

Isla Vista Parking Needs Assessment

Isla Vista Parking Study

Prepared for the
Isla Vista Community Services District
November 12, 2024

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Introduction

This Parking Needs Assessment (“Assessment”) documents an overview of existing parking supply in Isla Vista and evaluates parking utilization based on a combination of quantitative and qualitative data captured during the Isla Vista Parking Study (“Study”). This report describes the data collection methodologies and summarizes data analysis results.

Based on parking trends and community needs, the Study will offer recommendations and implementation steps in a comprehensive Parking Action Plan report for integrated policies, procedures, and management strategies to optimize parking in Isla Vista.

The Study was jointly funded by the Isla Vista Community Services District (“IVCSD”), 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. Parking consultant firm, Dixon Resources Unlimited (“DIXON”) was selected through a competitive procurement process to conduct the Study including this Assessment.

Purpose

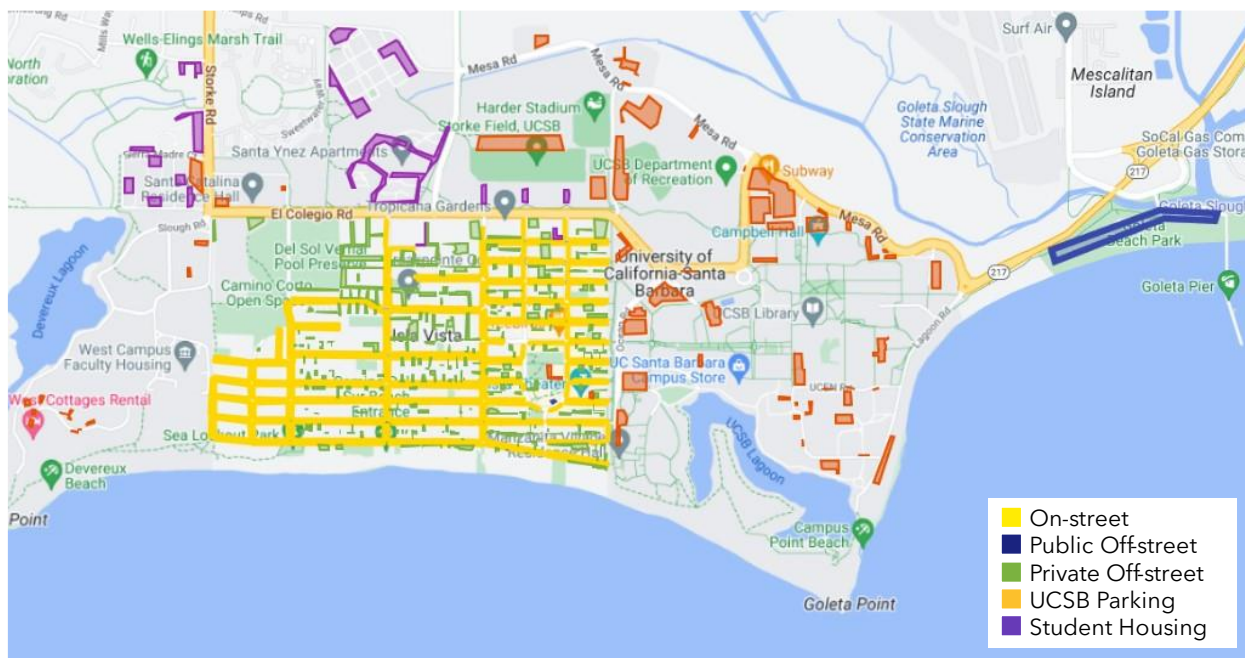
Parking demand has already been studied in the past, but this Study was designed to be the first to comprehensively evaluate annual trends including during peak and non-peak congestion periods. Other important differentiators are the measurements of turnover rates and repeat parking trends, which help estimate the level of non-compliance and how different user groups interact with the parking system. The methodology accounts for vehicles that are potentially out of compliance with existing policies including red curb, blocked driveways, and 72-hour violations, which help demonstrate the commonly expressed need for enhanced parking enforcement coverage and compliance. Additionally, certain parking policy changes may require approval by the Coastal Commission, which often requests a substantial amount of data to evaluate coastal impacts.

Study Area

The main focus of the Study is an evaluation of on-street parking trends within the Isla Vista core (“IV Box”), and off-street parking areas were also incorporated to comprehensively understand utilization, including as they relate to coastal access and UCSB uses.

The Study Area was mutually agreed upon by the Steering Committee and consists of on-street, public off-street, private off-street, and UCSB parking locations as indicated by the below map (Figure 1). Parking utilization was evaluated for each type of parking using several methods described later in this report.

Figure 1. Study Area



Parking Utilization Study

This Assessment included the collection of quantitative parking utilization data during several timeframes throughout the duration of the Study:

Figure 2. Study Timeframes

Type	Timing	Purpose
On-street	April 2023 - March 2024 1 weekday and 1 weekend day per month	On-street parking was the immediate priority focus of the Study. ¹ On-street locations were comprehensively evaluated throughout the year to understand seasonal impacts and annual trends to evaluate potential policy and parking management needs.

¹ It was important to capture data before summer break so that parking utilization results from when school was in session compared with over the summer could be incorporated into community outreach efforts. The off-street locations of the Study Area were placed on hold while UCSB evaluated an approval process to potentially enable data collection on university properties. It was ultimately determined by UCSB that the Assessment was not desired for their properties, and instead UCSB provided their own data to supplement the Assessment. Since the Goleta Beach lots are not owned by UCSB, the Assessment did later incorporate these public parking lots. However, the initial four months of the Assessment (April - July) captured only on-street data, so an additional four months of only public off-street data was captured at the end of the data collection schedule to comprehensively understand both on-street and public off-street trends throughout all months of the year.

Type	Timing	Purpose
Public Off-street	August 2023 - March 2024 1 weekday and 1 weekend day per month	Data collection in public off-street Study Area locations began in August 2023 upon notice to proceed from IVCS D. Data collection at public off-street parking locations was initiated to capture summer parking utilization trends at the Goleta Beach public parking lots, and capturing data throughout multiple seasons later was intended to prepare for policy development.
Private Off-street	August and October 2023 + Ongoing online survey input	Samplings of private off-street utilization were captured during two months in the summer and fall to compare results during summer break versus when most students are back living and parking in Isla Vista for school in the fall. Additionally, several questions were included in the online survey (live from October 19, 2023, until January 2, 2024) to further evaluate and supplement findings.
UCSB Campus and Student Housing	Fall 2022, Winter 2023, and Spring 2023 Quarters	A data set with parking occupancy results captured and analyzed by UCSB from last school year was provided to supplement this Study. UCSB did not provide authorization to DIXON to collect additional data at any UCSB properties as part of this Study, so the Assessment incorporates only the results provided by UCSB.

UCSB Data

UCSB has provided quarterly occupancy data from Fall 2022 to Spring 2023 for the university-owned parking lots. Each report provides a one-week sample of occupancy data for each lot per quarter. The data reports provide capacity, weekday averages, weekend averages, and 7-day averages per lot. Data collection times were not specified by the University. The data range for each report is provided below:

Figure 3. UCSB Data Collection Dates

Quarter	Date
Fall 2022	11/15/22 - 11/21/22
Winter 2023	2/21/23 - 2/27/23
Spring 2023	5/16/23 - 5/22/23

Public On-street and Off-street Collection Times

For the remainder of the Study Area (excluding university-owned lots), data collection dates were selected in coordination with the Steering Committee to avoid major events that could skew results. Weekend data was captured on Saturdays. The majority of weekday collections were scheduled on Thursdays, but were shifted to Tuesday in August and October 2023 to sample for potential 72-hour rule violations. The full schedule of dates is provided below:

Figure 4. Data Collection Dates - On-street Study Area Locations Only

Month	Thursday	Saturday
April	4/27/23	4/29/23
May	5/18/23	5/20/23
June	6/8/23	6/10/23
July	7/20/23	7/22/23

Figure 5. Data Collection Dates - On-street and Public Off-street Study Areas

Month	Thursday or Tuesday*	Saturday
August	8/22/23*	8/26/23
September	9/28/23	9/30/23
October	10/17/23*	10/21/23
November	11/16/23	11/18/23
December	12/14/23	12/16/23
January	1/2/24 & 1/25/24**	1/27/24
February	2/22/24	2/24/24
March	3/12/24*	3/16/24

*Three Tuesday collections included to sample for 72-hour rule compliance

** To evaluate winter break parking demand, morning and afternoon sampling were also captured on Tuesday, January 2, 2024.

On-street and public off-street parking data collection occurred at the following times:

Figure 6. On-street and Public Off-street Data Collection Times

Type	Times	Reason
On-street	5:00am, 11:00am, and 8:00pm	The early morning and evening times were intended to capture peak parking congestion times when most residents were still at home The midday time is to understand how utilization varies throughout the day.
Public off-street	8:00am, 2:00pm, and 7:30pm	These times were selected to evaluate utilization of the Goleta Beach lots through the day during the times that the lot is open and utilized after sunrise and sunset.

Private Off-street Data Collection Times

Private off-street parking data collection occurred at the following times:

Figure 7. Private Off-street Data Collection Times

Date	Time
10/19/23	5:00pm
10/21/23	7:00am

Methodology

This section details the methodologies used to study parking utilization. The data collection methodology varied by parking type based on available information.

Parking Inventory

After defining the Study Area, the next step in the process was recording the parking inventory data, also commonly known as the parking “supply” or parking “capacity”. Essentially, this meant counting the number of marked parking spaces, or in areas without markings this meant measuring the amount of space and estimating the number of parking spaces. The specific methodology for each parking type is described below:

Figure 8. Parking Inventory Data Collection Approaches

Type	Approach
On-street	<p data-bbox="451 705 1406 884">Inventory measurements were captured using a combination of remote data collection using Google Maps (Street View and aerial imagery measurements) with in-person field verification. The absence of space markings on-street required measuring the curb segments and estimating the number of parking spaces per block face.</p> <p data-bbox="451 919 1406 1129">For the purposes of this study, on-street parking spaces were measured assuming a 20’ standard space size to reflect realistic conditions in Isla Vista². 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.</p> <p data-bbox="451 1165 1406 1234">The posted policies, driveways, loading zones, and red curbs were also recorded in the database.</p> <p data-bbox="451 1270 1406 1514">There are several block faces within the Study Area that do not contain legal parking spaces but regularly experience illegally parked cars. This includes Camino Majorca and the curb space between the access paths to UCSB on Sabado Tarde Rd. and El Nido Ln. To comprehensively represent parking trends across the entire Study Area, theoretical parking space inventory data was still collected at these locations to calculate the amount of space utilized by illegally parked vehicles.</p>

² The California Vehicle Code defines a standard on-street parallel parking space as 22’ in length. When an agency marks spaces, this is typically the measurement used to allow for ample space to pull in and out of a parking space for standard sized vehicles. Since parking spaces are unmarked on-street in Isla Vista, and there is a high amount of parking demand, the reality is that cars are often parked in closer proximity than this and squeezed into smaller-than-typical spaces. Therefore, a more accurate estimate for parking space size in Isla Vista could be considered smaller than 22’, so the Assessment utilizes 20’.

Type	Approach
Public off-street	Inventory measurements were captured using a combination of remote data collection using Google Maps (Street View and aerial imagery measurements) with in-person field verification. Space markings enabled a straightforward count of the parking inventory.
Private off-street	<p>There are private properties with a variety of residential and commercial uses throughout Isla Vista, and many of them have onsite parking in driveways, carports, surface lots, and garages. An estimated inventory of private parking supply is helpful to understand the overall parking system.</p> <p>The process for estimating private off-street parking inventory was counting the estimated number of parking spaces observed using a combination of aerial imagery and Google Street View. Estimated counts were recorded for each property, and the property boundaries were determined using a parcel map provided by the County.</p> <p>There are limitations related to access and privacy when collecting private parking inventory data. The counts were solely based upon publicly accessible imagery, so this means that any parking spaces with an obscured view were not captured. There were survey questions included in an online survey to mitigate these gaps. The online survey incorporated a field for respondents to input the number of parking spaces available at their residence and asked questions about private parking access and utilization. The data sets were cross-compared to approximate the overall private parking inventory within the Study Area.</p>
UCSB Campus and Student Housing	UCSB provided a data set that included parking inventory counts. The UCSB counts were utilized for this Assessment.

Parking Utilization Data Collection

Next, parking utilization was studied using license plate recognition (“LPR”) cameras, which were mounted on a vehicle that was driven throughout the on-street and public off-street Study Area locations.

The data analysis process automatically anonymizes all license plate numbers by hashing the data. Real license plate numbers are not stored or retained for the Study.

Data collection was conducted along a consistent driving route at 5:00am, 11:00am, and 8:00pm each day, which allowed data to be captured consistently and efficiently. Each collection route was designed to take no longer than two and a half hours to complete.

The Assessment utilized a data analysis software product called the Rapid LPR Tool to anonymize and process the data. Parking utilization metrics were generated for each block face (either side of the street) and public parking lot. “Parking utilization” refers to several metrics about how parking is being utilized including:

Figure 9. Definition of Data Types

Data Type	Description
Occupancy Rate	<p>Refers to the percentage of occupied parking spaces:</p> $\# \text{ parked cars} \div \# \text{ of parking spaces}$ <p>The parking industry considers the ideal target parking occupancy rate to be 85 percent, meaning that there are approximately one or two parking spaces available per block face. This occupancy rate minimizes congestion and maximizes utilization of parking assets. Areas that regularly exceed 85 percent occupancy are considered overly congested. Likewise, areas that regularly are well below 85 percent are considered underutilized. The goal is to seek a balanced parking system that remains at or near 85 percent occupancy during most times on average, knowing that there will realistically be some exceptional or outlier times.</p> <p>In the analyzed results described later, parking occupancy sometimes does exceed 100 percent. This is due to instances of illegal parking when there are more cars parked than legal parking spaces, such as cars parked at red curbs or blocking driveways.</p>
Turnover	<p>Refers to when a car departs a parking space, turning it over so that another car can then park in that space. The estimated duration that each car was parked was measured based on the observation intervals. For instance, if a vehicle was observed during the 5:00am interval but not observed at the 11:00am interval, then the car would have been parked for less than six hours.</p> <p>When durations are long, this means that turnover of parking spaces is low. Conversely, when durations are short, this means that turnover is high. High turnover maximizes the number of drivers that can utilize parking assets, which is especially important in commercial areas due to proximity to goods and services and the need for customer access.</p>
Reparking	<p>Refers to when a vehicle is observed to be reparked within the Study Area (left and then came back). Trends can be observed for a single day and across multiple days or months.</p>

The Study included regular check-ins with the Steering Committee to review results. Data analysis findings were also incorporated into the community outreach process to inform stakeholders and enable a transparent, data-driven planning process.

Findings

The data collection results are summarized below, organized into several sections:

- 1) Inventory - the number of parking spaces counted for each location.
- 2) Occupancy - the parking occupancy rates (level of parking congestion).
- 3) Turnover - the length of stay and how often parking spaces turnover.

- 4) Repeat Parking - trends related to vehicles reparking, having been observed at multiple times and locations.
- 5) 72-hour Compliance - estimated number of vehicles that violated the 72-hour rule.

Inventory

On-Street

Currently, it is estimated that there are a total of 2,772 on-street parking spaces in Isla Vista. This current inventory number was used for this assessment to calculate current parking occupancy rates.

How will AB413 impact parking inventory?

Assembly bill (AB) 413, referred to as the “daylighting legislation”, goes into effect in 2025 and will impact public parking supply throughout California. AB413 prohibits vehicles from being parked within 20 feet of the vehicle approach side of any unmarked or marked crosswalk or 15 feet of any crosswalk where a curb extension is present.

The Study Area was further evaluated to estimate its effect on on-street inventory. An estimated count of the potential loss of parking spaces was evaluated near intersections by truncating the spaces within a 20 ft buffer of an intersection. The estimated number of remaining spaces was based on a space size length of 20 ft, or 18 ft adjacent to driveways. For the purpose of the assessment, intersections include any side streets, cross streets, or alleys as detailed in the California Vehicle Code. Further legal and traffic engineering assessments are required to determine the exact implications of the daylighting legislation. Below is a table that summarizes the *estimated* change in inventory as a result:

Figure 10. Estimated Impacts of Daylighting Legislation on On-street Inventory

Block	Current Inventory	Daylighting Inventory Estimate	Lost Inventory	% Change
6500	1057	1026	-31	-2.93%
6600	602	572	-30	-4.98%
6700	610	581	-29	-4.75%
6800	503	436	-67	-13.32
Total	2772	2615	-157	-5.66%

Across the entire study area, there will be an estimated 5.66% decrease in on-street parking inventory which is equivalent to roughly 157 parking spaces. Not all block faces would be affected by daylighting, as many of them already have no parking inventory near crosswalks and intersections due to the presence of red curbs.

Public Off-Street

The table below outlines the number of parking spaces in each public parking lot evaluated:

Figure 11. Public Off-street Parking Lot Inventories

Parking Lot	Inventory Count
Isla Vista Solar Lot:	45
881 Embarcadero Del Mar	(15 of which are allocated to permit holders)
IVCSD Lot:	29
970 Embarcadero del Mar	
Isla Vista Community Center Lot:	23
976 Embarcadero del Mar*	
Estero Park Lot:	8
889 Camino Del Sur	
Total 100	

* This 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.

Private Off-Street

Inventory counts for private properties were recorded for each parcel. It does not include inventory of underground or covered parking. Below is a table summarizing the estimated inventory for private off-street locations by block:

Figure 12. Private Off-street Parking Inventory

Block	Inventory Count
6500	2,700
6600	2,031
6700	1,522
6800	293
Total	6,546

UCSB Campus and Student Housing

Below is a table summarizing the inventory count per lot as provided by the University:

Figure 13. UCSB Parking Inventories

Lot Name	Inventory Count
01	111
02	102
03	133
04	21
05	81
06	128
08	27
09	66
UCEN Rd	23
Channel Island Rd	36
10-1	88

10-2	140
10-3	141
10-4	143
10-5	90
11	93
12A	18
12	100
14	126
15	35
16	501
17	32
18-1	173
18-2	233
18-3	236
18-4	257
19 (Across from Lot 4)	20
22-L	173
22-1	170
22-2	170
22-3	181
22-4	182
22-5	177
22-Outer	76
23	217
24	86
25	89
27	201
Arts Lane	7
Hosford Ctr (Ocean Rd)	6
29	142
30	360
31-Inner	143
31-Outer	85
32	81
33	12
37	34
38	467
40 IV Theater	21
41 (Dirt Lot)	26
42	45
43 Westgate	42
44 El Dorado	98
45 Devereux	121
45 Dev "A"	15
46 Embarcadero	36
50 San Clemente	763

51 San Clemente	34
52 San Clemente	33
53 San Clemente	39
56 Storke	514
57 Santa Ynez	640
58 San Joaquin	6
59 San Joaquin	25
60 Housing Staff	177
61 West Campus Apts.	363
65 Sierra Madre	225
67 Sierra Madre	67
Total	9,503

Occupancy

On-Street

Below are a series of figures that summarize the on-street occupancy rates. Full results for on-street occupancy can be found in Attachment A.

Figure 14. Average On-street Weekday Occupancy

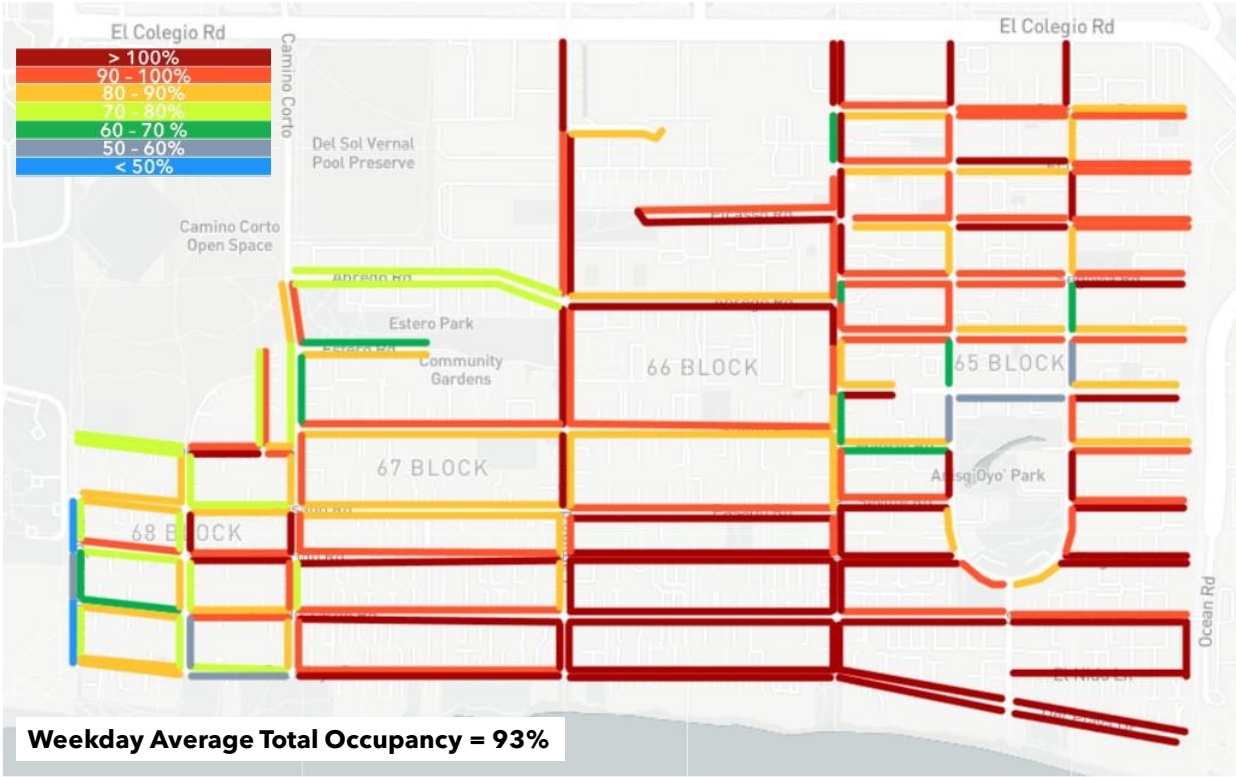
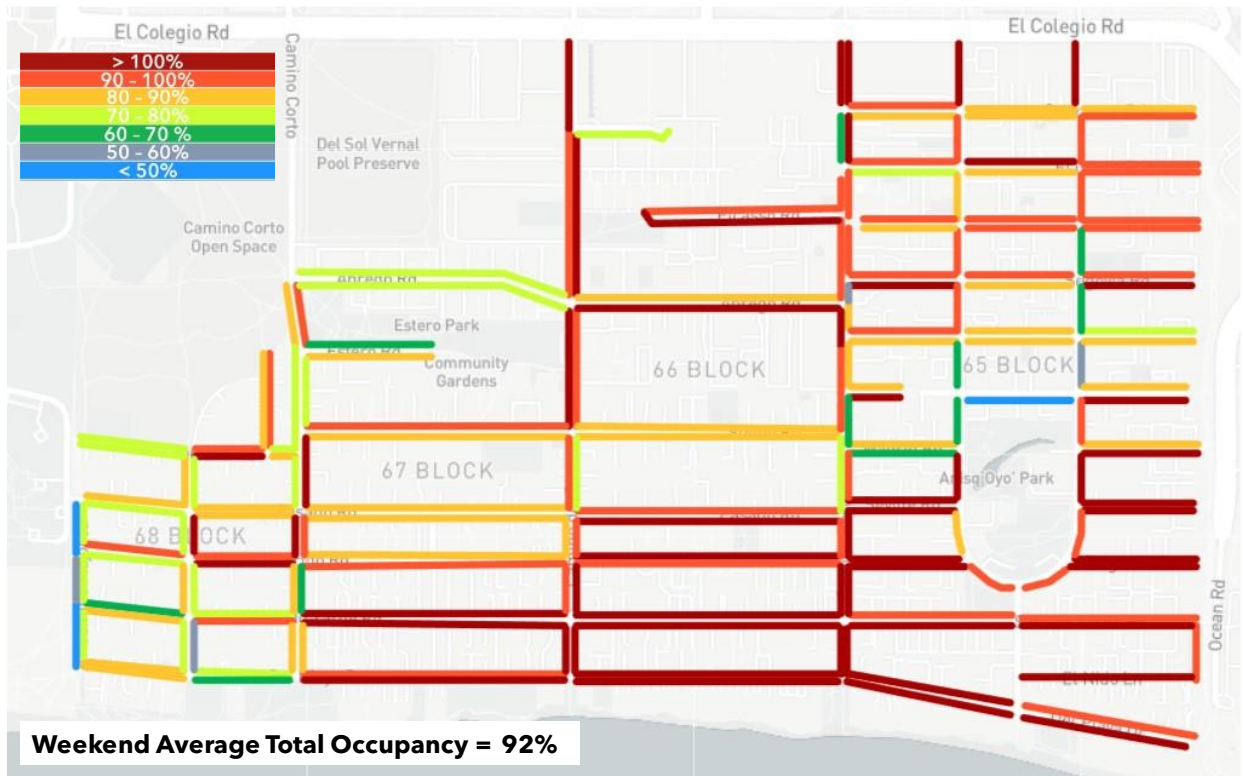


Figure 15. Average On-street Weekend Occupancy



Average on-street occupancy is consistently high but tends to be higher during the week (93%) compared to the weekend (92%), with several block faces exceeding 100% occupancy, especially in the southern half of Isla Vista.

Figure 16. Morning Occupancy for On-street

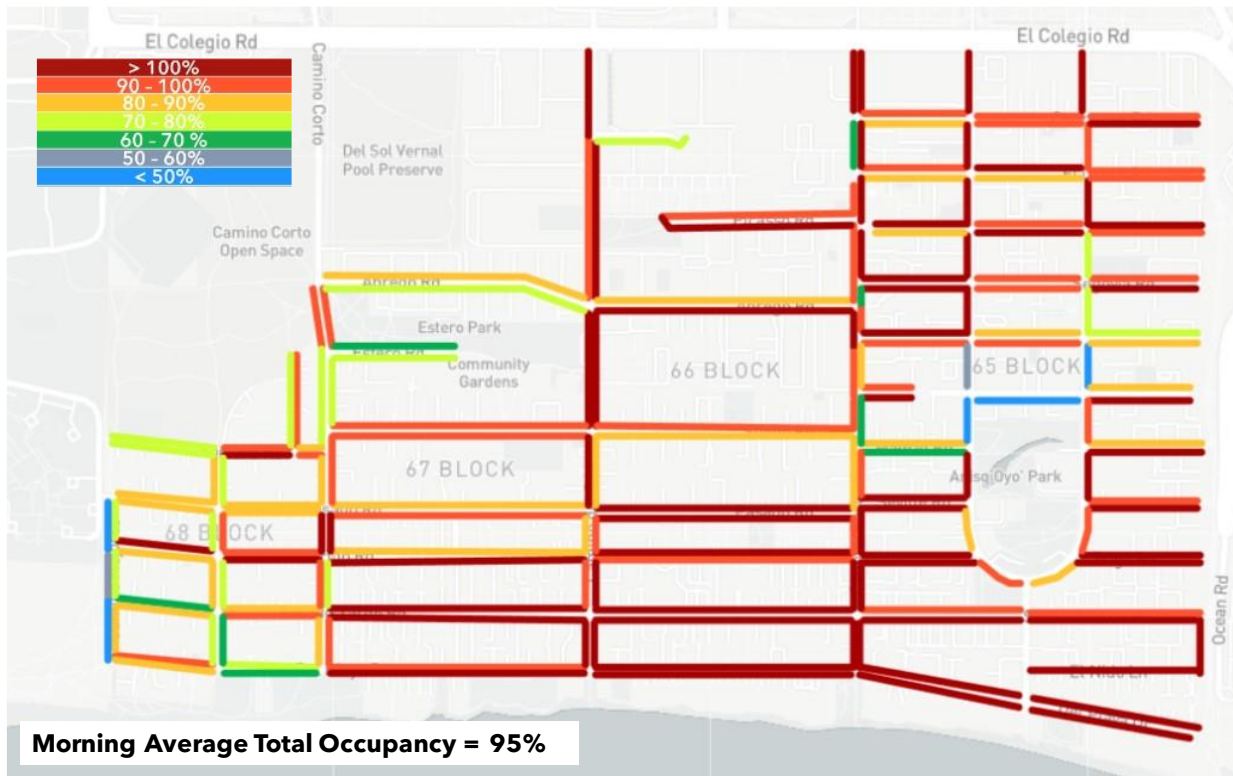


Figure 17. Midday Occupancy for On-street

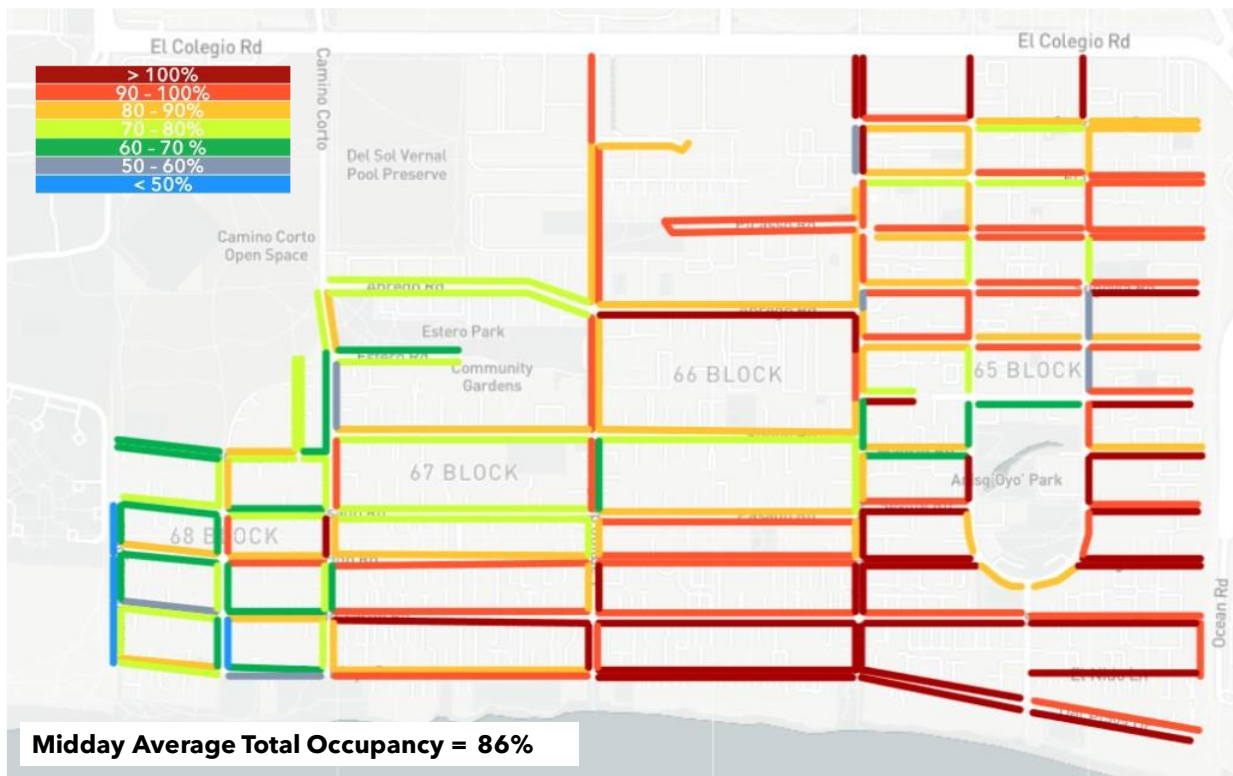
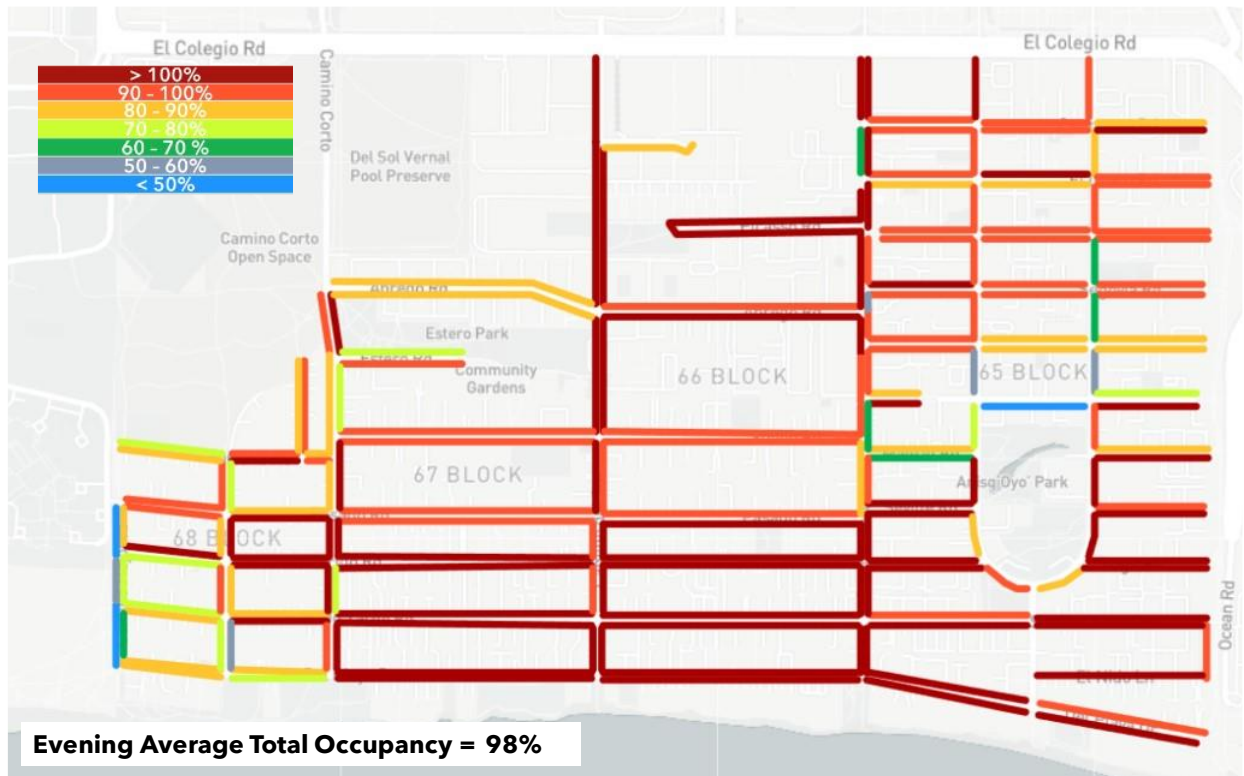


Figure 18. Evening Occupancy for On-street



Average on-street occupancy is the highest during the evening (98%), however it is consistently high throughout the day with an average occupancy of 95% during the morning and 86% during the midday. With midday collection starting at 11AM, the slight drop in occupancy in this time interval coincides with a typical class schedule at UCSB. Conversely, the morning and evening collections accurately reflect what occupancy looks like when most residents are at home, which explains the significantly high average occupancy values with many block faces exceeding 100% occupancy.

Figure 19. Spring 2023 Average On-street Occupancy

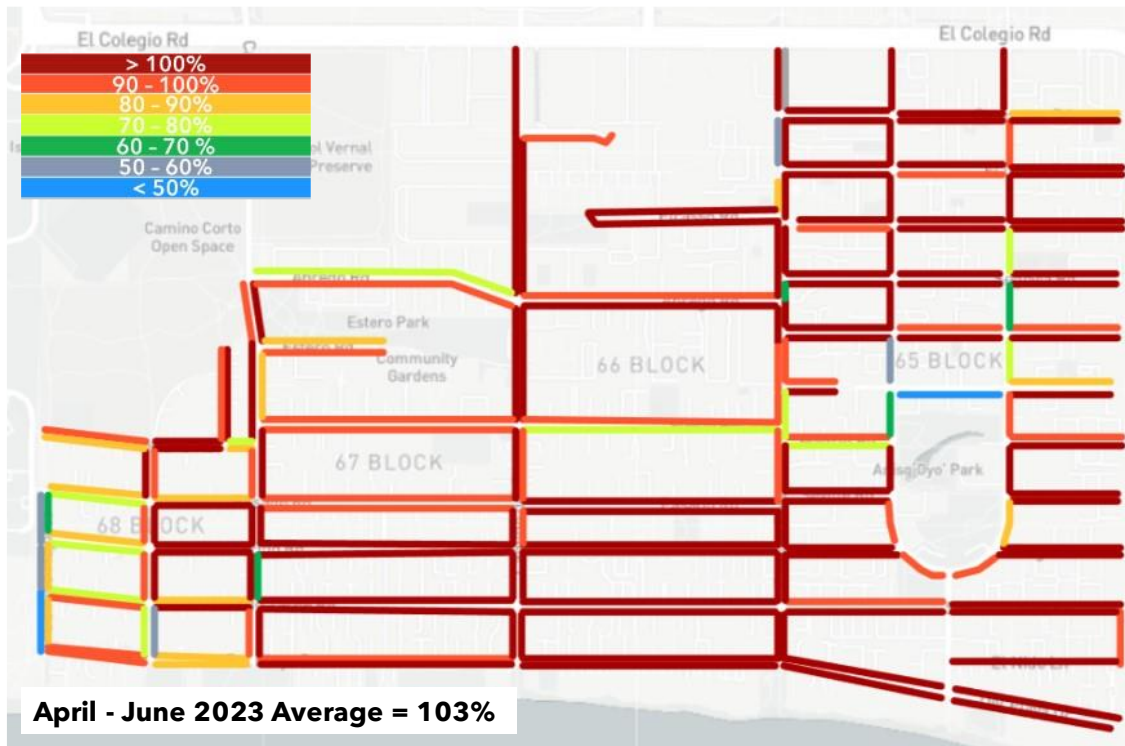


Figure 20. Summer 2023 Average On-street Occupancy

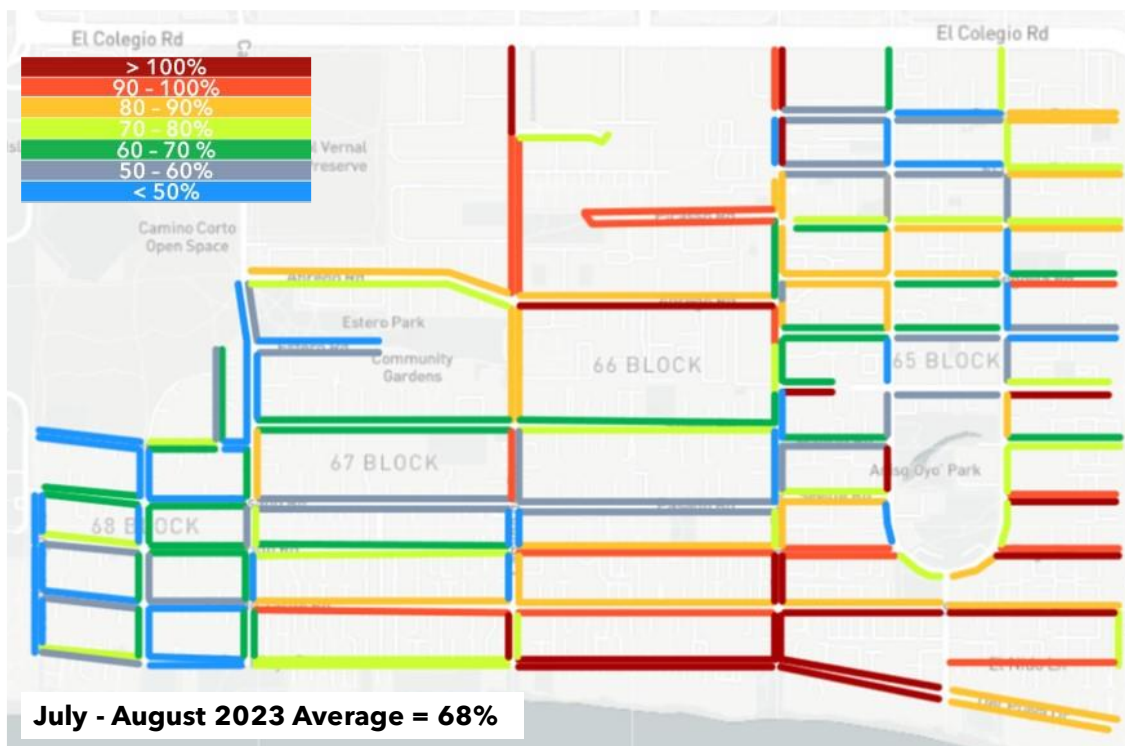


Figure 21. Fall 2023 Average On-street Occupancy

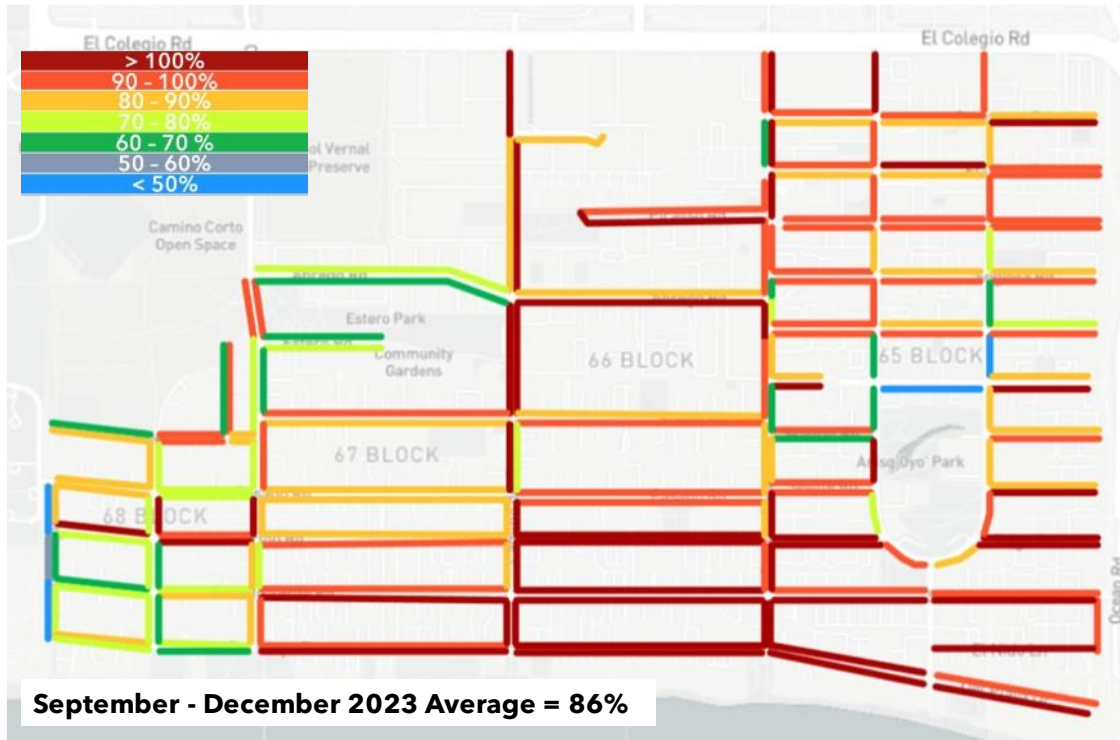
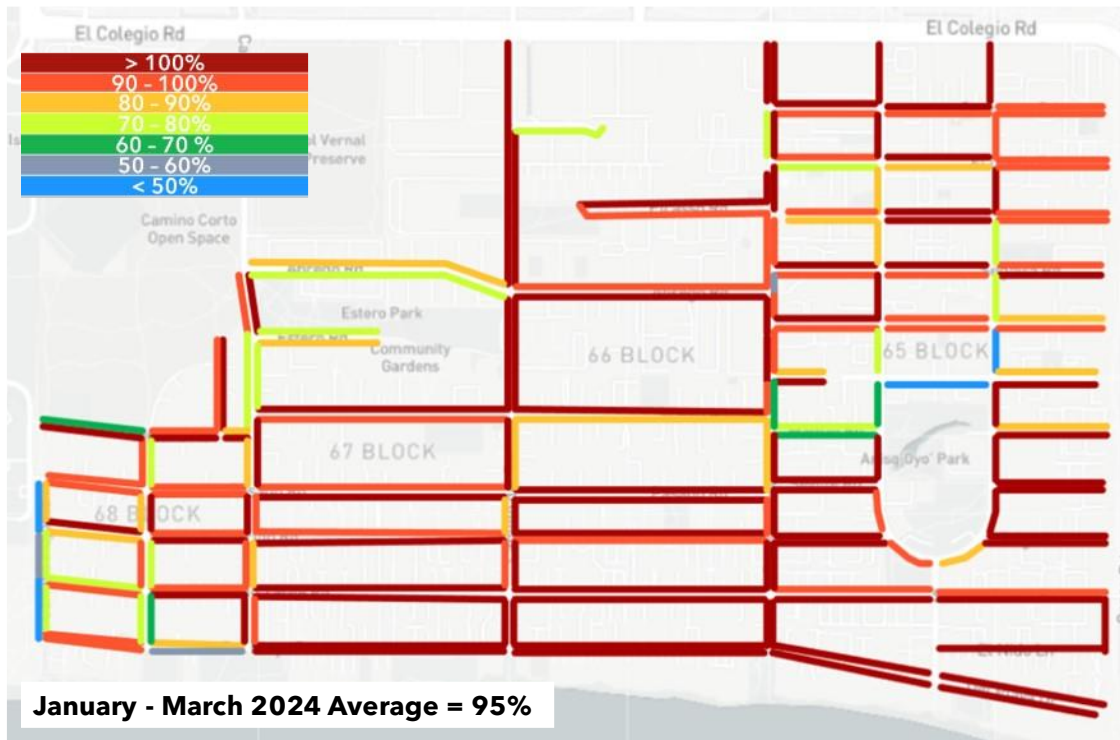
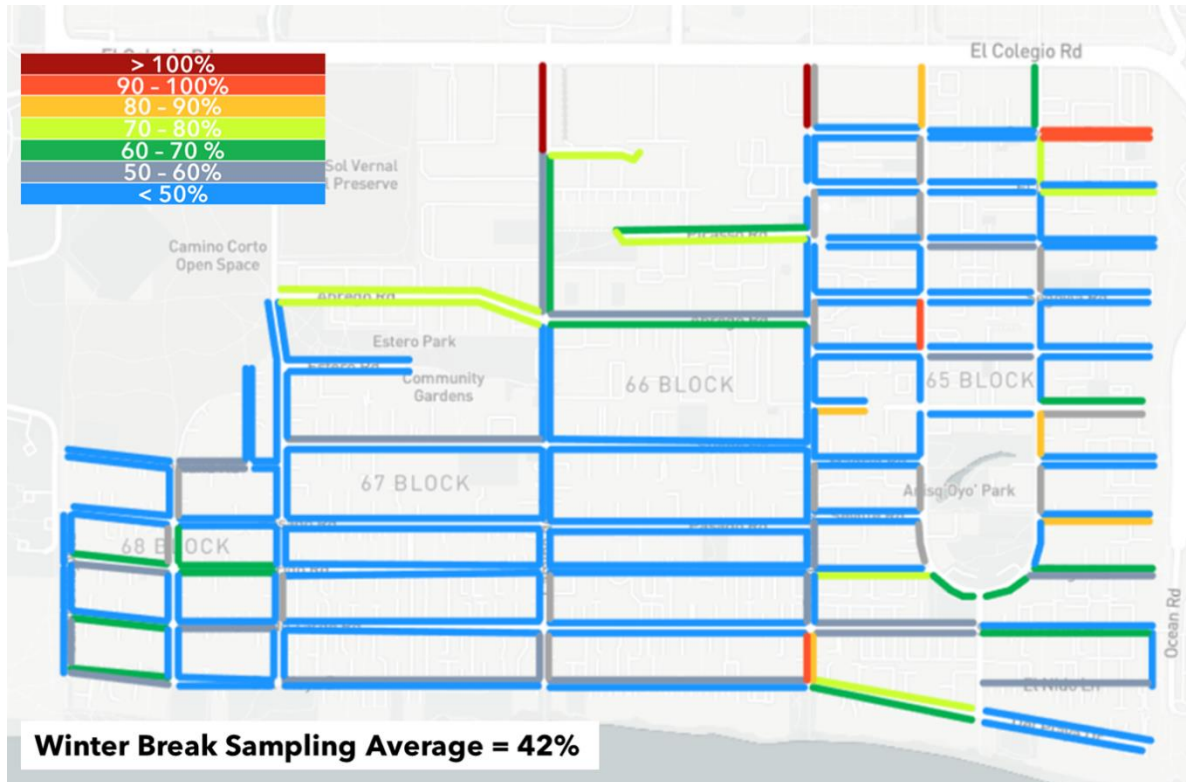


Figure 22. Winter 2024 Average On-street Occupancy



Average on-street occupancy is the highest during the spring quarter (103%), however it is consistently high throughout the school year, exceeding 85% occupancy. The occupancy drops during the summer quarter (68%) as expected, when most UCSB students are away from Isla Vista and back home for the school break. A sampling was done during UCSB's winter break on January 2, 2024. Average occupancy rates are significantly lower compared to the rest of the data collection period, which is expected as most Isla Vista residents have not yet returned to campus.

Figure 23. Winter Break Sampling Average On-street Occupancy



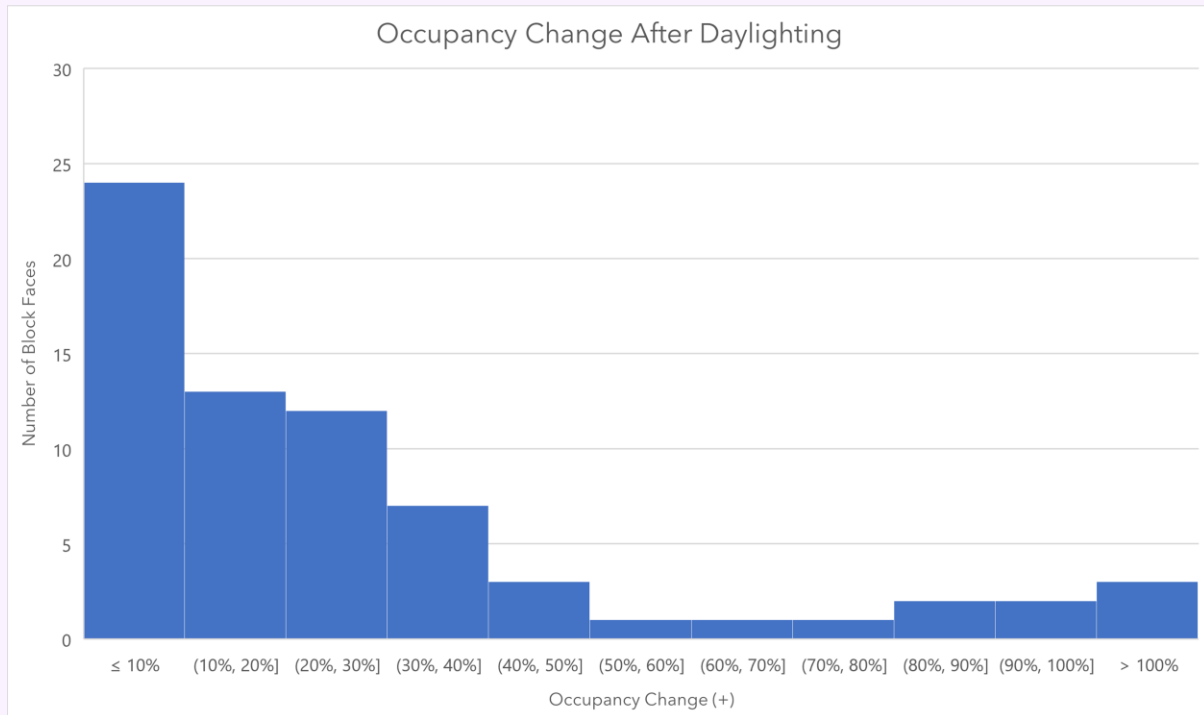
How could AB413 impact parking occupancy?

Considering that parking occupancy rates in Isla Vista are already exceeding 100% at times, the daylighting legislation will be a significant impact on the community if parking demand remains steady.

To estimate the effects of the daylighting legislation on occupancy, on-street occupancy was also calculated using the new inventory count that considers the 20-foot setback from unmarked and marked crosswalks.

Below is a histogram that visualizes the number of block faces with an occupancy change, ranging from less than 10% to greater than 100%. This graph does not include block faces that had no change in occupancy. Most block faces do not experience more than a 10% change in occupancy.

Figure 24. Estimated Capacity Changes with Daylighting Legislation



Public Off-Street

Below are a series of figures that summarize the occupancy for the public off-street locations at Goleta Beach Park.

Figure 25. Weekend Occupancy for Public Off-street

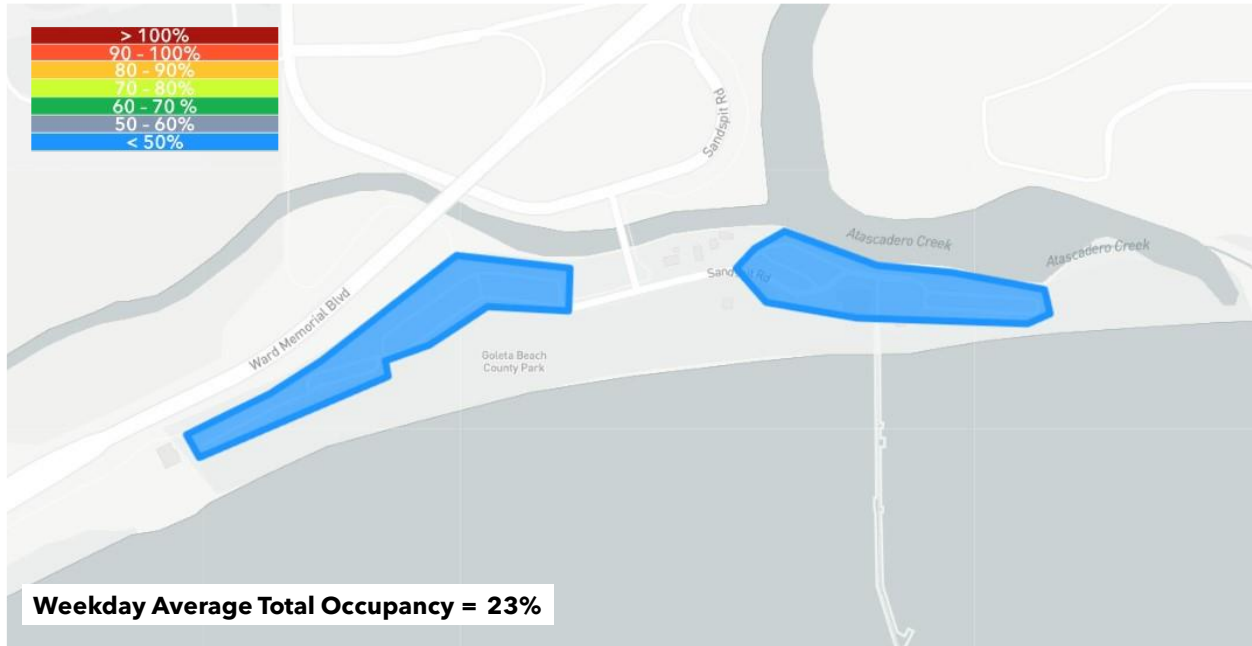


Figure 26. Weekend Occupancy for Public Off-street

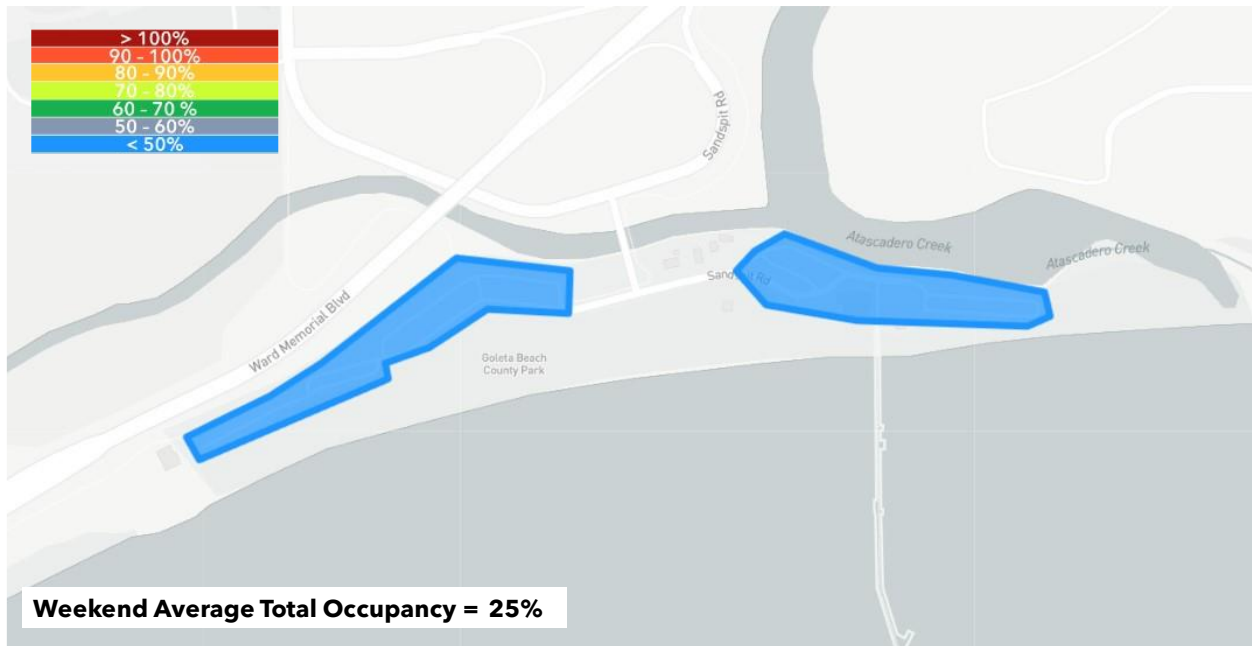


Figure 27. Average Occupancy by Month/Year for Public Off-Street

Month/Year	Morning	Midday	Average
⊕ August 2023	16%	39%	28%
⊕ September 2023	12%	28%	20%
⊕ October 2023	13%	29%	21%
⊕ November 2023	11%	19%	16%
⊕ December 2023	13%	26%	20%
⊕ January 2024	20%	30%	29%
⊕ February 2024	Not evaluated	38%	38%
⊕ March 2024	Not evaluated	36%	36%
Average	14%	30%	24%

Average occupancy for the public off-street locations at Goleta Beach was consistently low, with an average of 23% on weekdays and 25% on weekends. Morning data collection reflects the occupancy of the Goleta Beach lots right after opening hours, with an average of 14%, excluding February and March 2024 since morning data was not collected during these months. Occupancy was highest during the midday, with an average of 30%. The evening collection period is excluded from the average occupancy data due to evening data collection only being done in August 2023 since the Goleta Beach lots were not open for the evening collection times in the rest of the study period. In August 2023, the observed evening occupancy rate was 25%.

Private Off-Street

Private off-street occupancy was analyzed by evaluating the drone footage and counting the number of parked vehicles per parcel. A sampling of occupancy was done at 5:00pm for one weekday, and at 7:00am for one weekend day during the October data collection. Occupancy data is not available for private properties that have underground or covered parking. Figure 23 visualizes the mid-week occupancy, and Figure 24 visualizes the weekend occupancy.

Figure 28. Weekday Occupancy for Private Off-street

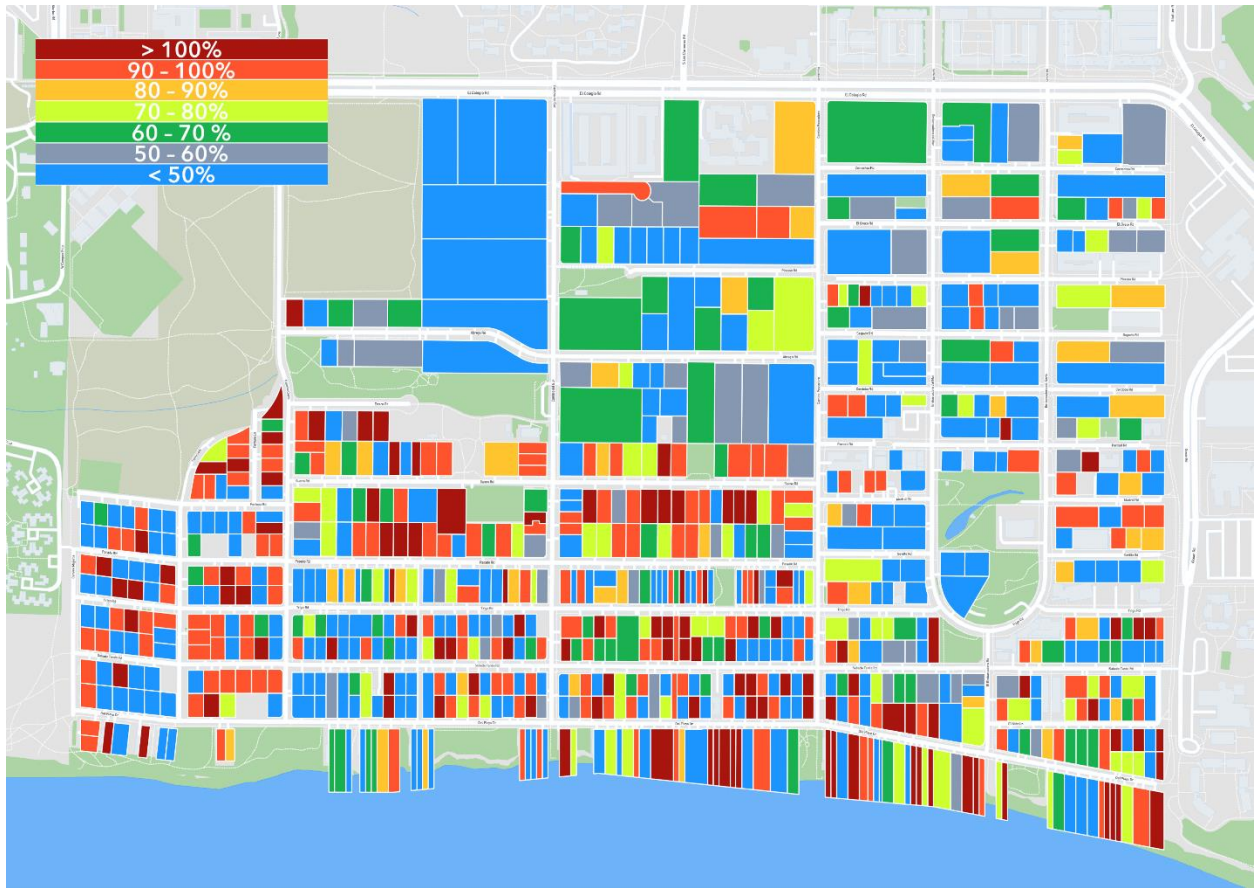
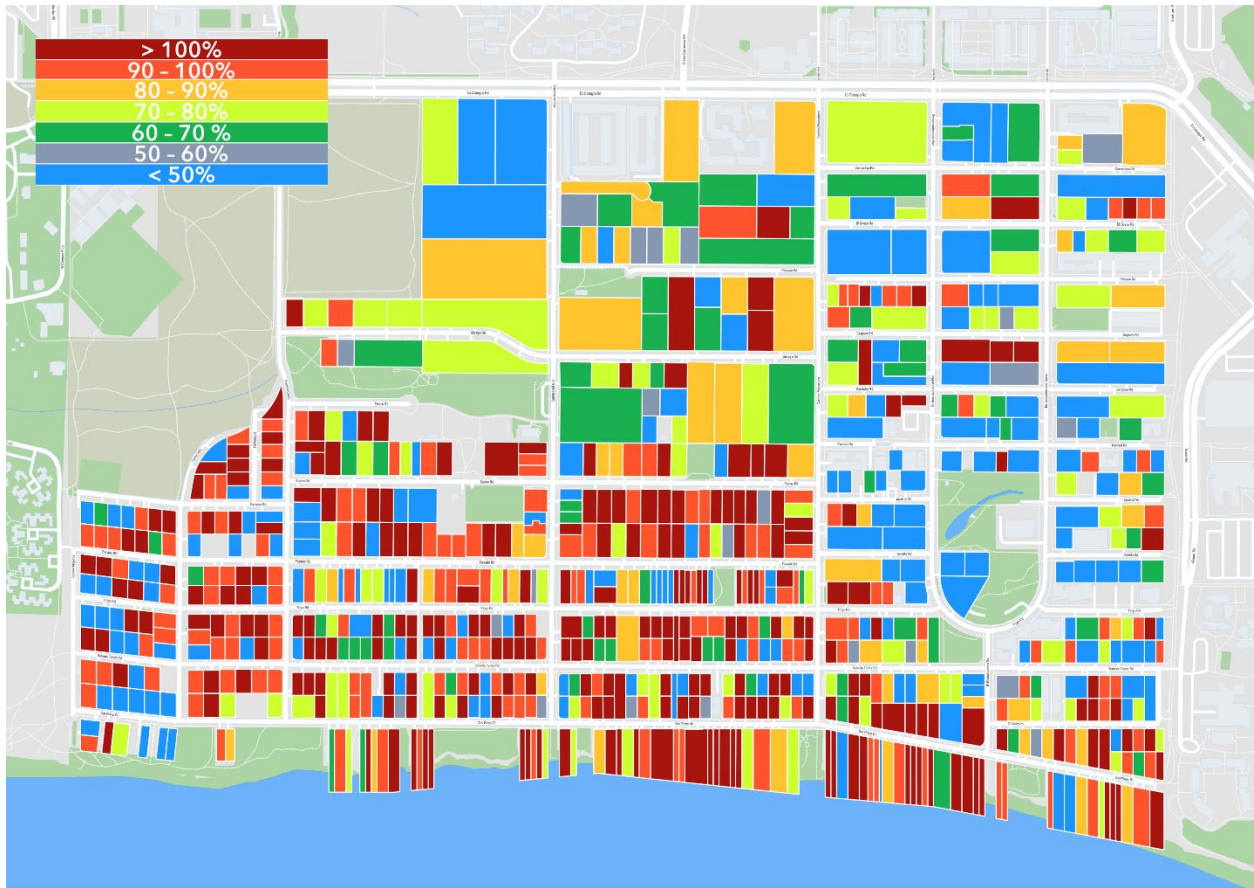


Figure 29. Weekend Occupancy for Private Off-street



Occupancy rates are considerably higher on the weekend, suggesting that most residents leave their cars parked on the weekends. The highest occupancy rates tend to occur south of Pardall Road. There are a significant number of properties that exceeded 100% occupancy, due to overcrowding of apartments in Isla Vista. Many cars were observed tightly packed into driveways and often hanging out into the sidewalk.

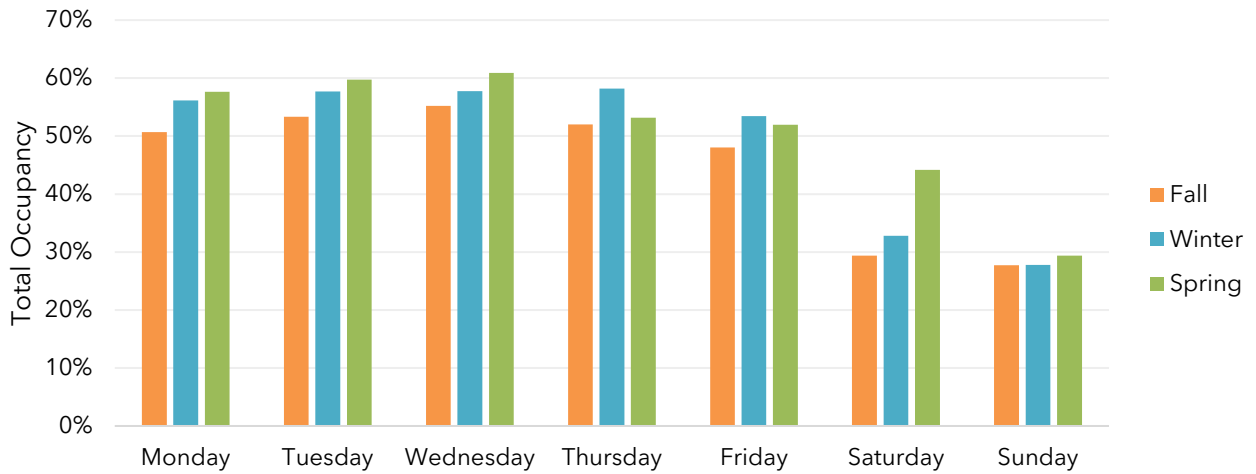
UCSB Campus and Student Housing

Below is a table and graph summarizing the total occupancy by day of week for each quarter:

Figure 30. UCSB Parking Occupancy Rates

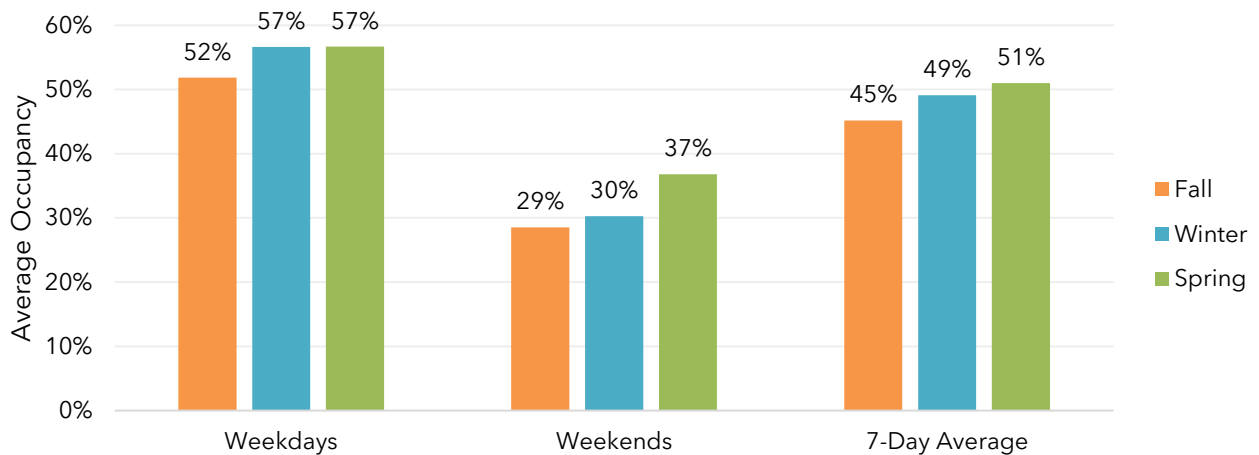
Day of Week	Fall	Winter	Spring
Monday	51%	56%	58%
Tuesday	53%	58%	60%
Wednesday	55%	58%	61%
Thursday	52%	58%	53%
Friday	48%	53%	52%
Saturday	29%	33%	44%
Sunday	28%	28%	29%

Figure 31. UCSB Parking Occupancy by Day of Week and Quarter



Below is a graph visualizing the average occupancy on weekdays and weekends, as well as the 7-day averages for each quarter:

Figure 32. UCSB Parking Occupancy on Weekdays, Weekends, and 7-day Averages by Quarter



The average occupancy is consistently higher on weekdays compared to weekend days for all quarters. The findings are consistent with what is expected at UCSB, as it coincides with a typical class schedule. Spring quarter has the highest average occupancies overall.

It should also be noted that the core campus areas tend to have higher occupancy than the perimeter locations. Below are a series of heat maps to visualize the weekday and weekend occupancies by lot for the Fall 2022, Winter 2023, and Spring 2023 quarters. The heat maps demonstrate how parking demand tends to cluster in a few core locations. The maps are divided into the Main Campus, Storke/North Campus, and West Campus areas. Polygons surrounded by a black outline indicate garage structures.

Figure 33. UCSB Parking Occupancy Heatmap - Fall 2022 Weekday

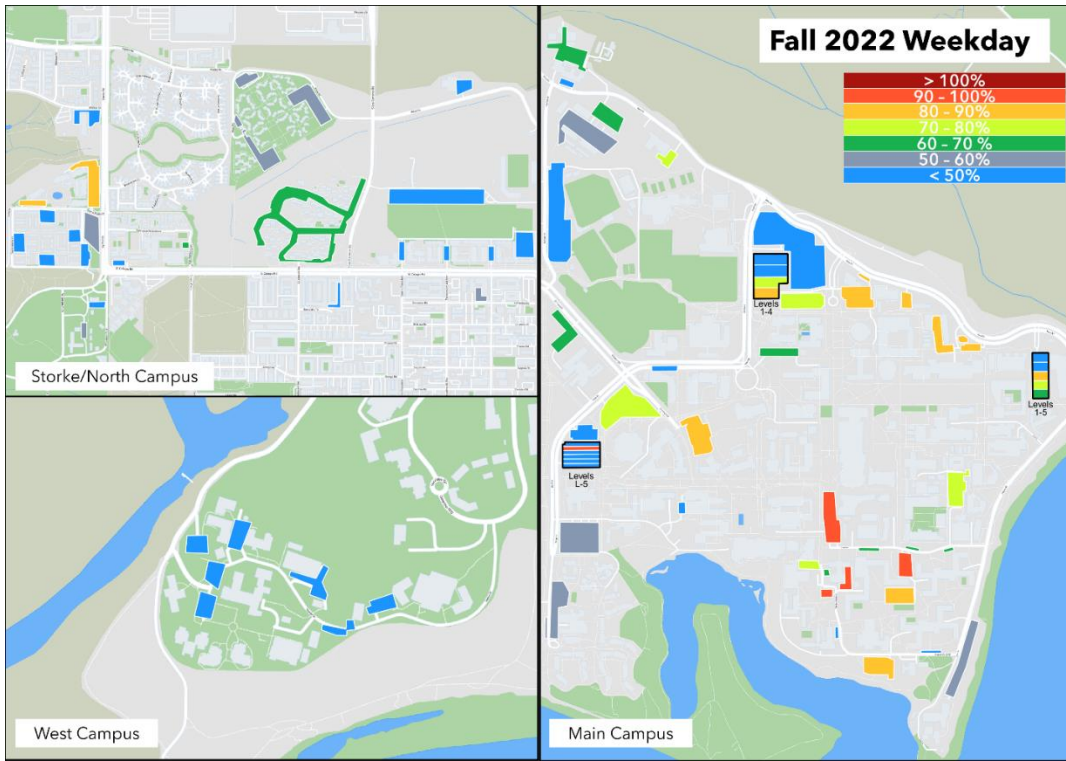


Figure 34. UCSB Parking Occupancy Heatmap - Fall 2022 Weekend

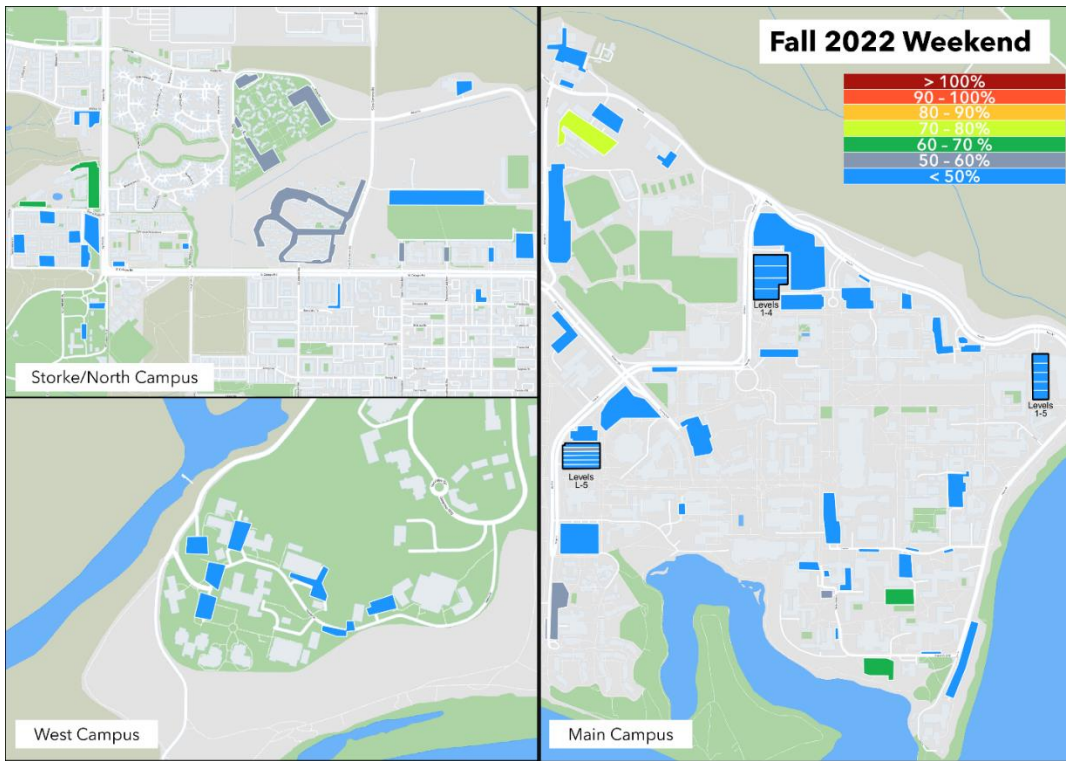


Figure 35. UCSB Parking Occupancy Heatmap - Winter 2023 Weekday

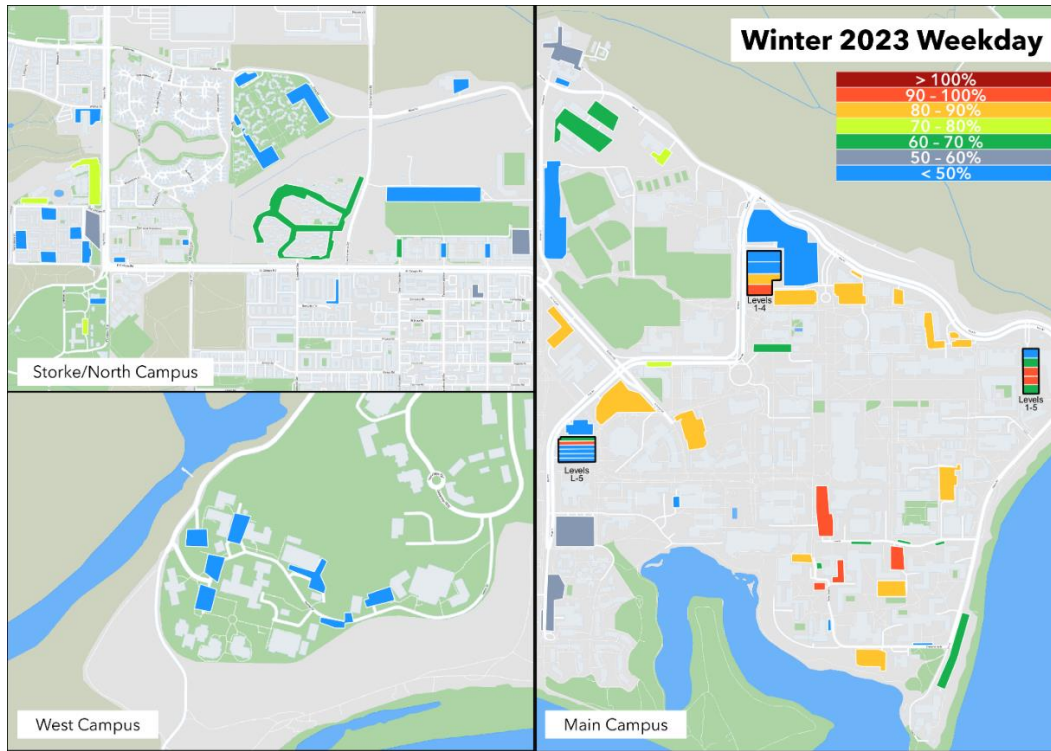


Figure 36. UCSB Parking Occupancy Heatmap - Winter 2023 Weekend

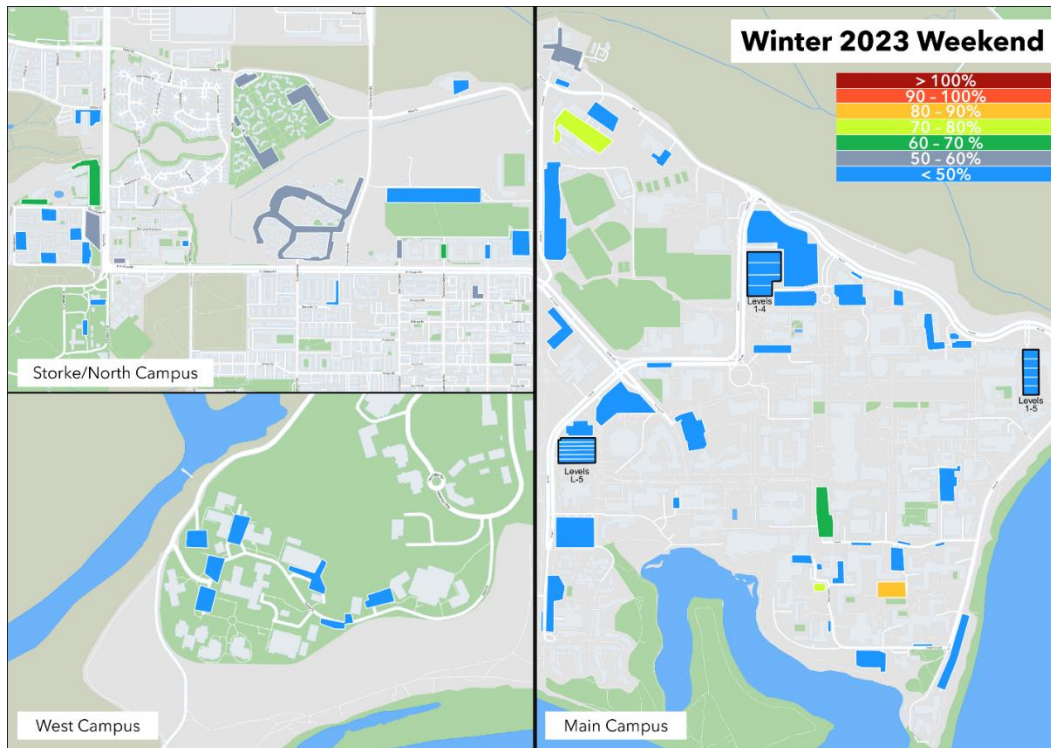


Figure 37. UCSB Parking Occupancy Heatmap - Spring 2023 Weekday

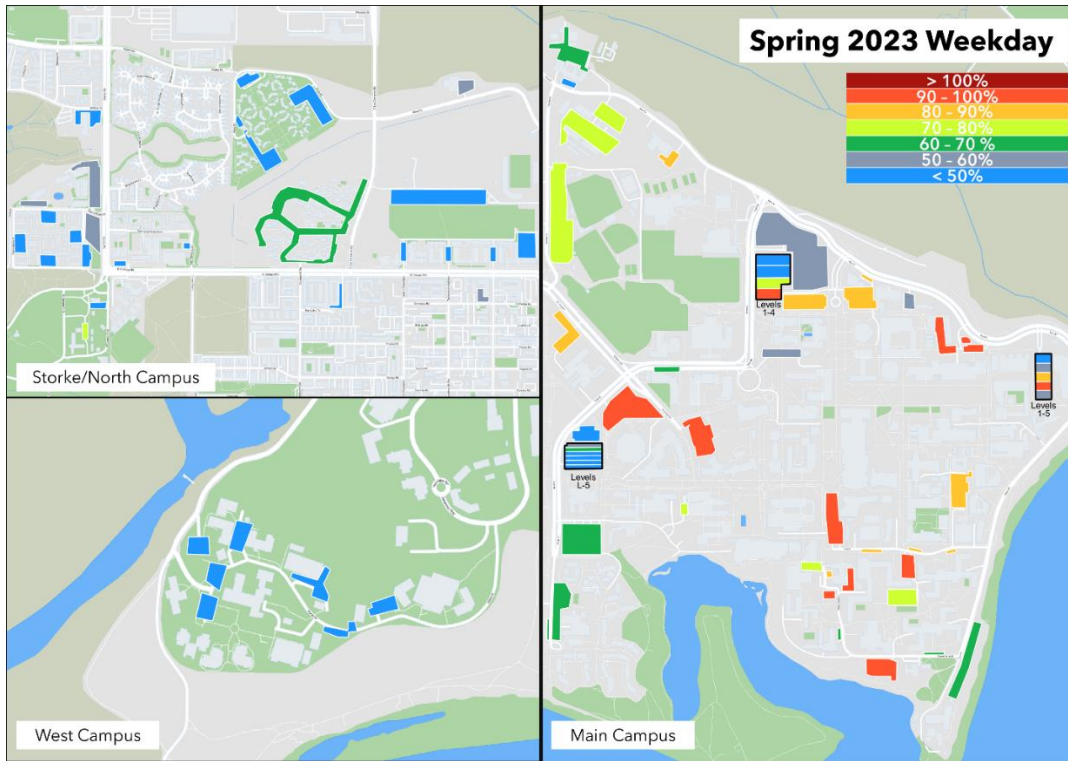
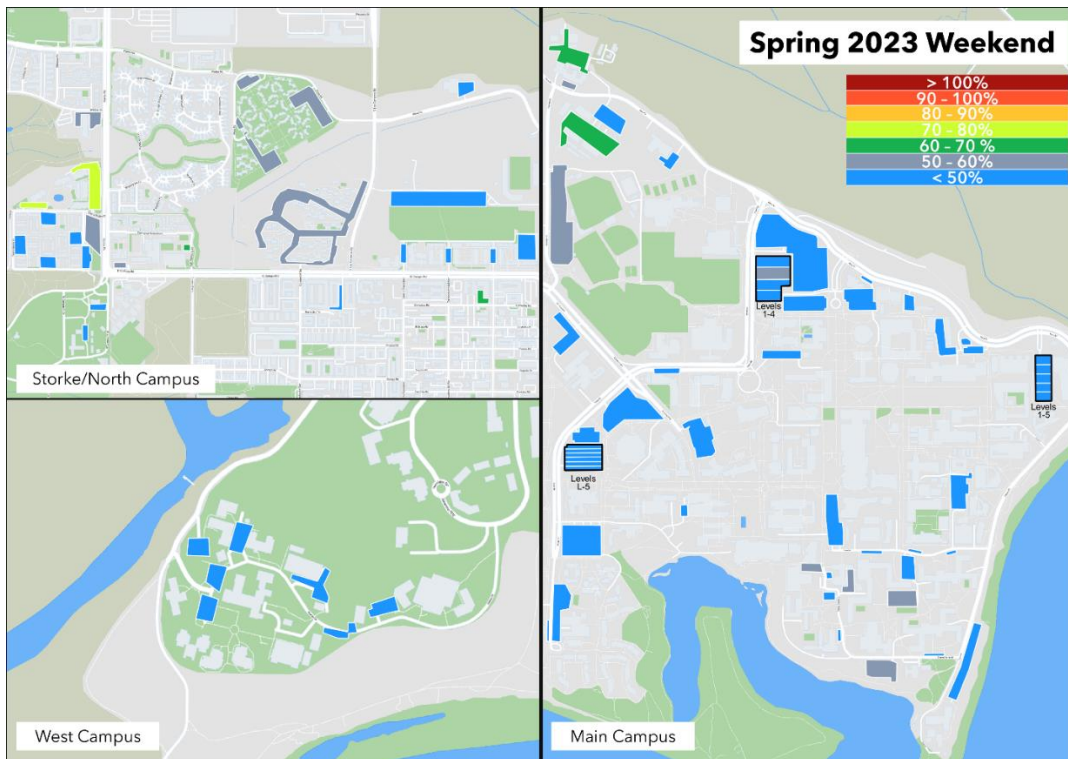


Figure 38. UCSB Parking Occupancy Heatmap - Spring 2023 Weekend



Turnover

The average turnover percentages over the course of each day are shown based on observations during data collection. The heat maps show the average daily length of stay per block face, while the tables and stacked bar charts show the percentage breakdown of the number of cars observed in each timeframe bucket. In the tables and stacked bar chart, turnover data is classified into 3 different buckets: 0 to 5 hours labeled as “Transient” (e.g., brief visitor), 5 to 14 hours as “Partial Day”, and 14 hours or more as “All Day”. The purpose of this breakdown is to gain an understanding of parker profiles in Isla Vista. Turnover data is only as granular as the study times. Data collected on Tuesday, January 2, 2024 was excluded from this analysis since data was not collected for the full day.

On-Street

Below are a series of figures summarizing the on-street turnover data. Full results for on-street turnover can be found in Attachment B.

Figure 39. Weekday Average Turnover for On-street



Figure 40. Table of Weekday Turnover Breakdown for On-street by Month/Year

Month/Year	Transient	Partial Day	All Day	Total
⊕ April 2023	55%	19%	26%	100%
⊕ May 2023	56%	18%	25%	100%
⊕ June 2023	50%	20%	30%	100%
⊕ July 2023	55%	18%	27%	100%
⊕ August 2023	55%	16%	29%	100%
⊕ September 2023	51%	20%	29%	100%
⊕ October 2023	51%	16%	33%	100%
⊕ November 2023	54%	17%	29%	100%
⊕ December 2023	54%	19%	27%	100%
⊕ January 2024	53%	17%	30%	100%
⊕ February 2024	57%	18%	25%	100%
⊕ March 2024	53%	20%	27%	100%
Total	54%	18%	28%	100%

Figure 41. Chart of Weekday Turnover Breakdown for On-street by Month/Year

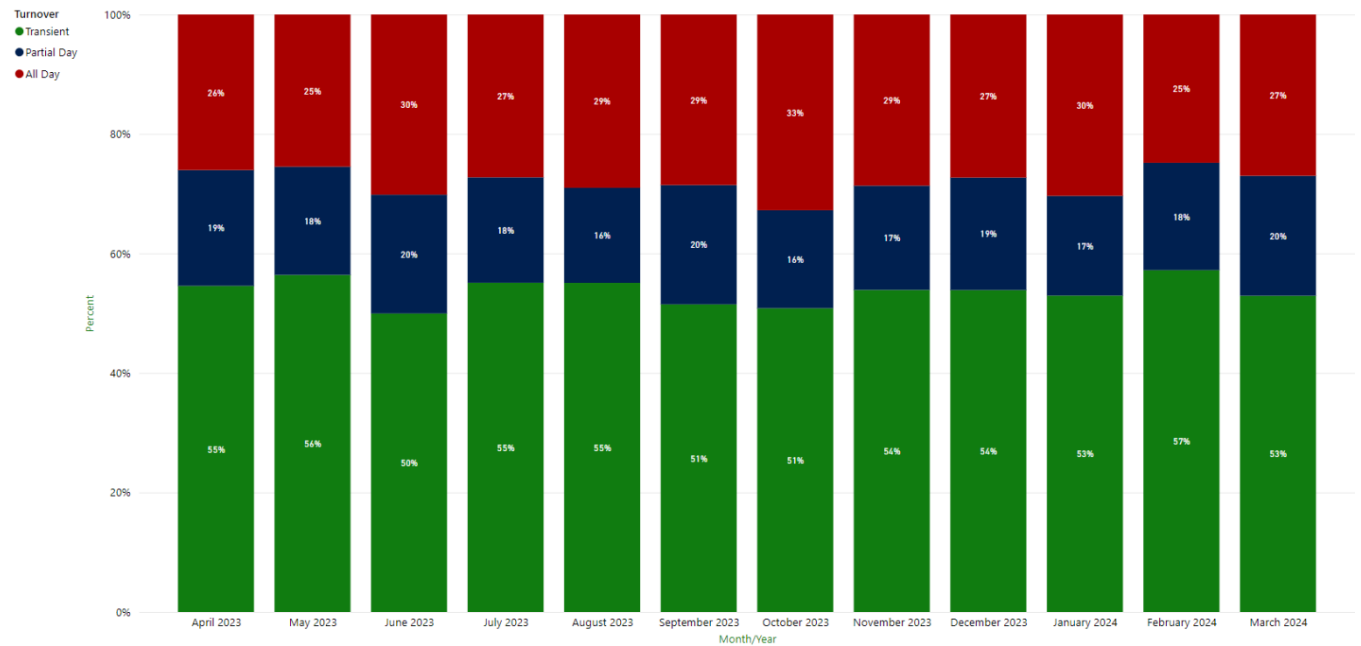


Figure 42. Weekend Average Turnover for On-street

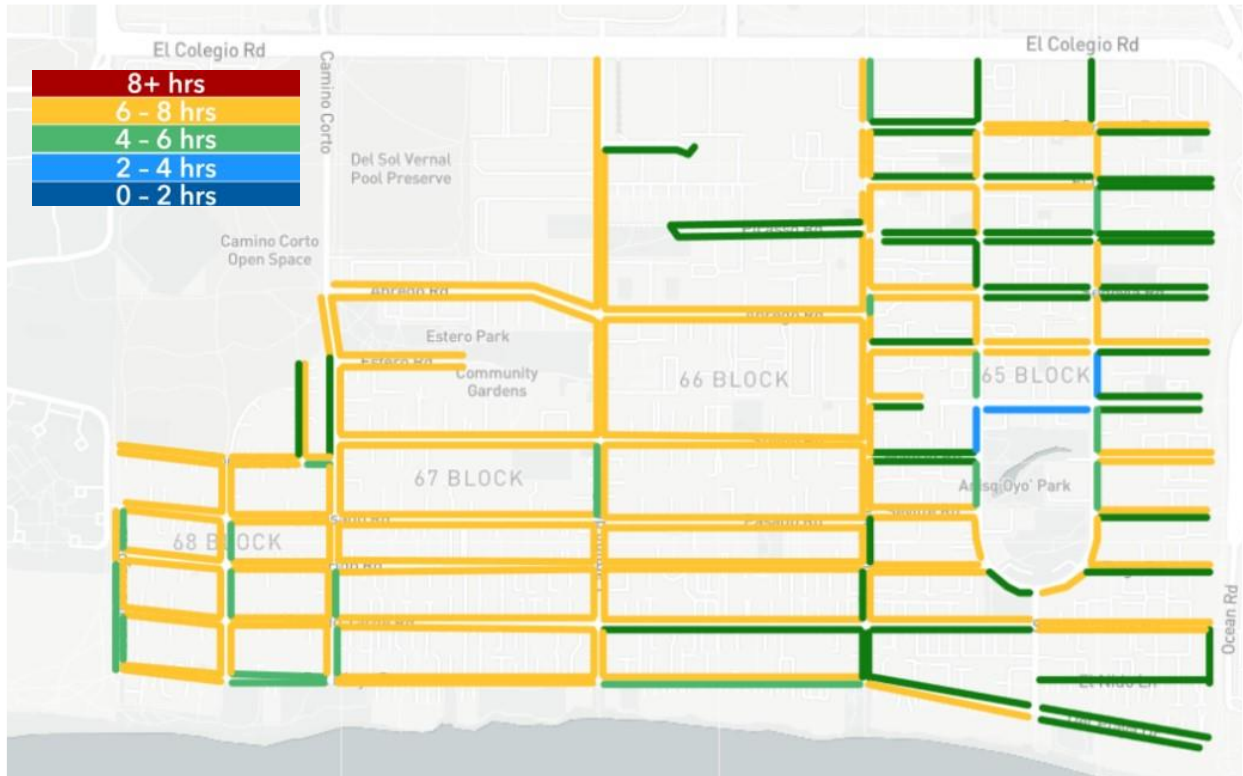
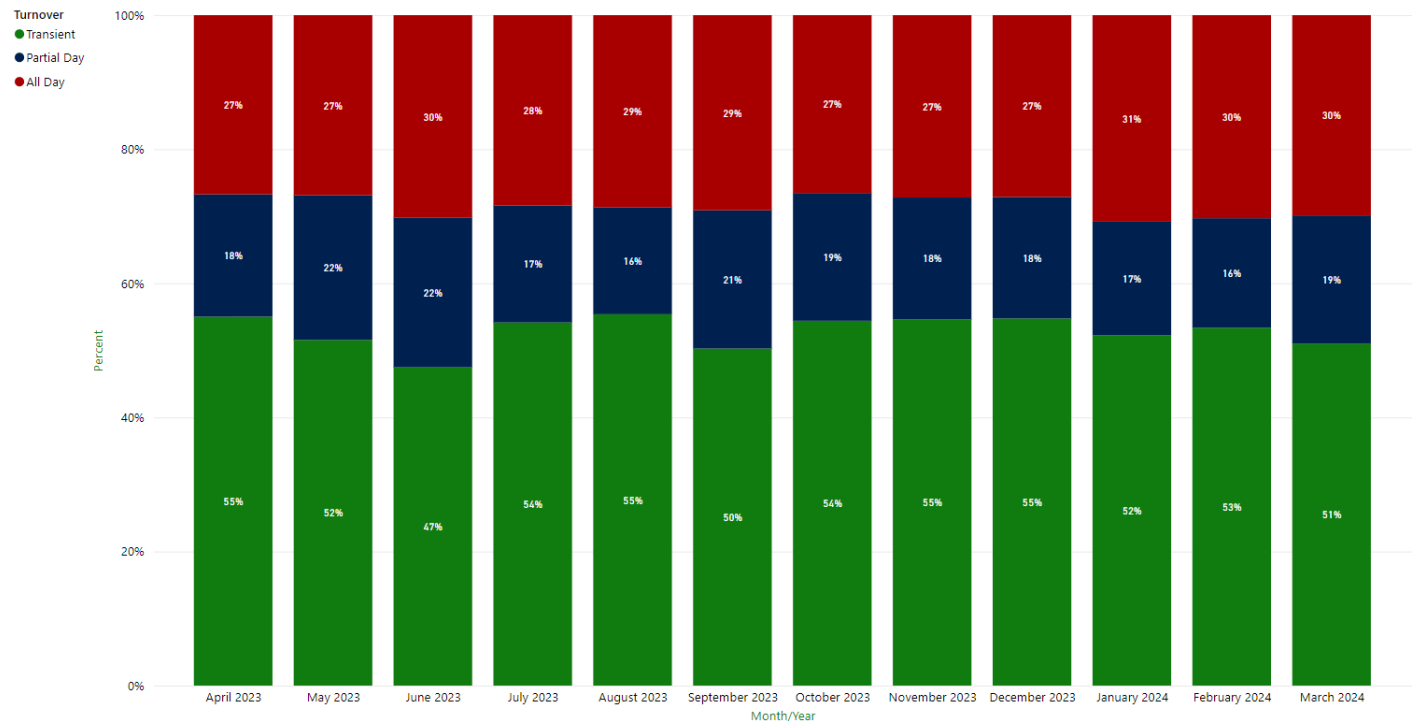


Figure 43. Table of Weekend Turnover Breakdown for On-street by Month/Year

Month/Year	Transient	Partial Day	All Day	Total
⊕ April 2023	55%	18%	27%	100%
⊕ May 2023	52%	22%	27%	100%
⊕ June 2023	47%	22%	30%	100%
⊕ July 2023	54%	17%	28%	100%
⊕ August 2023	55%	16%	29%	100%
⊕ September 2023	50%	21%	29%	100%
⊕ October 2023	54%	19%	27%	100%
⊕ November 2023	55%	18%	27%	100%
⊕ December 2023	55%	18%	27%	100%
⊕ January 2024	52%	17%	31%	100%
⊕ February 2024	53%	16%	30%	100%
⊕ March 2024	51%	19%	30%	100%
Total	53%	19%	29%	100%

Figure 44. Chart of Weekend Turnover Breakdown for On-street by Month/Year



The on-street turnover breakdown during both the weekday and weekend are relatively similar, with the highest percentage of vehicles classified as “Transient” parkers staying between 0 to 5 hours, followed by “All Day” parkers staying for more than 14 hours.

Public Off-Street

Figure 45. Weekday Average Turnover for Public Off-street

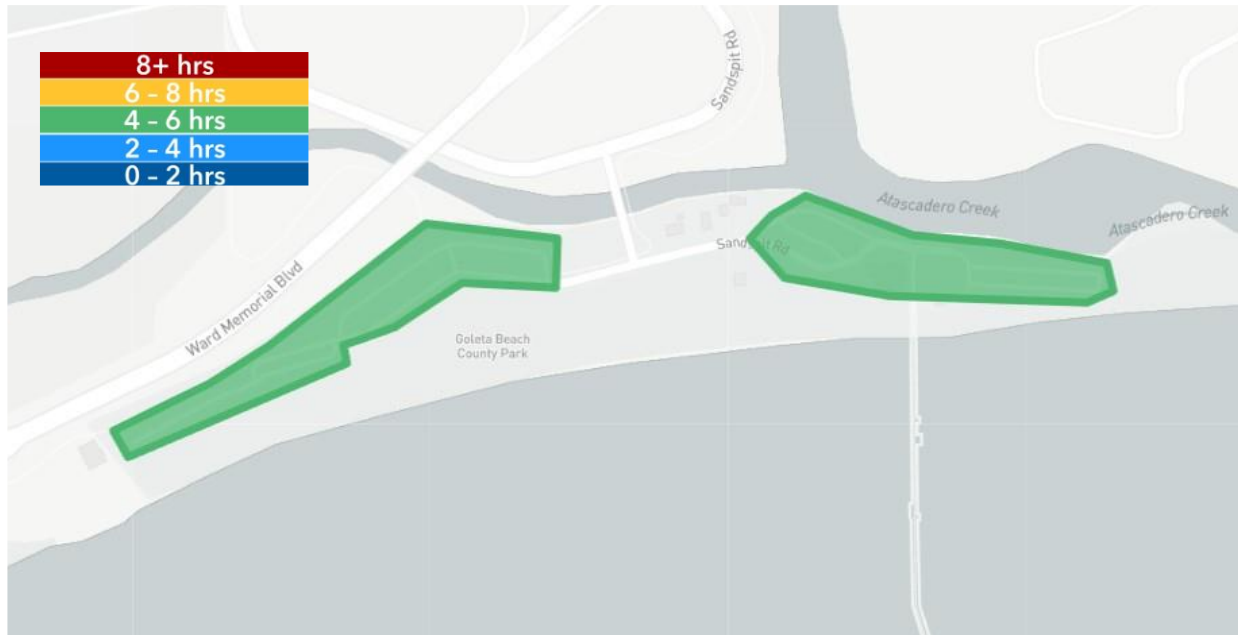


Figure 46. Table of Weekday Turnover Breakdown for Public Off-street by Month/Year

Month/Year	Transient	Partial Day	Total
⊕ August 2023	90%	10%	100%
⊕ September 2023	95%	5%	100%
⊕ October 2023	93%	7%	100%
⊕ November 2023	94%	6%	100%
⊕ December 2023	89%	11%	100%
⊕ January 2024	93%	7%	100%
Total	92%	8%	100%

Figure 47. Chart of Weekday Turnover Breakdown for Public Off-street by Month/Year

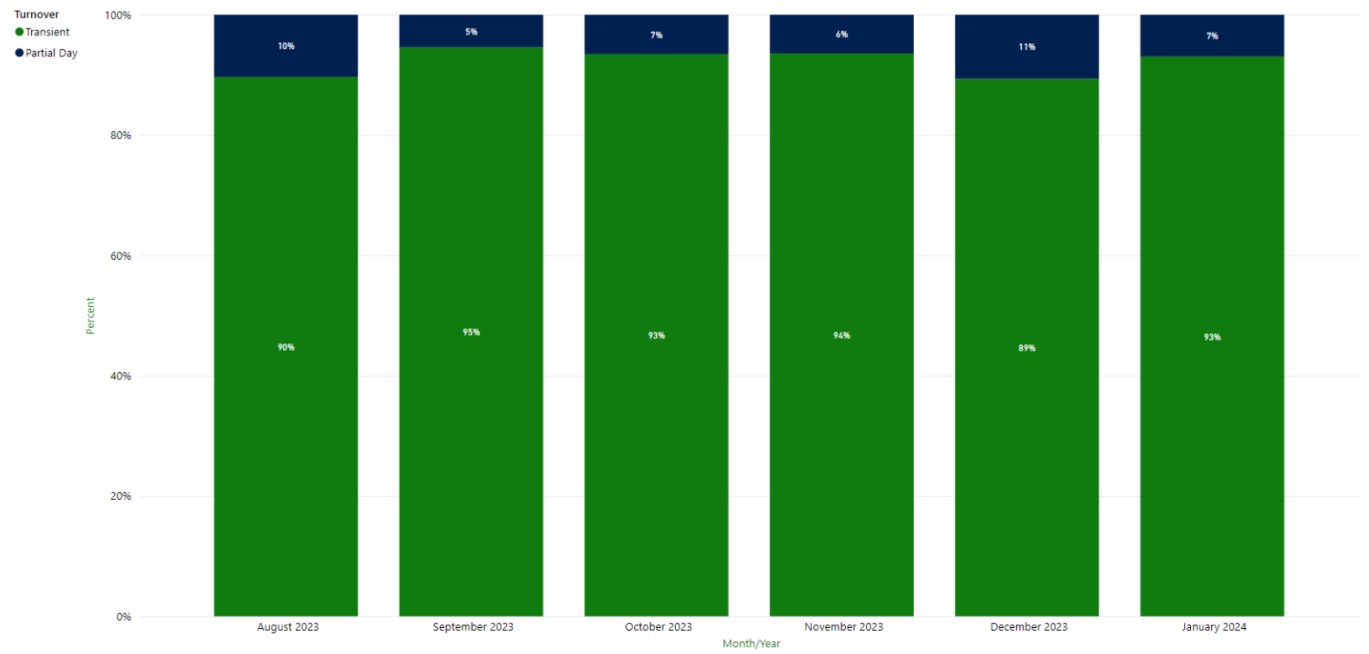


Figure 48. Weekend Average Turnover for Public Off-street

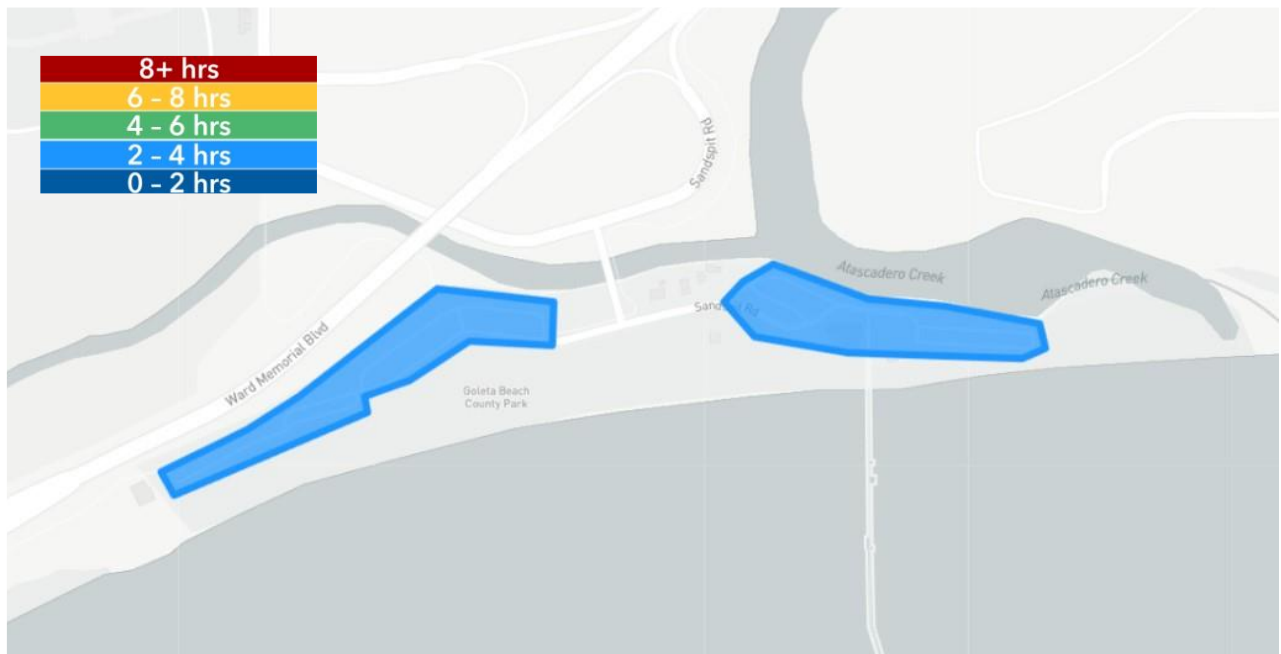
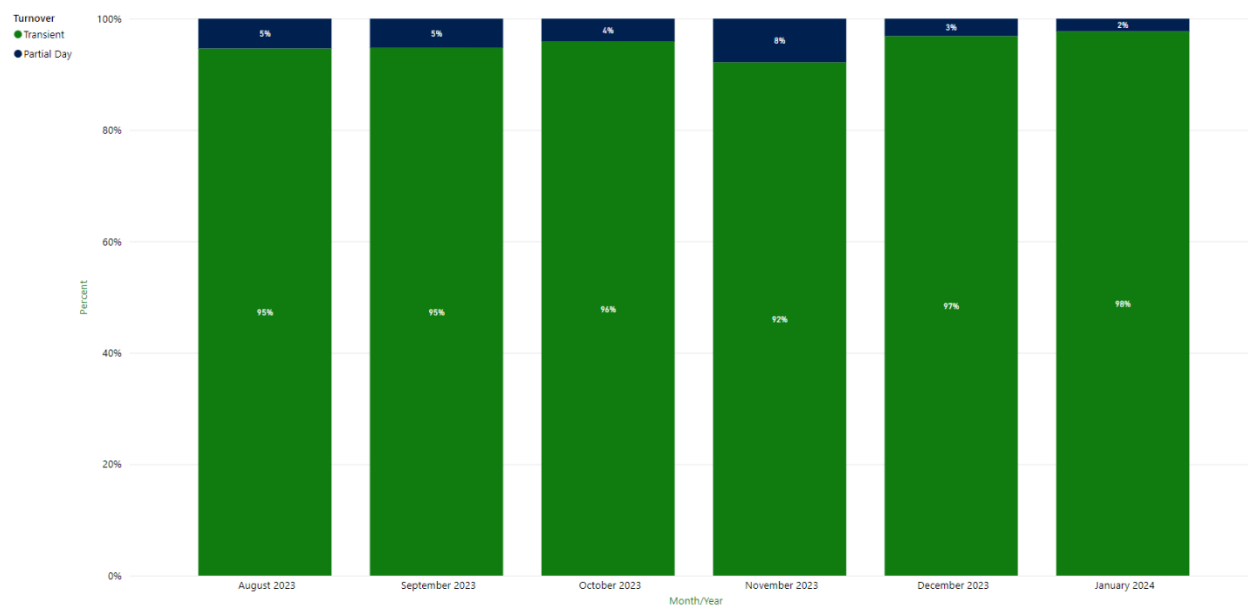


Figure 49. Table of Weekend Turnover Breakdown for Public Off-street by Month/Year

Month/Year	Transient	Partial Day	Total
August 2023	95%	5%	100%
September 2023	95%	5%	100%
October 2023	96%	4%	100%
November 2023	92%	8%	100%
December 2023	97%	3%	100%
January 2024	98%	2%	100%
Total	95%	5%	100%

Figure 50. Chart of Weekend Turnover Breakdown for Public Off-street by Month/Year



A majority of the observed vehicles in the two public off-street lots at Goleta Beach Park were classified as "Transient" parkers and stayed for less than 5 hours on both weekdays (92%) and weekend days (95%). However, the average length of stay was slightly longer on weekdays compared to weekend days, as seen in the heat maps. This coincides with what is expected from typical beach goers and recreational users, as well as UCSB students or staff who may have used the lots to go on campus during the week. February and March are excluded from the public off-street turnover data analysis because data was only collected during the midday collection period for these two months, and therefore turnover data was unable to be calculated.

Private Off-Street

Turnover data was not calculated for private off-street locations as drone data does not involve collecting license plate data. Private off-street turnover rates are not included in this assessment.

UCSB Campus and Student Housing

Turnover data was not provided by the University and is excluded from this assessment.

Repeat Parking

Repeat parking trends were analyzed for on-street and public off-street locations. The “Weekly Parkers” statistic measures the number of vehicles that were observed on both days of data collection in the same week. A car was categorized as “transient” on the following figures if it was only observed on one day of the data collection week, and it was categorized as a “returning” vehicle if was observed on both data collection days.

Repeat parking trends were not analyzed for private off-street, UCSB campus, and student housing locations due to data limitations. Data collected on Tuesday, January 2, 2024 was excluded from this analysis because it was not paired with a weekend collection. Full repeat parking data results for on-street can be found in Attachment C.

On-Street Weekly Parkers

Figure 51. On-street Weekly Parkers by Location

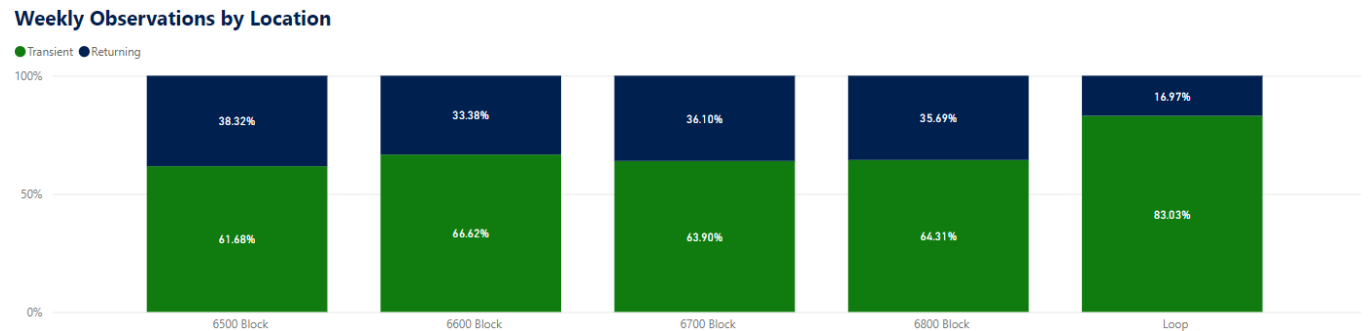


Figure 52. On-street Weekly Parkers by Month/Year

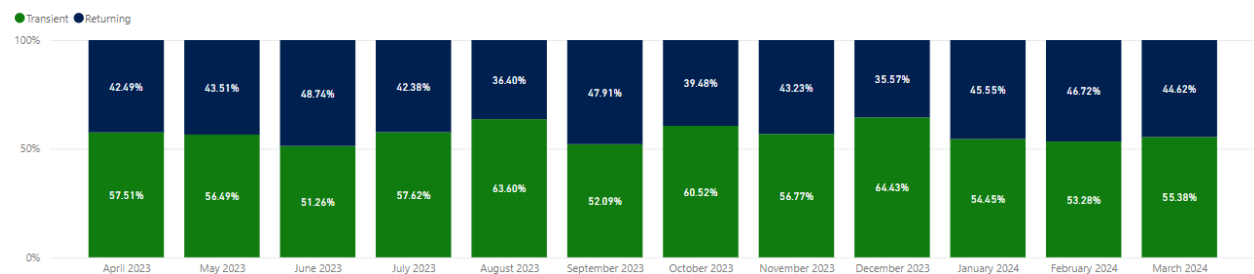
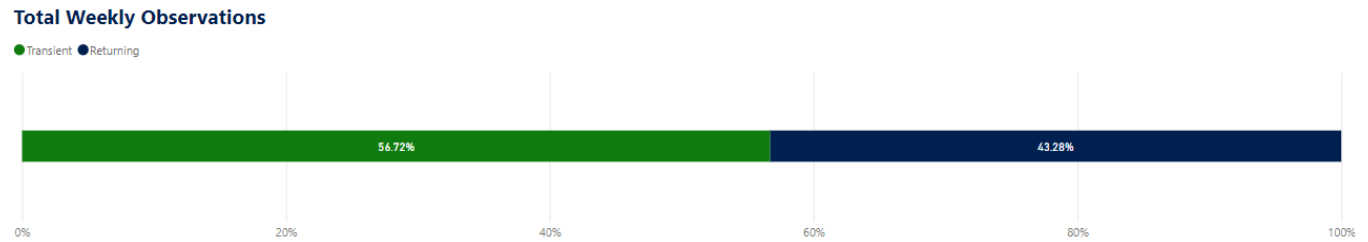


Figure 53. Total On-street Weekly Parkers



The high percentage of returning vehicles makes sense in a residential area since many of the vehicles parked on-street likely belong to residents. The lower percentage of returning parkers each week at the Loop is expected since this is a commercial area with time limits.

On-Street Daily Parkers

Repeat parking trends were also analyzed for each data collection day. Vehicles were categorized as “parked one” if they were observed to only park once in one location on a day (either stayed all day or left and didn’t return). Vehicles were categorized as “repeat” if they were observed to have left and then come back and park within the study area at a later point in the day. The following figures summarize the average daily parker trends.

Figure 54. On-street Weekday Daily Parkers by Location

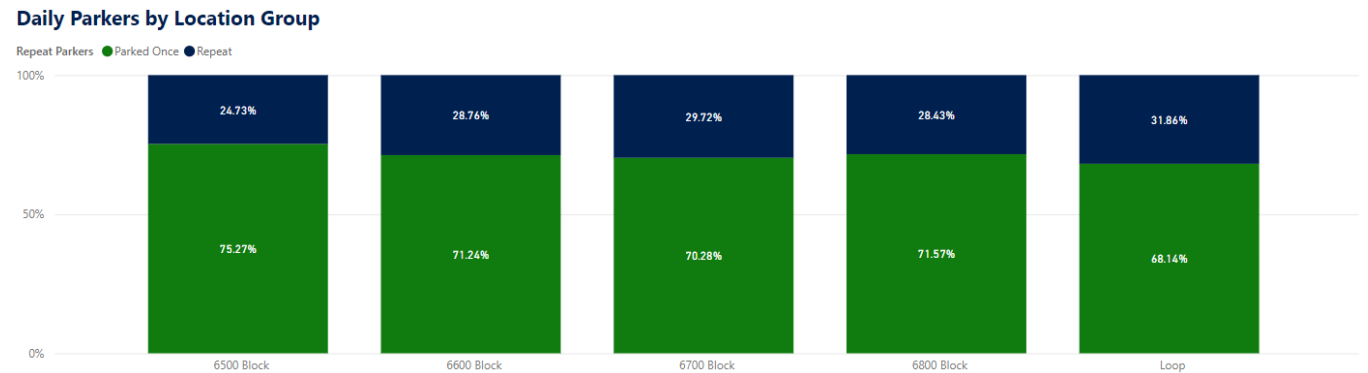


Figure 55. On-street Weekday Daily Parkers by Month/Year



Figure 56. On-street Weekend Daily Parkers by Location

Daily Parkers by Location Group

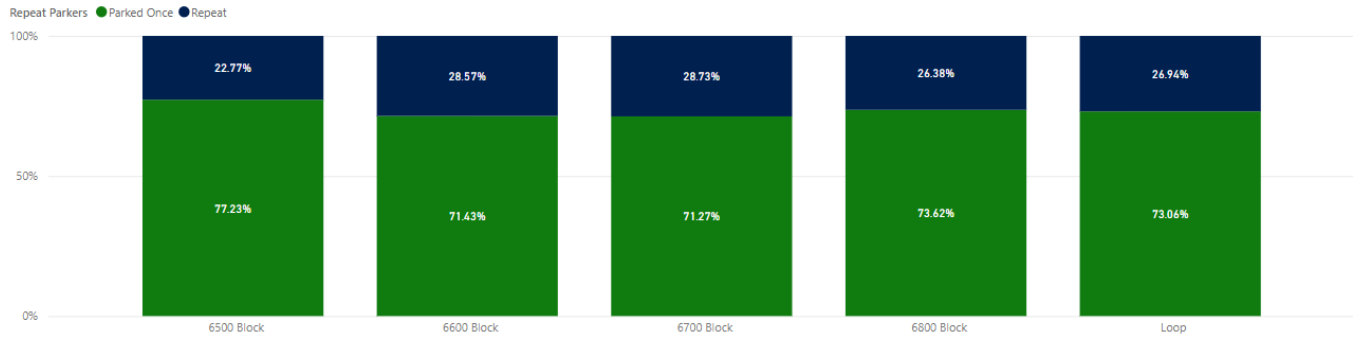
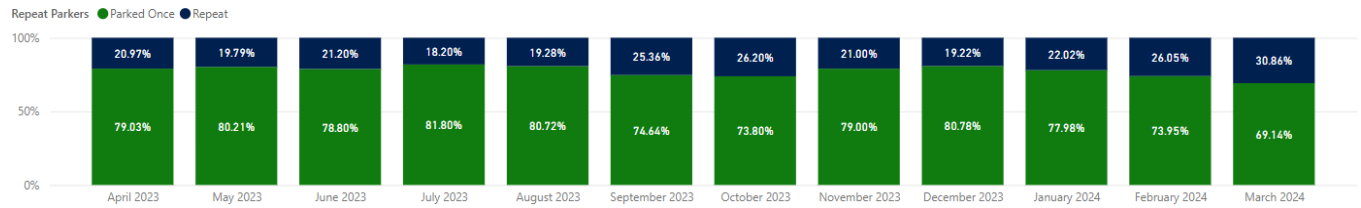


Figure 57. On-street Weekend Daily Parkers by Month/Year

Daily Parkers by Date Group



Public Off-Street Weekly Parkers

Figure 58. Public Off-street Weekly Parkers by Month/Year

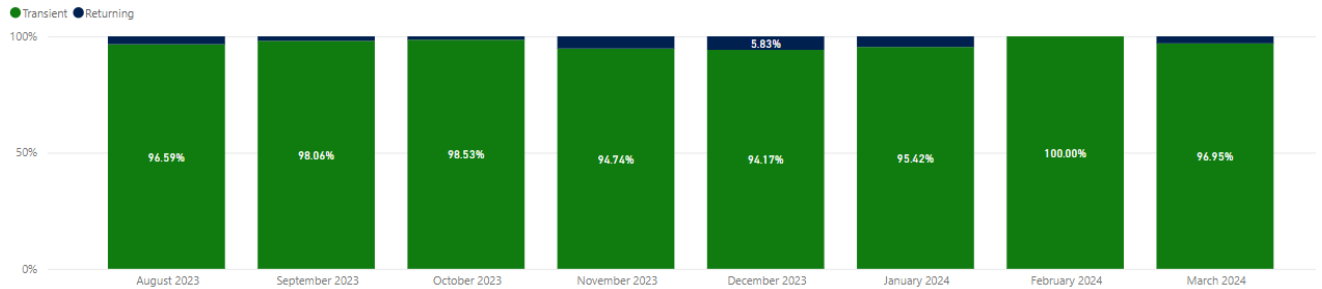
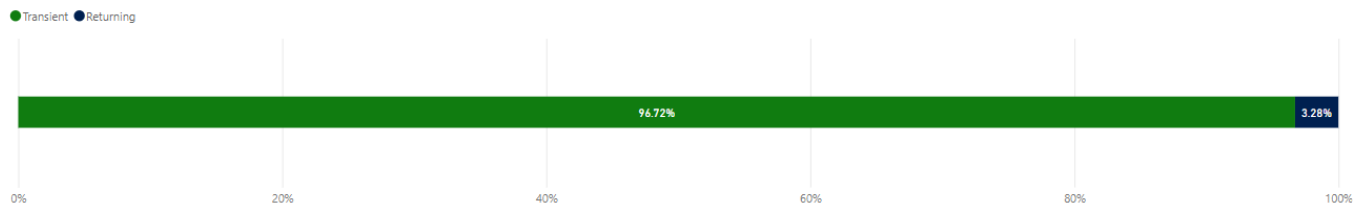


Figure 59. Total Public Off-street Weekly Parkers

Total Weekly Observations



72-hour Compliance Samples

Weekday collection of on-street parking was shifted to Tuesday in August, October, and March to measure for potential 72-hour rule violations. Vehicles that were observed on Tuesday morning, midday, and evening rounds on the same block face *and again* on the following Saturday morning on the same block face were considered potential violators (see Figure 26). Another sampling of data was captured on Saturday, January 2 to compare against the findings from December 16 in order to estimate the number of vehicles that remained unmoved during winter break.

It is possible that these vehicles were left unmoved between those days, although a portion may have left and returned to the same block face in between those days or re-parked in the same area in front of their home. In August and January, when the overall level of parking occupancy is lower, it is more likely that a driver would be able to return and find parking on their block, compared with October when parking is more heavily congested and March when parking is more difficult to find.

The finding demonstrate how on-street parking is essentially being treated like a long-term parking lot by a some of the community.

Figure 60. Potential 72-hour Violators by Month

Month	Count of Potential Violators	% of On-street Parking Spaces
August 22 - 26	535	19.3%
October 17 - 21	589	21.2%
December 16 - January 2*	294	10.6%
March 12 - 16	656	23.7%

**This timeframe is substantially longer than 72-hours but was evaluated since it was during winter break.*

Qualitative Parking Study

To better understand how different user groups interact with the parking system, the Assessment also included the collection of qualitative parking utilization data through the Online Isla Vista Parking Survey. In addition to the online survey, paper surveys were handed out at community meetings to offer a write-in option. The survey was offered in both English and Spanish languages. The survey focused on parking behaviors, priorities, and needs, and also included several questions related to coastal access to evaluate the impacts of the parking system.

The survey was available from **October 19, 2023 - January 2, 2024**.

Methodology

The survey questions were developed in coordination with and mutually agreed upon by the Steering Committee. The surveys were designed to capture feedback from several key user groups in Isla Vista:

- Residents
- Business owners and employees
- UCSB and SBCC students, faculty, and visitors
- Coastal users

The Online Isla Vista Parking Survey was conducted using SurveyMonkey, a cloud-based survey tool. It was promoted via the IVCS D website, social media posts, email contact lists, and during stakeholder meetings. Full results of the online survey can be found in Attachment D.

Participation

The table below summarizes the different user groups surveyed, the total number of respondents, and the percentage of overall respondents for each user group.

Figure 61. Survey Response Rate by User Group

User Group	Total Respondents*	Percentage of overall respondents
Live OUTSIDE of Isla Vista and NOT a UCSB student, post-doc researcher, staff, or faculty member (includes SBCC students, staff, and faculty members outside of IV)	83	6.80%
Live WITHIN Isla Vista and NOT a UCSB student, post-doc researcher, staff, or faculty member (includes SBCC students, staff, and faculty members within IV)	121	9.92%
Live in UCSB University-owned housing as a UCSB student or post-doc researcher	148	12.13%
Live WITHIN Isla Vista NOT in University-owned housing as a UCSB student or post-doc researcher	677	55.49%
Live OUTSIDE of Isla Vista as a UCSB student or post-doc researcher	39	3.20%
UCSB faculty member that lives WITHIN UCSB University-owned housing	3 ³	0.25%
UCSB faculty or staff member that does NOT live within UCSB University-owned housing	15	1.23%

³ Only 2 of the 3 respondents identifying with this user group completed the survey.

Own or operate a business or nonprofit organization in Isla Vista	127	10.41%
Employee or volunteer at a business or organization in Isla Vista	7	0.57%
Total Respondents	1220	

**The survey did not require respondents to fill out every question, so some respondents did not submit complete responses or completely fill out the survey. Each question was analyzed based on the number of responses it received.*

Demographics

The survey contained several questions to assess the demographics of the population. The top five demographic groups that participated in the survey were UCSB students (68%), single and family long-term renters (13%), SBCC students (13%), recent college graduates (8%), and long-term homeowners (5%). More than 70% of survey respondents indicated they have lived in Isla Vista for three years or less, and most survey respondents indicated that they do not work in Isla Vista, which is consistent with the fact that a majority of Isla Vista residents are college students.

Summary of Findings and Trends

Below are the findings and trends across all user groups categorized by topic:

Topic	Findings and Trends
Enforcement	All user groups agree that parking regulations are not being properly enforced in Isla Vista.
Compliance	All user groups agree that compliance to parking regulations is low in Isla Vista. All user groups agree that they frequently see cars that are parked illegally, such as along red curbs or blocking driveways.
Occupancy	When school is in session (September-June), all user groups agree that it is most challenging to find available on-street parking in Isla Vista in the evenings, late evenings, and overnight.
Turnover	All user groups agree that they frequently see cars that are parked for long periods of time without moving.
Paid Parking	Most user groups agree that they would rather find free parking further away and walk 5-10 minutes to their destination than pay for convenient parking.
Accessibility	All user groups agree that it is often difficult to find available parking near (within 1-2 blocks) their destination. All user groups agree that most people need a car to get to destinations outside of Isla Vista.

Beach Access	All user groups agree that is hard for visitors to find parking in Isla Vista to access the beach.
Safety	<p>Most user groups agree that low compliance of parking regulations is impacting safety in Isla Vista.</p> <p>Most user groups agree that safety and security regarding parking in Isla Vista is a concern.</p> <p>Most user groups indicated that they feel unsafe when they have to park far away and walk to their destination in Isla Vista.</p>
Mobility Enhancements	All user groups agree that the top potential mobility enhancements that are very likely to reduce car ownership and make living in Isla Vista without a car more realistic are more frequent and direct bus service with extended operation hours to access major destinations outside of Isla Vista, more regional bus service to other areas in California, and more “full-service” businesses (such as a small Target, pharmacies, banks) in Isla Vista.

Key Takeaways by User Group

Survey results for each user group are summarized below, and the full set of findings can be found in Attachment D.

Live OUTSIDE of Isla Vista and NOT a UCSB student, post-doc researcher, staff, or faculty member (includes SBCC students, staff, and faculty members outside of IV):

- Most respondents in this user group park on-street when visiting Isla Vista (64%), followed by private parking areas (19%), and public parking lots (11%).
- Typically, respondents in this user group can find an available on-street parking space in 5-10 minutes (38%), or in less than 5 minutes (26%). However, some respondents indicated that it takes between 10-20 minutes (21%), or more than 20 minutes (12%).
- Only 2% of respondents indicated that they are able to find on-street parking right away.
- 78% of respondents in this user group would rather find free parking further away and walk 5-10 minutes to their destination than pay for convenient parking.

Live WITHIN Isla Vista and NOT a UCSB student, post-doc researcher, staff, or faculty member (includes SBCC students, staff, and faculty members within IV):

- When parking at home in Isla Vista, 48% of respondents in this user group park on-site, such as in a garage, carport, or driveway, and 47% park on the street.
- Most respondents in this user group use their car to drive beyond Isla Vista and/or the UCSB campus 5-6 days a week (41%) or daily (30%).
- 33% of respondents in this user group indicated that it takes between 10-20 minutes to find an available on-street parking space, and 21% indicated that it takes more than 20 minutes. Although 25% of respondents indicated that it takes between 5-10 minutes, only 13% of respondents noted that it takes less than 5 minutes.
- Respondents in this user group indicated that between the months of September and June when school is in session, it is most challenging to find available on-street parking in the late evening (86%), followed by evening (83%), then overnight (72%).

Live in UCSB University-owned housing as a UCSB student or post-doc researcher:

- 65% of respondents in this user group answered that they currently have a car, and plan on retaining their car if/when they move off-campus.
- 36% of respondents in this user group have a campus parking permit, while 22% of respondents do not and instead park in Isla Vista.
- When asked about using their car to reach a destination in Isla Vista, 29% of respondents answered that they use their car irregularly/periodically, and that there are some weeks where they do not drive to Isla Vista at all.
- When asked about using their car to drive beyond Isla Vista/UCSB campus, 32% of respondents answered that they use their car 1-2 days per week, and 21% use their car 3-4 days per week.
- 27% of respondents in this user group indicated that it takes between 10-20 minutes to find an available on-street parking space, 24% indicated that it takes between 5-10 minutes, and 21% indicated that it takes more than 20 minutes.

Live WITHIN Isla Vista NOT in University-owned housing as a UCSB student or post-doc researcher:

- 25% of respondents in this user group answered that their household has access to two dedicated on-site parking spaces, and 16% answered that their household has access to three spaces. However, 42% of survey respondents in this user group indicated that their household has 4 or more cars.
- When parking at home in Isla Vista, 53% of respondents in this user group park on the street, and 38% park on-site, such as in a garage, carport, or driveway.
- 33% of respondents in this user group indicated that they never drive to campus.
- When asked about using their car to drive beyond Isla Vista/UCSB campus, 37% of respondents answered that they use their car 3-4 days per week, 21% answered they use their car 1-2 days per week, and 19% answered they use their car 5-6 days per week.
- 34% of respondents in this user group indicated that it takes between 5-10 minutes to find an available on-street parking space, 31% indicated that it takes between 10-20 minutes, and 20% indicated that it takes more than 20 minutes.
- When asked about their primary reason for having or using a car, most respondents in this user group indicated that they use their car to access destinations elsewhere in the Santa Barbara region, with 47% driving for work, and 34% driving for personal needs or recreation.
- 52% of respondents in this user group strongly agree that most people need a car to get out of Isla Vista.

Live OUTSIDE of Isla Vista as a UCSB student or post-doc researcher:

- The majority of respondents (48%) drive to access campus and typically park in a UCSB permit parking lot, but some did report parking in off-campus locations such as on-street in Isla Vista (16%), the Goleta Beach parking lot (8%), or a private parking area in Isla Vista (8%). The remaining respondents either do not drive to campus (16%) or do not have a car (4%).
- 58% of respondents indicated that they are able to find a parking space on campus in less than 5 minutes or right away.
- When driving to Isla Vista, 65% of respondents in this user group indicated that they park on-street. However, most respondents do not drive to Isla Vista often, with 31% of respondents answering that they drive irregularly/periodically to Isla Vista, and 23% driving 1-2 days per week.
- When parking in Isla Vista, 35% of respondents indicated that it takes between 10-20 minutes to find an available on-street parking space, 27% indicated that it takes between 5-10 minutes, and 23% indicated that it takes more than 20 minutes.
- 31% of survey respondents strongly agreed that many UCSB students would prefer to park off campus in Isla Vista when they go to class, even if they qualify for a UCSB parking permit.

UCSB faculty member that lives WITHIN UCSB University-owned housing:

Please note: The data set is limited due to the fact that only two survey respondents identified with this user group.

- Neither of the respondents have a campus parking permit; instead, they park in Isla Vista.
- Both respondents frequently use their car to reach a destination in Isla Vista, either daily or 5-6 days per week.
- When parking in Isla Vista, one of the respondents indicated that it takes between 10-20 minutes to find an available on-street parking space, and the other indicated that it takes more than 20 minutes.
- Both respondents indicated that they are able to find a parking space on campus in less than 5 minutes or right away.
- When asked about their primary reason for having or using a car, one of the respondents indicated that they drive to access destinations within Isla Vista or on the UCSB campus, and the other indicated that they drive to access destinations elsewhere in the Santa Barbara region for work.
- One of the respondents strongly agreed that many UCSB staff and faculty members prefer to park off campus in Isla Vista when they are working, even if they qualify for a UCSB parking permit.
- Both respondents agree that most people need a car to get out of Isla Vista.

UCSB faculty or staff member that does NOT live within UCSB University-owned housing:

- Most respondents in this user group have a UCSB parking permit, with 50% indicating that they have a Staff "B" Permit, and 17% indicating that they have a Faculty "A" Permit.
- Most respondents are able to find a parking space on campus right away (59%).
- When asked about using their car to reach a destination in Isla Vista, 33% of respondents answered that they use their car 1-2 days per week, and 25% answered they use their car 3-4 days per week.
- When parking in Isla Vista, 33% of respondents indicated that it takes between 5-10 minutes to find an available on-street parking space, and 25% indicated that it takes between 10-20 minutes.
- 42% of respondents in this user group strongly disagree that many UCSB faculty and staff members prefer to park off campus in Isla Vista, even if they qualify for a UCSB parking permit.
- 33% of respondents strongly agree that most people need a car to get to Isla Vista. However, 25% of respondents somewhat disagree with the statement.

Own or operate a business or nonprofit organization in Isla Vista:

- For respondents who live outside of Isla Vista, 100% of respondents indicated that they drive alone when commuting to work.
- For respondents who live in Isla Vista, driving alone is the most common (67%) way of commuting to work.
- For respondents who live in University-owned housing, 100% of respondents indicated that they walk to commute to work.
- 33% of all respondents in this user group drive alone to work, and 17% walk to work.
- When driving to work, 42% of respondents park in a private area, 32% park on the street, and 16% park in a public lot.
- 32% of respondents strongly agree and 26% somewhat agree that business owners or employees of Isla Vista businesses frequently park outside of storefronts.

- 68% of respondents strongly agree that it is often difficult for customers to find convenient parking outside of storefronts in Isla Vista.
- 32% of respondents strongly disagree and 21% somewhat disagree that there are enough loading zones near their business.

Employee or volunteer at a business or organization in Isla Vista:

- For respondents who live outside of Isla Vista, driving alone is the most common (64%) way of commuting to work.
- For respondents who live in Isla Vista, walking is the most common way of commuting to work (36%), followed by biking (31%).
- For respondents who live in University-owned housing, walking is the most common way of commuting to work (42%), followed by biking (25%) and driving alone (25%).
- When parking in Isla Vista for work, 39% of respondents answered that they park in public spaces (either in a lot or on the street), and 21% park in a private lot.
- 27% of respondents strongly agree and 27% somewhat agree that business owners or employees of Isla Vista businesses frequently park outside of storefronts.
- 49% of respondents strongly agree that it is often difficult for customers to find convenient parking outside of storefronts in Isla Vista.
- 32% of respondents strongly disagree and 21% somewhat disagree that there are enough loading zones near their business.

Beach-goer Survey

In addition to the online survey, DIXON prepared a short form survey that IVCSA administered in-person at several beach locations in Isla Vista to better understand parking behavior and trends specific to beachgoers. The survey was conducted between February 23, 2024 and March 13, 2024 and gathered a total of 150 beachgoers in Isla Vista.

Key Takeaways for All Respondents:

- Of the 150 respondents, 74.7% of respondents live in Isla Vista, while 25.3% do not.
- When asked about their mode of transportation to get to the beach, the most common mode was walking (51.3%), followed by biking (16.6%) and driving alone (13.3%).
- 54.7% of respondents stayed at the beach for less than 1 hour, followed by respondents staying between 1 to 2 hours (38.5%).
- Most respondents visit the beach daily (42.9%), followed by weekly (36.9%) and monthly (16.1%).
- When asked about the parking conditions at the beaches in Isla Vista compared to other beaches, 50.7% of respondents somewhat agree that parking is worse in Isla Vista beaches compared to other beaches, while 39.3% of respondents strongly agree.
- When asked about potential solutions to beach parking in Isla Vista, 76.8% of respondents would prefer to keep parking free rather than making parking paid (23.2%).

Key Takeaways for Drivers Only:

- Of the 37 respondents who indicated that they either drove alone or carpooled to the beach, only 13.5% of respondents live in Isla Vista, while 86.5% do not.

- Most respondents found parking in less than 5 minutes (82.1%), while some respondents indicated that it took more than 5 minutes (17.9%).
- 67.6% of respondents stayed at the beach between 1 to 2 hours, followed by 18.9% of respondents staying between 3 to 4 hours, and 13.5% of respondents staying for less than 1 hour.
- Most respondents visit the beach on a monthly basis (51.4%), followed by weekly visits (34.3%).
- When asked about the parking conditions at the beaches in Isla Vista compared to other beaches, 44.4% of respondents somewhat agree that parking is worse in Isla Vista beaches compared to other beaches, while 38.9% of respondents strongly agree.
- When asked about potential solutions to beach parking in Isla Vista, 63% of respondents would prefer to keep parking free rather than making parking paid (37%).

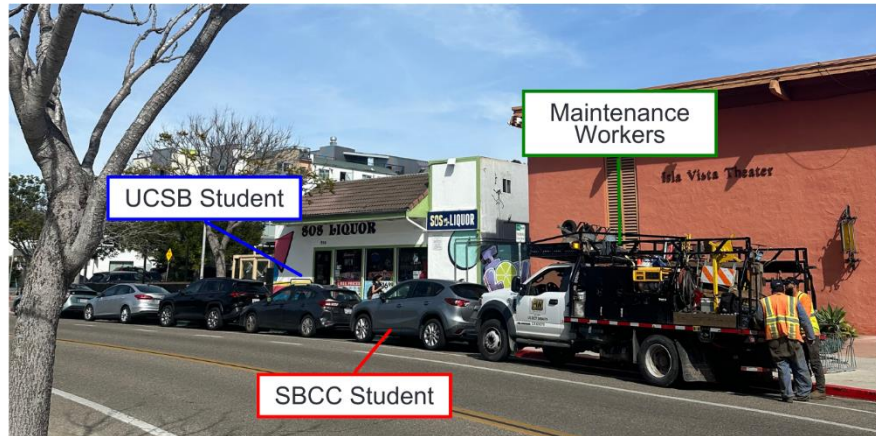
Intercept Survey

IVCSD staff conducted intercept surveys on 6/20/2024, 7/1/2024, and 7/2/2024 at several locations in Isla Vista including Isla Vista Theater, Goleta Beach Parking Lot, and at the commercial core on Pardall Road to gain insight into curb space usage. Respondents were asked to provide their occupancy, where they travelled from, and where they are traveling to. A total of 74 intercept surveys were conducted across the three days. The results of the intercept surveys are summarized below:

Assumptions

1. For respondents who answered they are going "Home", it was considered they would be staying in IV only if the respondent indicated they were a UCSB/SBCC student. Otherwise, it was considered they would be leaving IV.
2. Destinations for each respondent group are broken down into 3 categories: 1) Leaving IV; 2) Staying in IV; 3) Going shopping/ running errands; 4) Going to UCSB campus.
 - The first category includes respondents who answered any destination outside of IV that is NOT a business or store, such as Goleta, Downtown SB, SBCC campus, or another county/city.
 - The second category includes respondents who answered that they were going home (see Assumption #1), or Isla Vista in general.
 - The third category includes respondents who answered a business or store in Isla Vista or Goleta, such as Camino Real Marketplace or Target.
 - The fourth category includes respondents who answered they were going to the UCSB campus.
3. Respondents who are coming from outside SB includes those who answered that they were coming from other counties such as Ventura, or respondents who did not provide an origin ("N/A"), such as maintenance workers or food delivery workers.
4. Respondents who are coming from IV surroundings includes those who answered that they were coming from SBCC campus, Goleta, Downtown SB, and stores/businesses near IV such as Target or Camino Real Marketplace.
5. Respondents who are coming from IV includes those who answered that they were coming from the UCSB campus, home (see Assumption #1), stores/businesses in IV, or a beach in IV.

Figure 62. Example of Intercept Survey in front of Isla Vista Theater



Photograph of parked cars (2:45 PM)

- **UCSB Student:** parked in a 15-minute spot coming from his house in Isla Vista to make a quick stop at the store in Isla Vista's 'business district'
- **SBCC Student:** parked in a 15-minute spot coming from SBCC campus to his residence at The Loop apartments in Isla Vista
- **Maintenance Workers:** briefly parked in the red (unsure what "to-from" was)

Figure 63. Example of Intercept Survey at Goleta Beach Parking Lot



Photograph of parked cars (5:14 PM)

- **UCSB student:** Commuted from Ventura and parked at goleta beach to go to class

Key Takeaways

- Most respondents identified as UCSB students.
- Of the 11 respondents who came from outside of IV, 45% were staying in IV, 18% were going to the UCSB campus, 27% were leaving IV, and 9% were going shopping or running errands.
- Of the 26 respondents who came from the surrounding area of IV, 73% were staying in IV, 4% were going to the UCSB campus, 15% were leaving IV, and 8% were going shopping or running errands.
- Of the 37 respondents who came from IV, 49% were leaving IV, 19% were staying in IV, 8% were going to the UCSB campus, and 24% were going shopping or running errands.

Figure 64. Intercept Survey Demographics

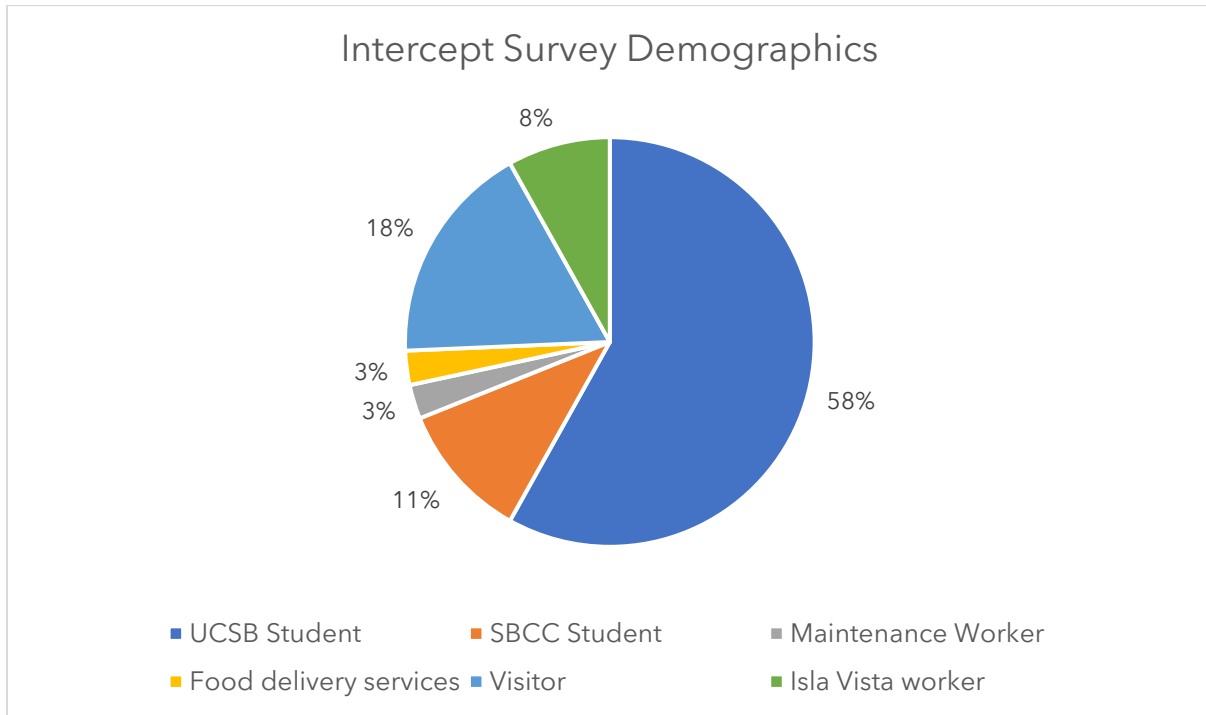


Figure 65. Destination of Respondents Coming from Outside SB

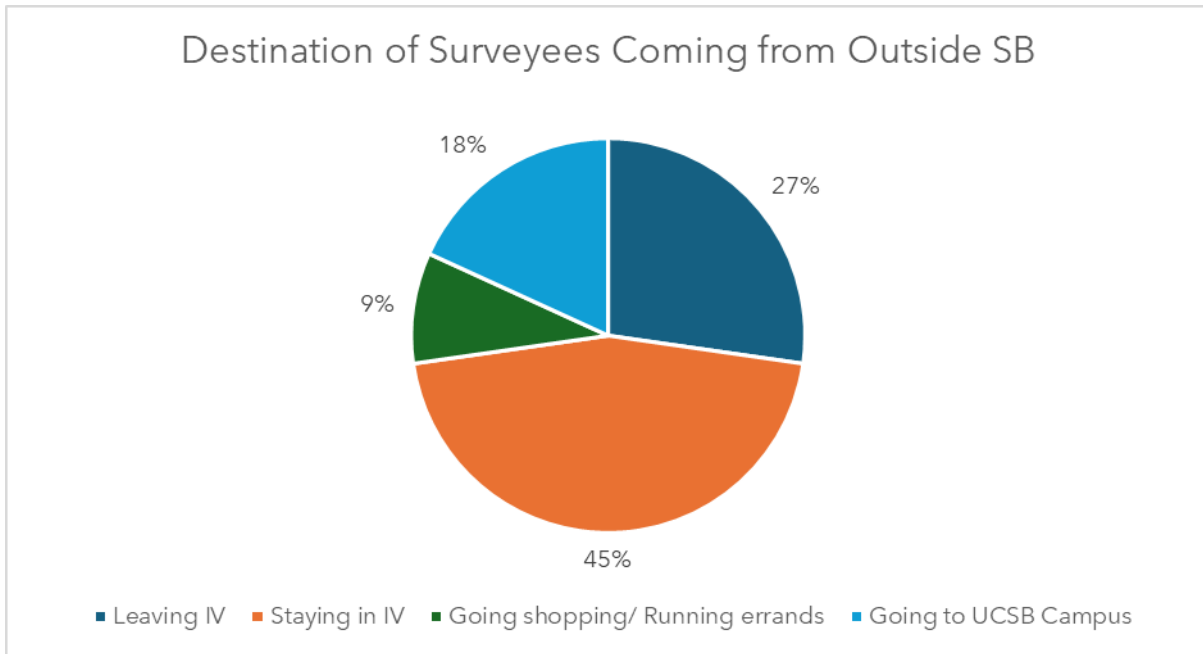


Figure 66. Destination of Respondents Coming from IV Surroundings

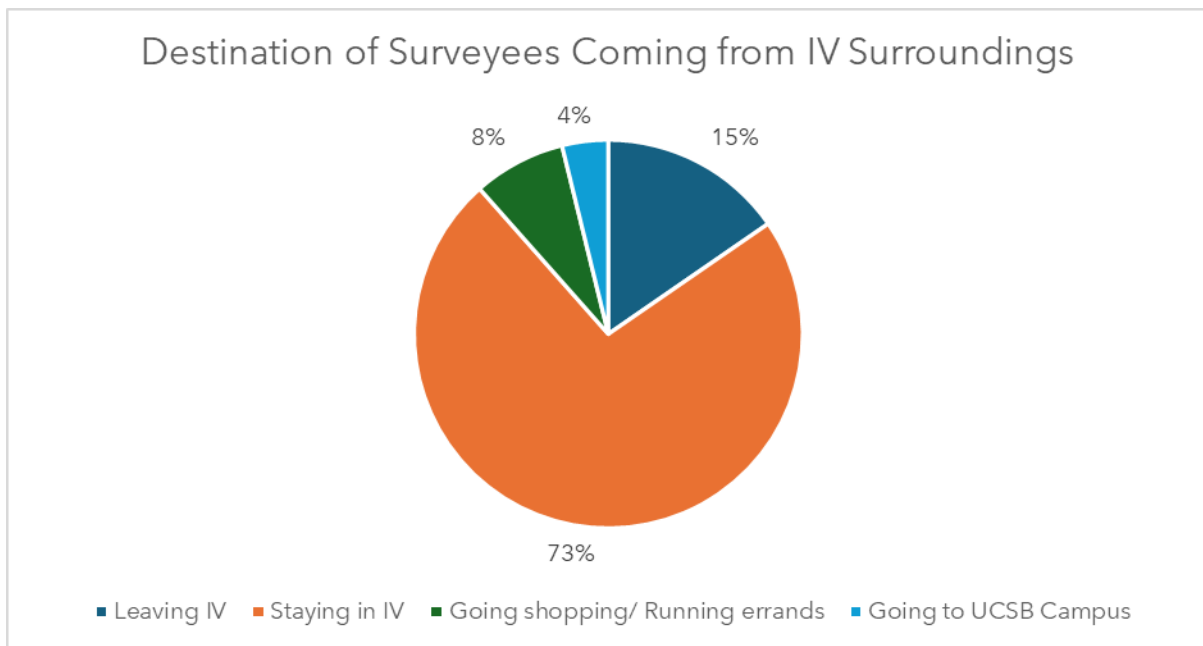
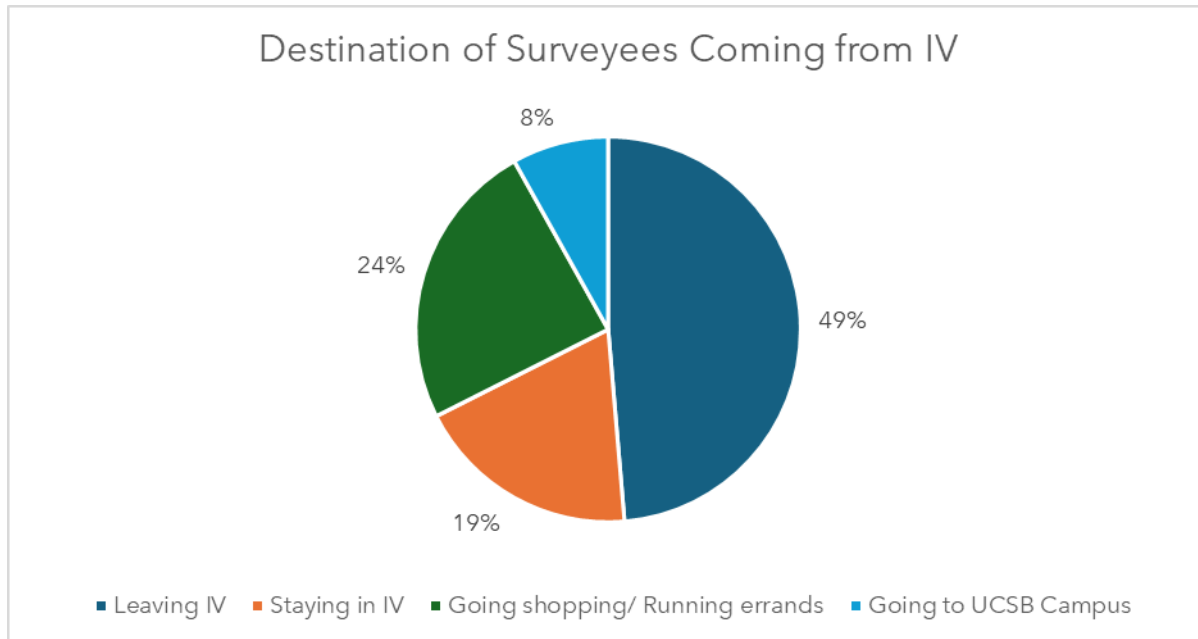


Figure 67. Destination of Respondents Coming from IV



Parking Worksheet Survey

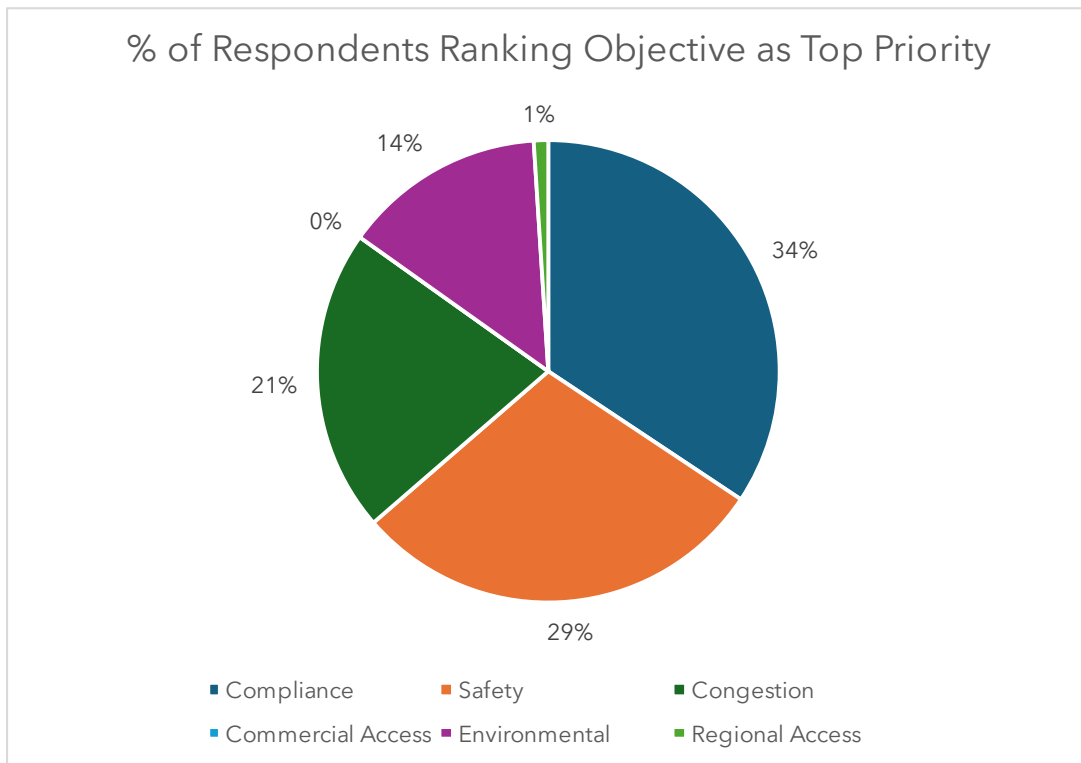
To better understand how Isla Vista residents prioritize the different parking management objectives, a comprehensive worksheet was prepared for the joint Parking and Mobility Town Hall event held in Isla Vista on May 14, 2024. Respondents were asked to rank different parking objectives and their associated strategies and were given an opportunity to provide additional feedback for the preliminary recommendations. An online version of the worksheet was administered as well. The combined results from the parking worksheets are summarized below:

Total responses: 71

Number of Respondents Ranking Objective as Top Priority:

- Compliance: 24 respondents (34%) ranked as top priority
- Safety: 20 respondents (29%) ranked as top priority
- Congestion: 15 respondents (21%) ranked as top priority
- Commercial access: 0 respondents (0%) ranked as top priority
- Environmental: 10 respondents (14%) ranked as top priority
- Recreational access: 1 respondent (1%) ranked as top priority

Figure 68. Percent of Respondents Ranking Objective as Top Priority



Top Supported Strategy Per Objective:

- Compliance: IVCSD Compliance Program (93%)
- Safety: Pedestrian and cyclist safety improvements (96%)
- Congestion: IVCSD can work with UCSB on discouraging on-campus student residents from bringing cars. (99%)
- Commercial access: "Add more short-term parking" and "Employee parking permit program" (both 90%)
- Environmental: Consider street sweeping parking regulations (93%)
- Recreational Access: Formalize and regulate Camino Majorca (85%)