style="list-style-type: none"> • Permits should be associated with license plates and offered at an escalating rate model • Residential parking zone boundaries for a permit program need to be carefully designated, and assigned customized regulations • Discourage people from bringing their cars into the area

Isla Vista Parking Presentation (2004)

Presented by the County of Santa Barbara's Public Works Department, this presentation provided an overview of proposed residential and commercial parking strategies, including those from the Isla Vista Redevelopment Project Area Committee. The priorities stated were:

- Introduce a residential permit parking program (with guest permits).
- Introduce downtown parking meters.
- Improve coastal access parking for Camino Majorca and the Isla Vista Recreation and Park District lot.
- Consider additional improvements such as a satellite parking lot, alternative transportation, a downtown parking structure, and pedestrian and bicycle improvements.

Key Themes

- Prioritize on-street parking spaces for residents.
- Encourage turnover and short-term spaces for shoppers and visitors.
- Improve coastal access parking availability.

County Board Appeals (2004)

The memorandum focuses on the staff's response and recommendation to deny a set of appeals filed against the Appealable Coastal Development Permit that would enable the physical development of a Parking Program in Isla Vista.

The appeals were filed by Bruce Murdock and the Surfrider Foundation, and contended the following:

- Introducing residential parking permits to only one zone is inconsistent with zoning in the Single Family Restricted Overlay District.
- The plan does not conform with several policies in the California Coastal Act, the Coastal Land Use Plan, and CEQA.
- The plan is believed to deny maximum access to non-residents visiting the coast because it prioritizes residential permits and parking meters.

Key Themes

- Consider the spillover effects any residential permit parking program adjustments.
- Ensure programs are compliant with any coastal policies and plans.
- Maximize visitor access to the coast.

Coastal Commission Report (2006)

The County of Santa Barbara submitted a proposal to introduce a Managed Parking Program throughout all existing public rights of way in Isla Vista which would introduce the following:

1. A time-limited metered parking zone in the downtown commercial center.
2. Designation of 24 time-limited metered parking spaces for coastal access parking.

Key Themes

- Ensure programs are compliant with any coastal policies and plans.
- Ongoing data collection needs to be performed.

3. A community-wide metered parking zone (without time-limits) encompassing all other areas in the community.

The Coastal Commission approved the Coastal Development Permit (“CDP”) with five conditions:

1. **Revise the Managed Parking Program:** There must be a detailed fee schedule with clearly identified maximum fee amounts and updated plans for implementing the program while maintaining existing public access and recreation.
2. **Future Changes to the Program:** Any changes including but not limited to amount, location, duration, rates and fees, and time of day will require an amendment from the Coastal Commission or the County's Local Coastal Program (“LCP”).
3. **Consistency of the Related County Resolution/Ordinances:** Within 90 days after the issuance of the CDP, the County must submit evidence that the ordinances have been amended consistent with the CDP.
4. **Parking Monitoring Program:** The County must implement a 3-year monitoring and parking survey program to determine changes in parking use patterns.
5. **Limited Duration of Permit:** The length of this permit is not to exceed 5 years, so that the Commission can reassess the resulting impacts of the Program.

Upon the CDP’s approval with the conditions listed above, the Board of Supervisors had up to five years to take action on the implementation of this program. The program was not implemented, and the permit expired on November 5, 2011.

Isla Vista Parking Study Technical Memorandum (2008)

This document summarizes findings from a study conducted by Fehr & Peers in May 2007 to collect parking and occupancy data in Isla Vista. The study consisted of an on-street parking occupancy survey and an online student and faculty survey to determine off-campus parking impacts. It identified that Isla Vista had approximately 3,480 on-street parking spaces, which are primarily unrestricted and free. Some key findings shared include:

Key Themes

- Implement and enforce parking restrictions in Isla Vista and Goleta Beach.

- Of the UCSB faculty/staff and students who park in Isla Vista almost every day, 57% of them are students that live on-campus and park in Isla Vista as opposed to their designated residential lots.
- At least 25% of Isla Vista on-street parking spaces at the time are occupied by UCSB faculty/staff and students on a daily basis.
- Survey results indicate that UCSB faculty/staff and students tend to park in Isla Vista or Goleta Beach Park due to the availability of free and unregulated parking.

Fehr & Peers Study Attachment A (2013)

This document details the Isla Vista Parking Study conducted by Fehr & Peers in 2013 to determine the number of vehicles parked in on-street spaces throughout the day. The study was completed over two days in May 2013 and indicated that on-street occupancy peaked at 78%, which is lower than what was measured in 2007 and reported in Fehr & Peers' 2008 memo for the UCSB Long Range Development Plan ("LRDP"). Public feedback on this study indicated that some parameters used may not have accurately reflected true parking conditions, and therefore the study might have recorded a lower occupancy rate than what was experienced.

Key Themes

- Observed peak occupancy does not pose an availability problem.
- Methodology for future parking studies should be re-evaluated.

Isla Vista Master Plan Parking Appendix (2015)

This document compiles data from associated surveys to assess on-street parking availability within IVCS and the related impacts on coastal access. The key findings are as follows:

- Peak on-street parking demand in the vicinity of five Isla Vista coastal access points was below 85% occupancy. Occupancy counting was executed by the Santa Barbara County Public Works department and the Associated Transportation Engineers in both peak and non-peak periods.
- 78% of coastal users were from within Isla Vista.
- On-street parking spaces had increased by 31% (+838 spaces) from 2005 to 2015.
- Implementation of alternative transportation had increased on-street availability.
- The Isla Vista Master Plan would increase the quantity of available on-street parking by 183 spaces.
- The Isla Vista Master Plan recommended solutions to encourage walking, biking, carsharing, and public transportation.

Key Themes

- Observed peak occupancy does not pose an availability problem.
- Majority of coastal access users are local.
- Encourage alternative transportation to increase parking availability.

Community Letters (2015)

The Santa Barbara Planning Commission received several letters, including those written by an Isla Vista Community Network Member, UCSB alumni, and several long-term residents. These letters express concern over Isla Vista's growth, as it has officially one of the densest populations for its size in the state, and the issue of high rent that prevents people from visiting. They also address frustrations with the parking studies that have been conducted that claim there is adequate parking, as in their experience, parking is extremely limited, difficult to find, and a stressful experience overall. They request that the Isla Vista Master Plan, originally certified in 2003, be updated to reflect current experiences and difficulties.

IVCSD Meetings (2016)

Two IVCSD stakeholder meetings occurred to discuss how a parking program could be implemented or managed by the IVCSD in the future. The first meeting was focused on the perspectives of the Planning Commission and Public Works, which included focusing on good data collection and improving sidewalk and parking infrastructure.

The second meeting was focused on several parking system user groups. It was determined that parking access should be prioritized for residents and their guests, students living in Isla Vista, business patrons, disabled patrons, employees, and those looking for coastal access. On-campus students storing vehicles, student commuters, UCSB staff, and party-goers were the user groups identified that require further regulation to mitigate demand.

Key Themes

- Data collection of current conditions is critical.
- Parking programs should prioritize parking access for selected groups.

Census Data (2021)

Based on currently available census data¹¹, Isla Vista is associated with the following select statistics:

Figure A-2. Census Data Summary

Demographics	
Population	15,500
Housing & Living Arrangements (2017-2021)	
Households, 2017-2021	4,571
Persons per household, 2017-2021	3.11
Living in same house 1 year ago, percent of persons aged 1 year+, 2017-2021	23.6%
Education (2017-2021)	
High school graduate or higher	88.1%
Bachelor's degree or higher	44.3%
Economy (2017-2021)	
In civilian labor force, total, percent of population age 16 years+	57.9%
Transportation (2017-2021)	
Mean travel time to work (minutes), workers aged 16 years+	14.4

Transportation and Mobility Survey (2022)

In 2022, a Transportation and Mobility Survey was distributed to Isla Vista residents and students of UCSB currently residing in Isla Vista. Respondents were asked 72 general questions

¹¹ Source: www.census.gov/quickfacts/fact/table/islavistacdpcalifornia/HSD310221#HSD310221

related to their lifestyle, transportation, and mobility habits in and around Isla Vista. A total of 1,079 survey responses were received; however, the number of responses for each question varies.

The data from the survey questions demonstrated that most respondents typically rely on their personal vehicles to collect groceries and run errands due to the convenience of having their own cars.

Survey results indicated that people who drive to Isla Vista most often park on-street, in a private driveway, or in an apartment parking lot. Very few utilize the pay lots in Isla Vista. Of the respondents that choose to park on-street, 804 responses indicated that the majority claim to leave their cars for an extended period of time, ranging between 2 and 3 hours to a full day.

A significant portion of 975 respondents claim that when they are in Isla Vista, the most common transportation options they utilize are walking (78.15%), riding their bikes (49.95%), or riding the bus (34.56%). Only 25.03% rely on their cars to travel within Isla Vista.

Overall, the survey indicates that people prefer using their own vehicles to conduct personal business and run errands outside of Isla Vista. While alternative modes of transportation are a convenient option for some, most respondents will maintain their current mobility habits of utilizing their own vehicles as it pertains to their individual needs.

Key Themes

- Annual increase in student population will require more parking availability.
- Evaluate the methodology for future parking studies.

Isla Vista Parking Study (2015)

This short document summarizes the background and issues that Isla Vista is facing around the lack of sufficient parking spaces in Isla Vista. It makes observations about parking availability, occupancy counts, and inventory counts, including the following:

- As UCSB continues to increase their rate of students each year, parking around IV will become even more scarce.
- Past studies conducted are outdated with inaccurate measurements.
- Going forward, data should be conducted using a surveying wheel to measure lengths of curbs or Google Earth to digitize color-coded polygons that represent the study area.

Key Themes

- Annual increase in student population will require more parking availability.
- Evaluate the methodology for future parking studies.

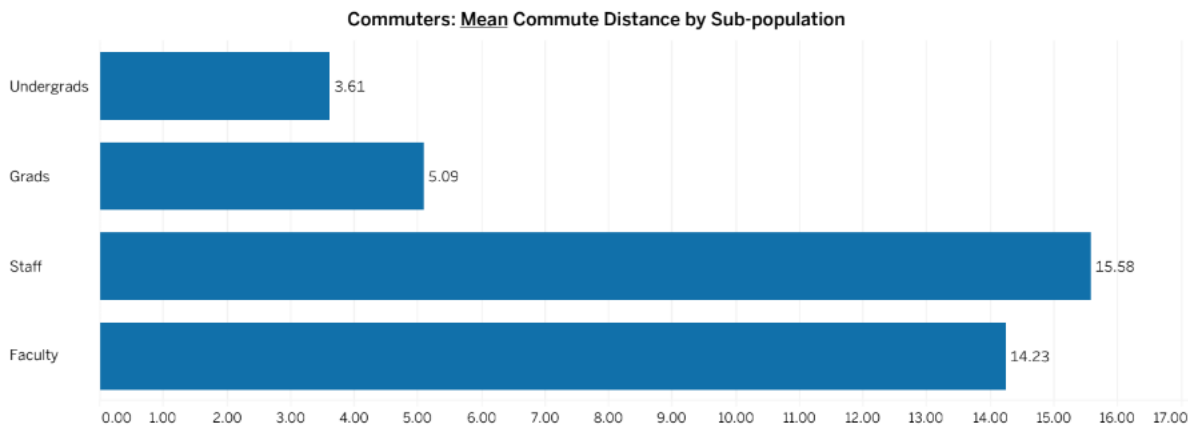
UCSB Commuter Survey (2022)

Every Spring Quarter, UCSB conducts a Commuter Survey that analyzes the mobility patterns of students and faculty/staff and their means of traveling to and from the campus. Of the 2023 Spring Quarter survey respondents, 316 undergraduates, 33 graduates, and 18 faculty/staff indicated that they currently reside in Isla Vista.

The survey collected data from two main commuter sub-populations: students and faculty/staff. The purpose of this was to analyze the average commute distance, the number of commuters traveling to campus by day of the week, and the means by which they travel to campus.

Data from Figure A-3 indicates that faculty and staff travel the furthest distance to campus, with the average commute being 14.91 miles.

Figure A-3. Average Commute Distance by Subgroup



The average number of commuters traveling to campus by day of the week varies only slightly, with Friday exhibiting the fewest number of students and faculty/staff on campus.

- Monday: 20,245 students; 3,439 faculty/staff
- Tuesday: 21,141 students; 3,590 faculty/staff
- Wednesday: 21,148 students; 3,546 faculty/staff
- Thursday: 21,055 students; 3,603 faculty/staff
- Friday: 16,145 students; 2,902 faculty/staff

Results from the survey indicate that commuters utilize three popular modes of transportation to travel to and from campus: driving their personal vehicles, riding their bike, or riding the bus.

There is a relatively even distribution between student and faculty/staff commuters who typically opt to drive their own vehicles to campus. This is the most common method for faculty/staff, but not for students. For those that reside in Isla Vista, this could be due in part to

Figure A-4. Quantity of Private Vehicle

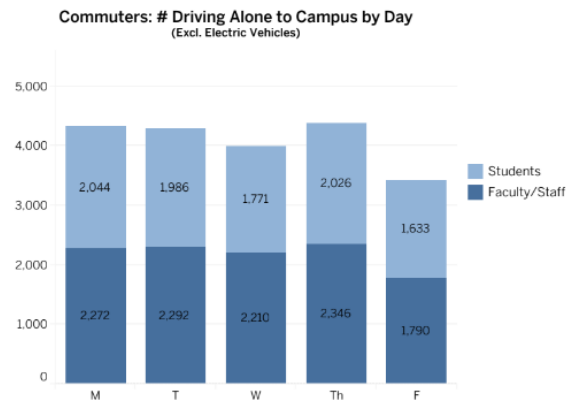
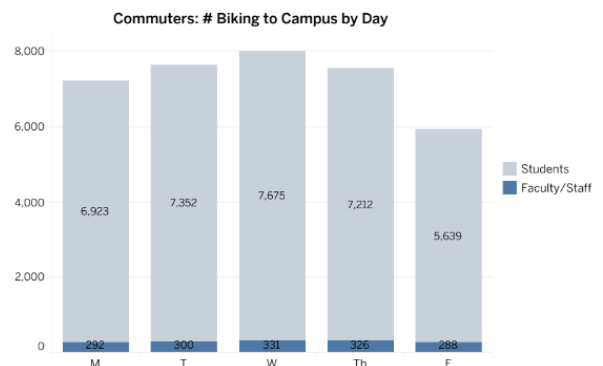


Figure A-5. Quantity of Bike Commuters



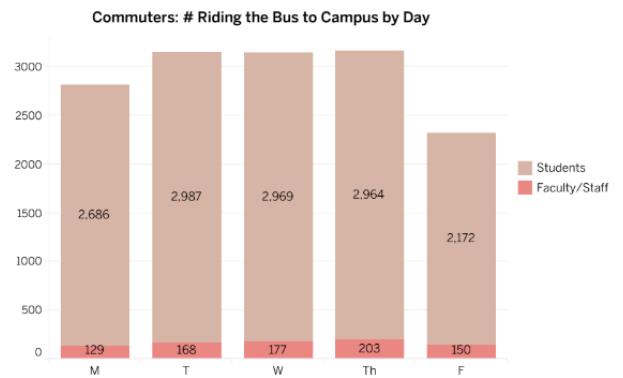
the parking challenges they face which may encourage them to utilize alternative modes of transportation.

The most popular commuting method for students is riding a bike to campus. Very few faculty/staff members commute to and from campus on their bikes. As evidenced by the average commuting distance for faculty/staff, which is nearly 15 miles, riding a bike is not an option for many.

Another common method that commuters use to travel to campus is by riding the bus. Students utilize this option more than their faculty/staff counterparts due to the accessibility, convenience, and distance of the bus routes.

As evidenced by the data, many students and faculty/staff commute to and from campus at a relatively even rate during weekdays, with Fridays experiencing the fewest commuters. Faculty/staff have farther commutes, on average, than students. This provides students with the opportunity to utilize alternative modes of transportation, such as biking and riding the bus, to travel to and from campus.

Figure A-6. Quantity of Public Transit Commuters



Regional Travel Trends Project Staff Report (2023)

This staff report for the Santa Barbara County Association of Governments' Board of Directors offers the initial findings from the Regional Travel Trends Project regarding transportation planning. It offers an analysis of job growth, housing production, labor market, and commuting trends throughout the region. The project is targeted for completion in December 2023. Some notable findings include:

- Goleta has demonstrated the highest job growth in the county from 2010-2022.
- Working from home has increased by 8.8% to 15.1% of resident workers from 2019 to 2022.
- 15.7% of work commutes start in Isla Vista, and 9.5% of them end in Isla Vista.

Appendix B - Isla Vista Curb Inventory Map

