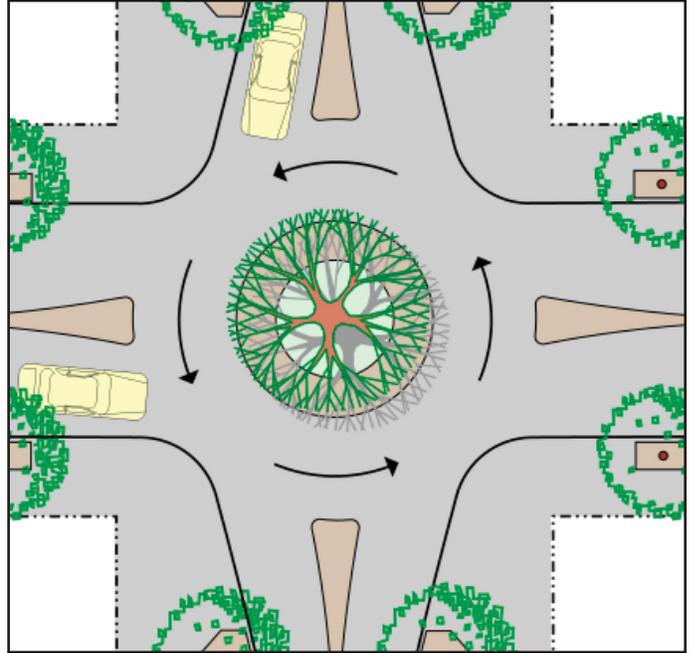
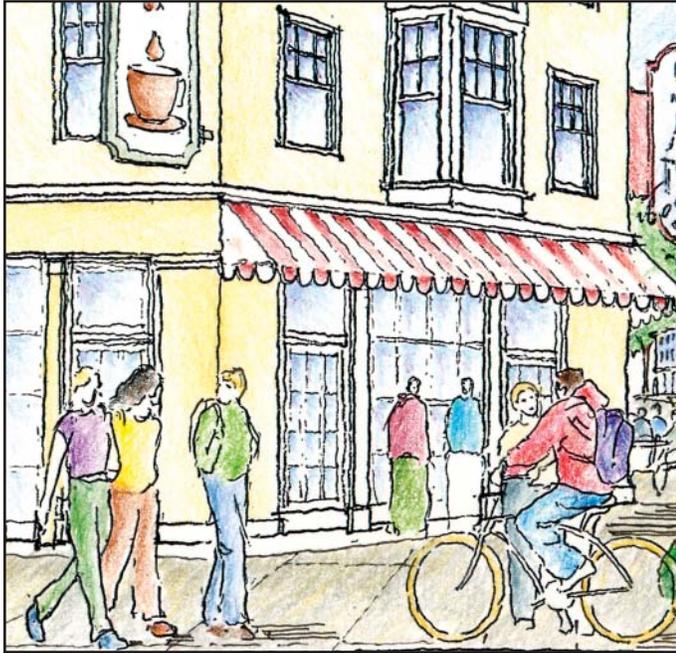


Chapter 2: Transit and Circulation



Overview

Policies, programs, and projects identified in this chapter specify improvements to Isla Vista's network of public streets, address the area's parking issues and present options to increase resident access to alternative transportation options.

This chapter is organized into two sections. Section One: Streets addresses physical infrastructure improvements to the community's streets. Section Two: Parking and Transit outlines programs and projects to address parking and transportation needs.

Streets



Vision Statement

The network of public streets, sidewalks, and plazas, together with parks and open spaces comprise a community’s urban public space. These spaces create the framework of a community. In Isla Vista, the vast majority of public space is found in the public street and sidewalk systems. As a result, this system plays a critical role in defining the community and the overall quality of life in Isla Vista.

The projects in this chapter describe a strategy to implement a long-term vision for Isla Vista’s streets. That vision includes a street network that moves people effectively and safely, that is visually appealing, and that is not dominated by the automobile. The projects outlined in this chapter will not occur overnight. Some projects can be implemented in the near term, but many projects will be developed over time. Further, the impact of each project needs to be individually assessed, and in some cases, projects should be adjusted to accommodate new transportation or usage patterns.

Goals & Policies

Streets Goal: Enhance the quality of life in Isla Vista by improving the public circulation systems for pedestrians and bicyclists.

Streets Policy 1: The Isla Vista circulation network should be modified to reduce automobile travel speed for compatibility with cyclists, pedestrians, and small-wheeled non-motorized modes of transportation (e.g. skateboarders and rollerbladers).

Streets DevStd 1.1: Streets should not be wider than necessary, wider streets encourage higher automobile speeds.

Streets Action 1.2: The RDA and Public Works shall review and, where feasible, implement traffic calming devices and techniques such as, roundabouts and rotaries, street narrowing that does not eliminate parking, and street trees on: Sabado Tarde Road, Sueno Road, Camino Del Sur, Camino Pescadero, and residential streets west of Camino Corto.

Streets Action 1.3: The RDA and Public Works shall review and, where feasible, implement small roundabouts or rotaries at the following intersections: Camino Del Sur & Abrego Road, Camino Del Sur & Sueno Road, Camino Del Sur & Trigo Road, Camino Corto & Trigo Road, Camino Corto & Abrego Road, and Camino Pescadero & Trigo Road.

Streets DevStd 1.4: Embarcadero Del Mar and Embarcadero Del Norte street intersections with Pardall Road, should be designed with rotaries and certain intersections along El Colegio Road should be designed with modern roundabouts, where feasible, to accommodate delivery trucks and safety vehicles.

Streets Action 1.5: The RDA and Public Works shall review and determine methods to rebuild and specially landscape El Embarcadero, and consider stop sign or rotaries at the intersection with Sabado Tarde, with appropriate materials to calm traffic, improve and strengthen access to the ocean, and visually enhance the corridor.

Streets Action 1.6: The RDA, Public Works, and County Parks Department should, where feasible, create pedestrian and bicycle routes to connect established trails and coastal routes along the perimeter of Isla Vista.

Streets Policy 2: The use of bicycles as an alternate mode of transportation in Isla Vista shall be encouraged.

Streets Action 2.1: The RDA and Public Works shall research Sueno Road as a bike boulevard using appropriate painting, signs, and physical improvements.

Streets DevStd 2.2: Commercial development shall include adequate bicycle racks and storage to accommodate both employees and customers. Community parks should also provide sufficient bicycle racks to accommodate park users.

Streets DevStd 2.3: The Form-Based Regulating Code for Isla Vista shall require that all projects in residential zone districts be required to provide two (2) enclosed or unenclosed permanently maintained and secure bicycle storage spaces for each bedroom and/or studio apartment within the development.

Goals & Policies

Streets Policy 3: Walking shall be encouraged as a viable form of alternative transportation in Isla Vista.

Streets Action 3.1: The RDA shall work with Public Works to implement sidewalk improvements, where feasible, on north-south streets and in the commercial core.

Streets Action 3.2: The RDA shall encourage Public Works to, where feasible, prioritize completion of sidewalks on the following streets: Camino Pescadero, Pasado Road, Sabado Tarde Road, Pardall Road, Camino Del Sur, Camino Corto, Embarcadero Del Mar, Embarcadero Del Norte, Sueno Road, and Del Playa Drive.

Streets Action 3.4: The RDA, in coordination with Public Works, should establish a streetscape infrastructure improvement program, planting appropriate street trees throughout Isla Vista to enhance pedestrian activity.

Streets Action 3.5: The RDA should encourage Public Works to improve the pedestrian crossing intersection of Abrego Road and Camino Corto, and other major intersections. Improvements may include installing lights, narrowing the intersection, raising the pedestrian crosswalk onto a wide speed table and placing reflectors or flashing lights on the pavement.

Streets Action 3.6: The RDA should encourage Public Works to review and, where feasible, add pedestrian scale street lighting to north-south streets and primary circulation routes.

Streets Policy 4: Impervious surface paving should be reduced to allow increased water infiltration.

Streets Action 4.1: The RDA, working with County agencies, shall study the feasibility of implementing porous material paving requirements for public and private development, except for development on Del Playa Drive.

Streets Action 4.2: The RDA, working with County agencies, should create porous design guidelines based on soil characteristics as applicable to require porous paving material, grasscrete or other material as deemed appropriate by County Departments for residential driveways, public right-of-ways, low-circulation parking lots or other feasible elements of site development.

Streets Action 4.3: The RDA shall research and consider existing studies, including the Flowers and Associates infrastructure report, regarding bluff erosion-control options on Del Playa. The RDA shall also research a program to limit pollution from storm-water drainage.

Existing Setting: Public Streets



In Isla Vista, some streets are wider than may be necessary, resulting in higher traffic speeds. Sidewalks on many streets are incomplete, forcing pedestrians to walk in the roadway. Few street trees exist in the community; where they are present, the tree type, location, and size often varies significantly.

A wide street (Pardall Road) in downtown; a typical Isla Vista street scene, with cars and bicycles sharing the right-of-way.

The majority of Isla Vista's public space lies in its streets. Most streets are currently undifferentiated in their design though they serve different and distinct functions. Generally speaking, the north-south streets serve as entrances for automobiles into the community and must accommodate more traffic. The east-west streets primarily serve local circulation and have higher volumes of pedestrians and cyclists. El Colegio Road is a busy arterial that handles relatively heavy volumes of automobiles, including all trips to and from Isla Vista as well as considerable traffic related to UCSB.

Analysis

The following four maps depict and describe patterns of existing development and land use in Isla Vista. The information is a useful tool to help understand how the community currently functions and how changes could impact existing development.



This diagram illustrates the street framework of Isla Vista. The street system is quite coherent and regular in contrast to the suburban road networks of neighboring communities. This drawing illustrates the limited access for east-west streets as well as the termination of the grid at the eastern edge. North-south streets provide several connections to Goleta and UC Santa Barbara; these streets carry higher volumes of automobiles on a daily basis, and are prone to more traffic delays within the community.

The block pattern on the eastern edge of Isla Vista consists of 450'x200' blocks. Blocks in the central area of the community are typically 1,100' long and 200' up to 500' deep.



This diagram illustrates the large percentage of land area within Isla Vista that has been paved over with asphalt: parking lots, streets, driveways, etc. The amount of impervious surface represents how the presence of cars within Isla Vista has had an impact on the character of Isla Vista and quality of the built environment. In many instances the only outdoor spaces for apartment buildings have been paved for parking, leaving little functional green space outside of the apartments.

Analysis



This map illustrates the existing parks and open spaces, as well as public institutions in Isla Vista. This network is extensive, including properties under the jurisdiction of the Isla Vista Recreation and Park District, open space under the jurisdiction of the Santa Barbara County, UCSB, and other public institutions such as churches, schools, and community centers.

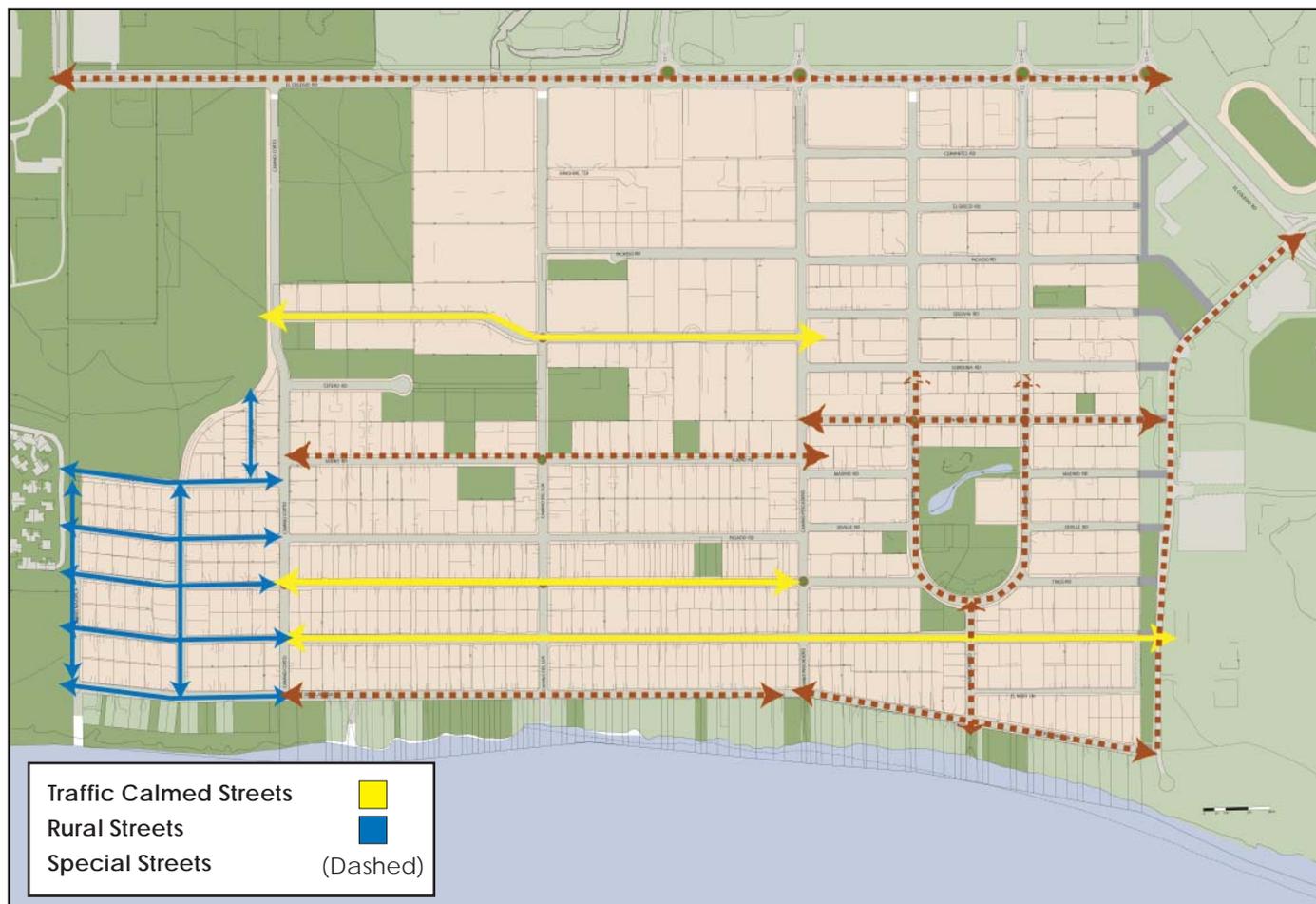
Substantial opportunity exists to connect these open spaces into a coherent “network” to better serve the community as a whole.



This map illustrates the environmental constraints within Isla Vista. The environmentally sensitive habitat in the community includes wetlands, vernal pools, and native grasslands. The 75 Year Bluff Retreat Line illustrates the likely location of the coastal bluffs in 75 years.

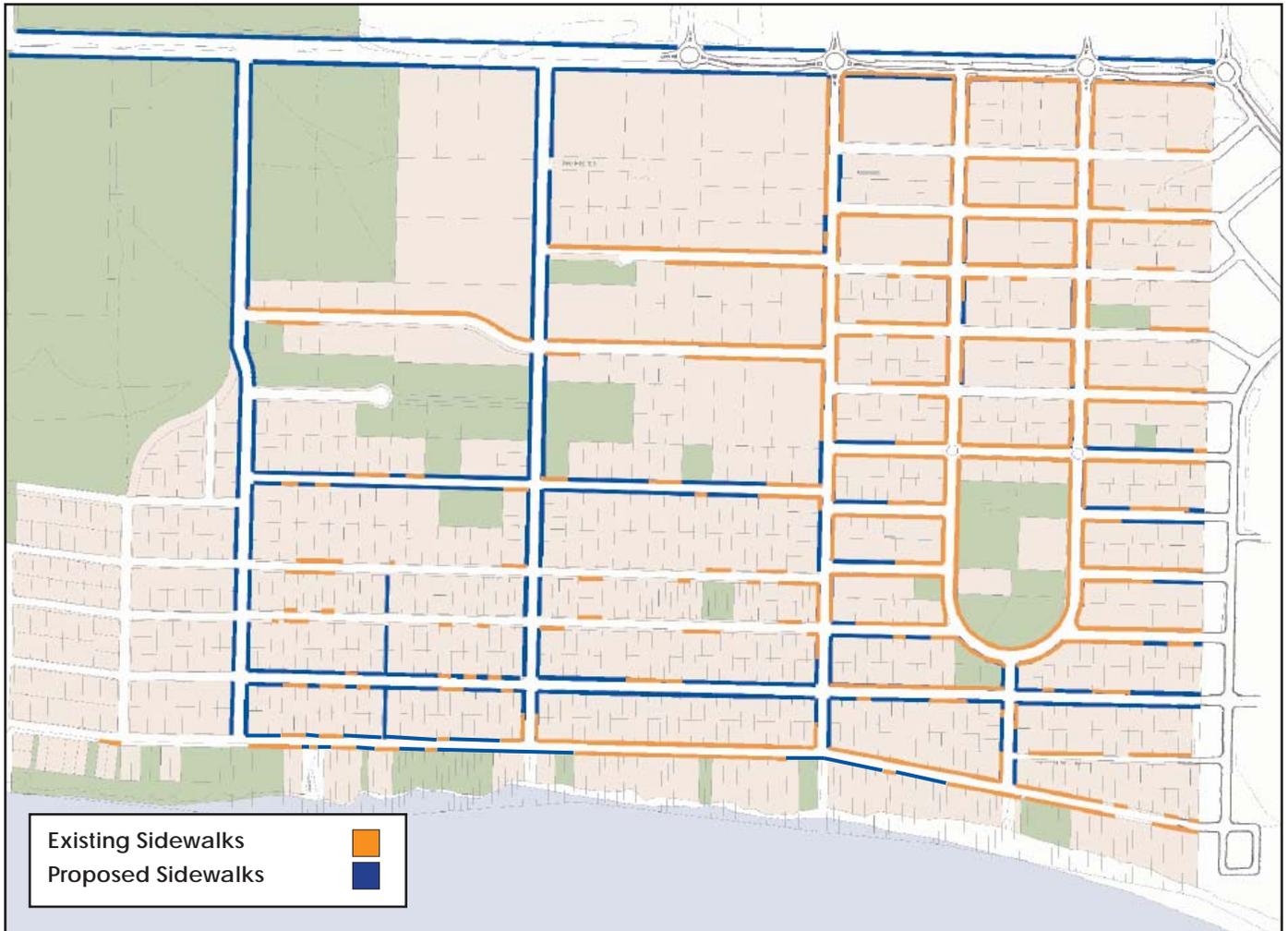
- Key**
- Environmentally Sensitive Habitat
 - 75 Year Bluff Retreat Line
 - Bluff Edge

Street Types: Long-Term Illustrative Plan



The plan above identifies the main components of recommended street improvements for Isla Vista, organized by Street Types. The Plan recognizes the subtle differences among Isla Vista's streets, and groups them according to their function. The designs presented in this section are conceptual in nature. Final designs will be determined by the County Road Commissioner. Sidewalk Streets occur in areas with higher traffic volumes of automobile and pedestrian traffic. Installation of new sidewalks and improvements of existing sidewalks is a high priority. Traffic-Calmed Streets run primarily east-west and focus on the needs of pedestrians and bicyclists while accommodating cars at low, safe speeds. Traffic-calming devices, including traffic rotaries at intersections, and other traffic calming measures, will be reviewed and potentially implemented along these streets. Rural Neighborhood Streets are located west of Camino Corto and are designed specifically for quiet residential areas. Special Streets in key locations are designed to respond to the needs of specific places within the community. These Special Streets include, Pardall Road, El Colegio Road, Del Playa Drive, Sueno Road, and on UCSB Campus, Ocean Road.

Sidewalk Streets: Illustrative Plan

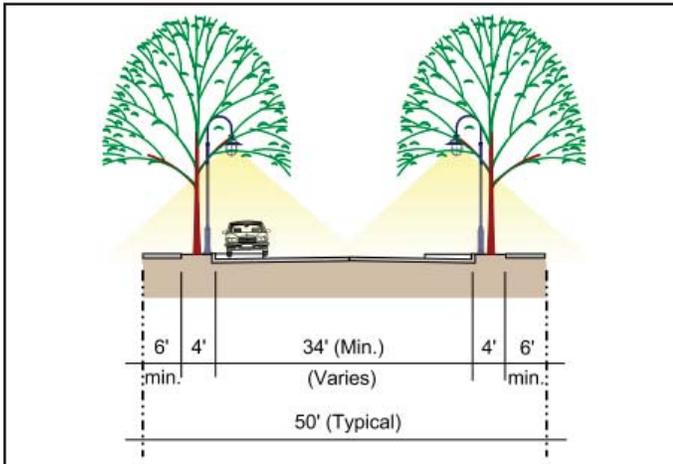
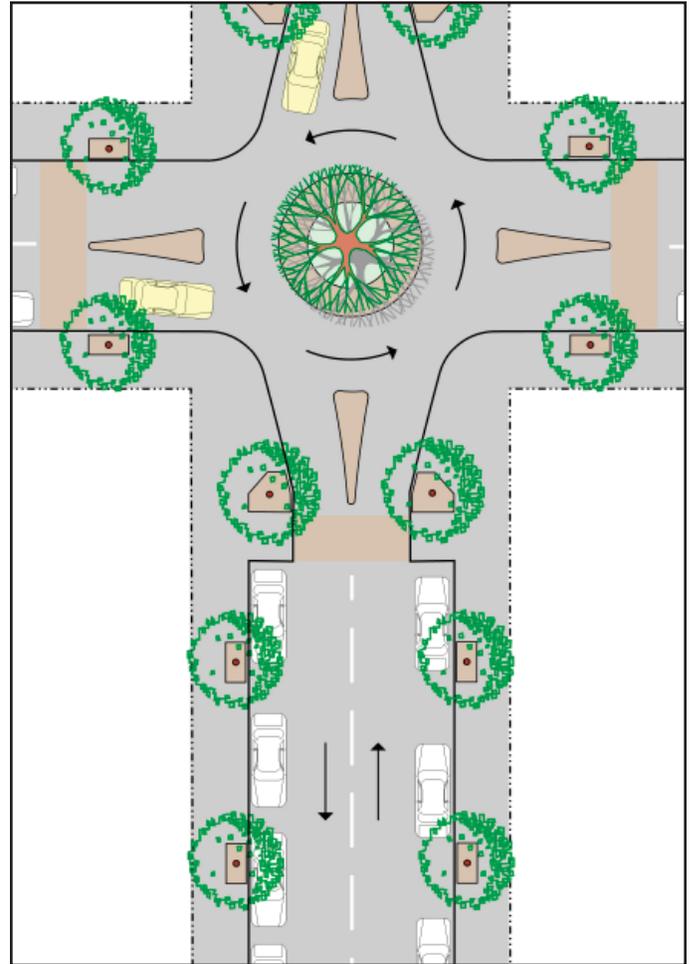


This plan illustrates existing and proposed sidewalks in Isla Vista. Sidewalk Streets include Camino Corto, Camino Del Sur, Camino Pescadero, Embarcadero Del Mar, Embarcadero Del Norte, Sabado Tarde, Sueno, Abrego, El Colegio, Picasso, Pardall, Madrid, Seville, Trigo, and Cervantes.

Sidewalks already exist on most of these streets. However, the completion of sidewalks along Camino Pescadero Road, Sabado Tarde Road, Pardall Road, Pasado Road, and Sueno Road is a high priority. Street trees will be planted at uniform intervals along these streets according to the Street Tree Plan.

Improvements to street lighting along Abrego and Picasso Roads and other areas where high numbers of pedestrians occur should be given high priority.

Sidewalk Streets



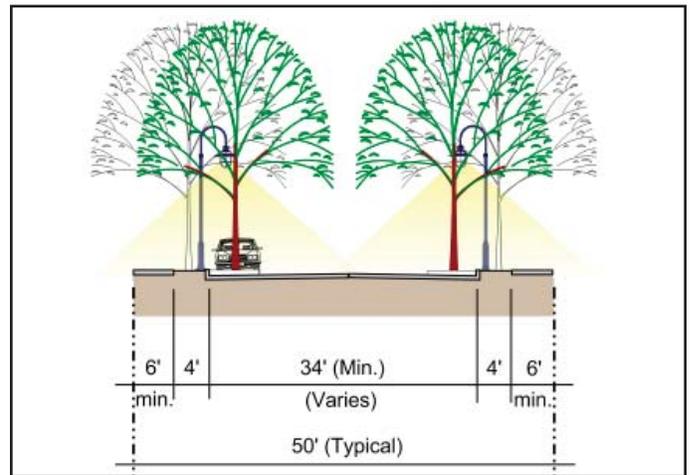
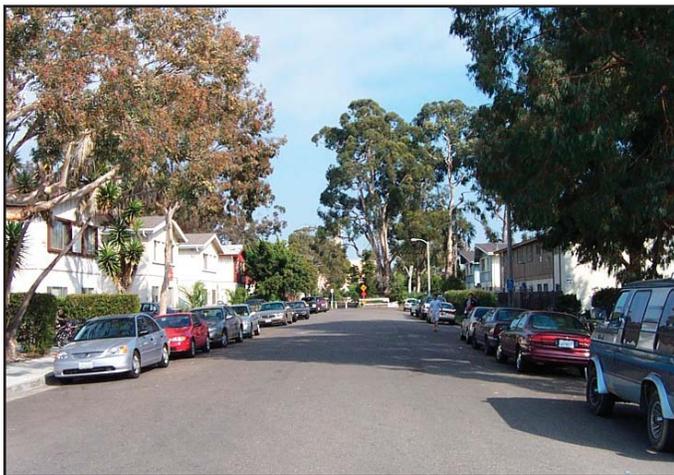
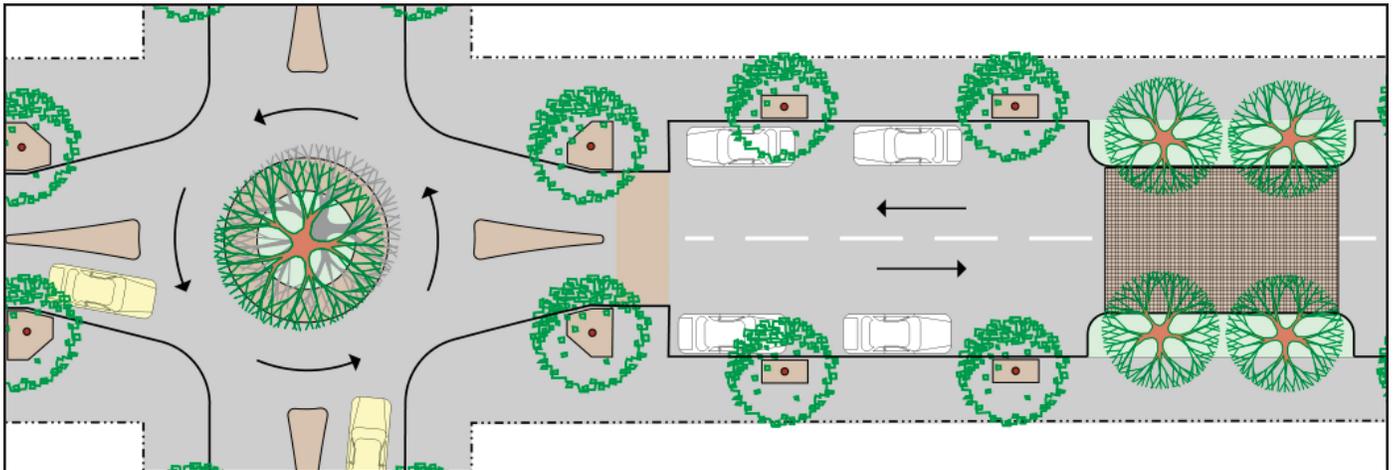
Clockwise from top left: existing typical north-south street (Camino Pescadero), proposed plan illustrating street trees and traffic-calming rotary at intersection, and proposed section of typical north-south street (Camino Pescadero).

In general, sidewalks have been prioritized on north/south streets, transit routes, and streets that support higher traffic volumes. Completion of the sidewalk network on these streets will significantly improve pedestrian conditions. Construction of new sidewalks should be completed concurrently with installation of streets trees and landscaping.

Streets Action 3.1: The RDA shall work with Public Works to implement sidewalk improvements where feasible on north-south streets and in the commercial core.

Streets Action 3.2: The RDA shall encourage Public Works to, where feasible, prioritize completion of sidewalks on the following streets: Camino Pescadero, Pasado Road, Sabado Tarde Road, Pardall Road, Camino Del Sur, Camino Corto, Embarcadero Del Mar, Embarcadero Del Norte, Sueno Road, and Del Playa Drive.

Traffic-Calmed Streets



Clockwise from top: Concept plan of traffic-calmed east-west street, conceptual section of proposed street, photo of existing east-west street.

Traffic-Calmed Streets should, as appropriate, utilize speed tables and small rotaries at intersections to slow automobile traffic and improve safety. These streets will include Sabado Tarde, Sueno, Camino Del Sur, Camino Pescadero, and all residential streets west of Camino Corto.

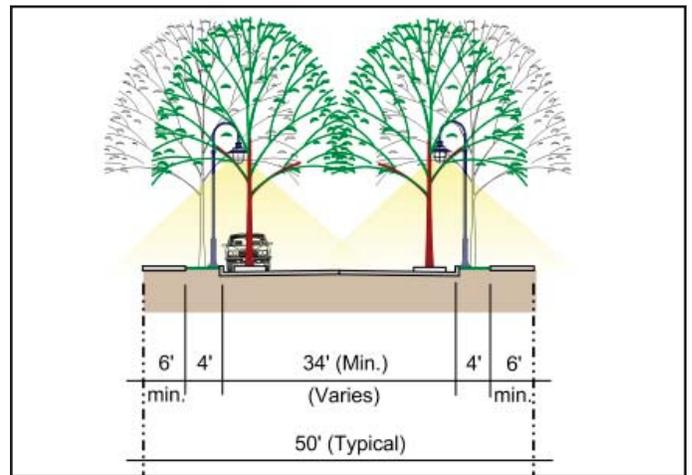
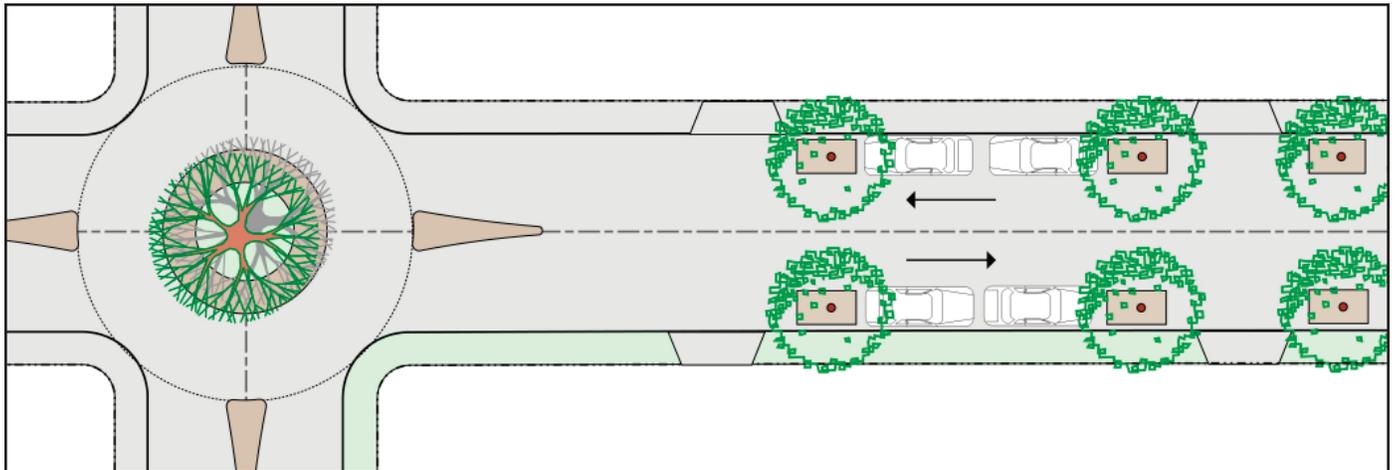
Many east-west streets lack sidewalks, and there is limited room to add them without losing on-street parking, removing landscaping, or acquiring additional right-of-way. This may be an opportunity to transform the whole street into a “sidewalk” where automobile drivers have the sense that they are “guests” on the street. Narrow lane widths and the presence of pedestrians already help to slow vehicles down, and the proposed traffic calming will be used to further slow cars to speeds that are compatible with pedestrian movement. Street trees should be sited in either the parking lane or a planted strip between the sidewalk and roadway. Opportunities to install lighting oriented towards pedestrians will be reviewed.

Streets DevStd 1.1: Streets should not be wider than necessary, wider streets encourage higher automobile speeds.

Streets Action 1.2: The RDA and Public Works shall review and where feasible implement traffic calming devices and techniques such as, roundabouts and rotaries, street narrowing that does not eliminate parking, and street trees on: Sabado Tarde Road, Sueno Road, Camino Del Sur, Camino Pescadero, and Residential streets west of Camino Pescadero where feasible.

See **Streets Action 3.6**

Rural Residential Neighborhood Streets



Clockwise from top: Concept plan of rural street, conceptual section of residential street, photo of existing residential street west of Camino Corto (Pasado Road).

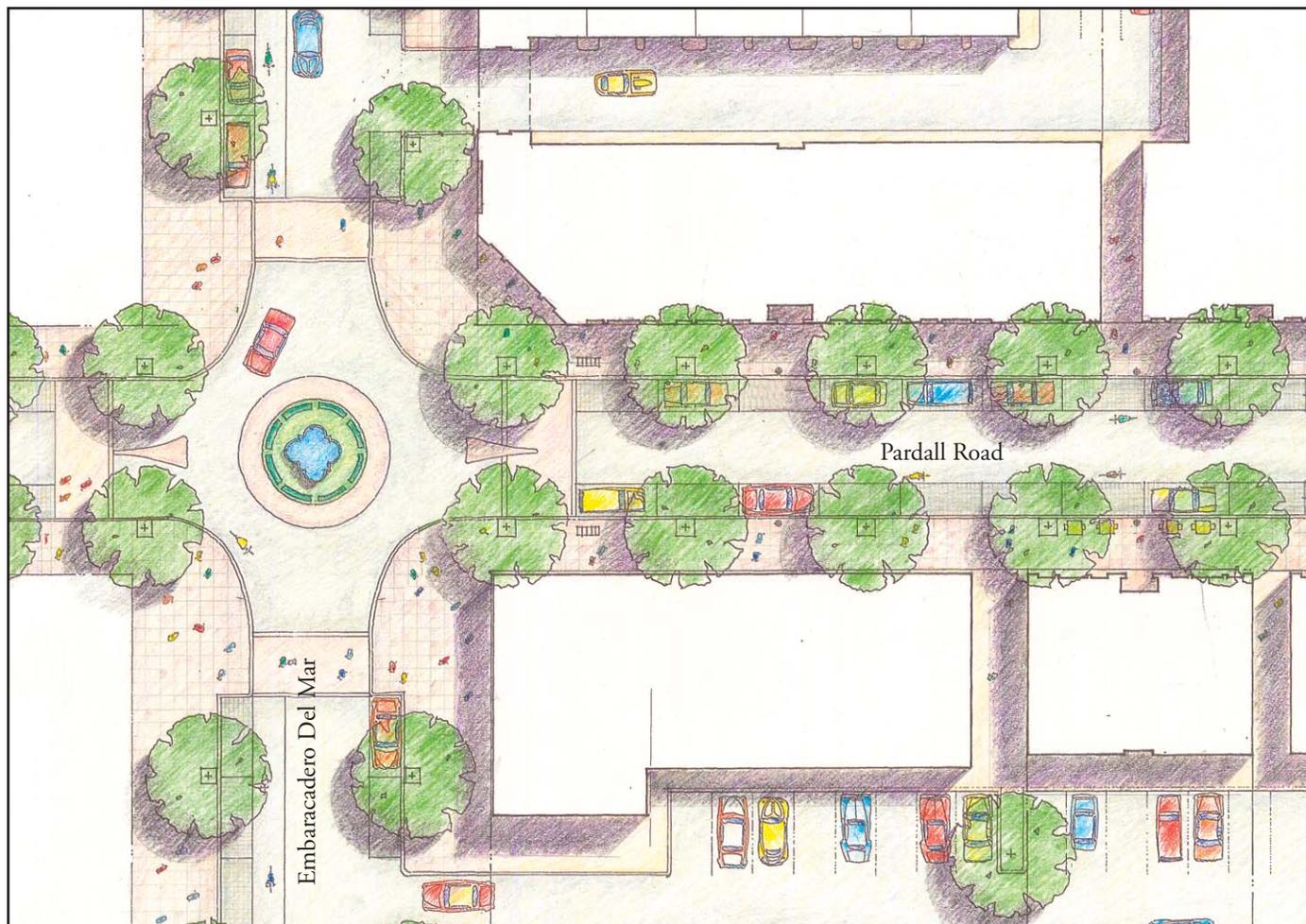
Streets to the west of Camino Corto, such as 6800 Pasado Road (above) tend to have a less pronounced urban character. They are ‘yield streets’ with narrow widths, and often insufficient room for cars to pass traffic in one direction in some cases must yield to traffic coming the other way. Only limited changes are recommended for these streets, and any improvements should build on their less developed nature. Street trees should be added in the parking lane, and rotaries or traffic circles introduced at key intersections including Camino Lindo and Sabado Tarde.

Streets Action 1.3: The RDA and Public Works shall review and, where feasible, implement small roundabouts or rotaries at the following intersections: Camino Del Sur & Abrego Road, Camino Del Sur & Sueno Road, Camino Del Sur & Trigo Road, Camino Corto & Trigo Road, Camino Corto & Abrego Road, and Camino Pescadero & Trigo Road.

See **Streets Action 3.4**

Special Streets

Pardall Road



Illustrative plan of proposed Pardall Road depicting roundabout at intersection with Embarcadero Del Mar. The Embarcadero Loop is illustrated here as two-way (see page 2-18).

Throughout this Plan, certain specific design proposals for public infrastructure projects are set forth. These concept plans identify detailed suggested improvements. While these plans are intended to provide concrete suggestions and direction regarding design they are not intended to mandate specific designs or specific design elements.

Pardall Road - Concept Plan

Streetscape improvement along Pardall Road is a high priority, especially between Embarcadero Del Norte and Embarcadero Del Mar. The concept plan for the street includes designs to allow the street to function as a plaza. Specifically, Pardall Road should be slightly elevated at the Embarcadero intersections. The street and sidewalks can be constructed using stained concrete (to imitate the character of stone pavers at a reduced cost) and pavers within the parking lane, so that the street reads as one surface from building front to building front. The street should be easily closed to automobile traffic for special events and

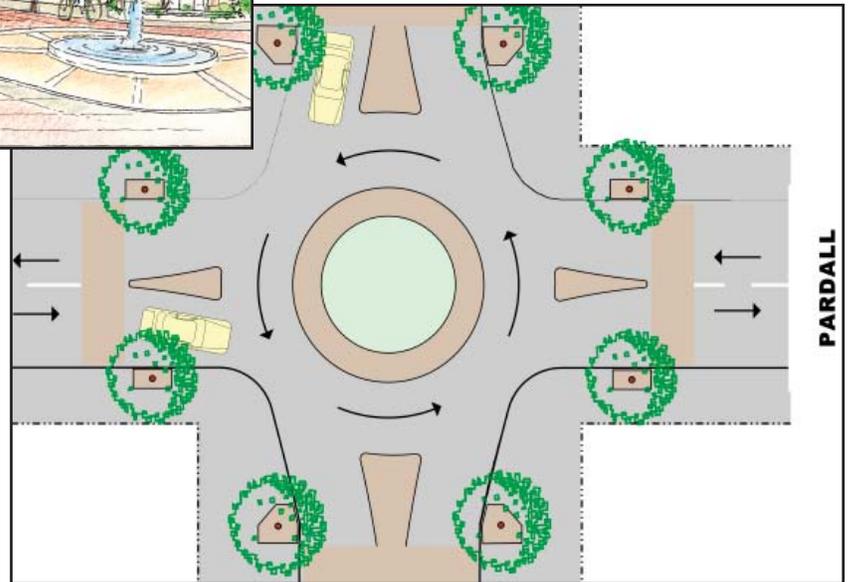
Streets DevStd 1.4: Embarcadero Del Mar and Embarcadero Del Norte Street intersections with Pardall Road, should be designed with rotaries and certain intersections along El Colegio Road should be designed with modern roundabouts, where feasible.

Special Streets

Pardall Road



Illustration of intersection of Pardall and Embarcadero Del Mar with proposed street improvements and reconstruction of commercial properties. The existing “Silver-greens” building at the southeast corner of the intersection is visible at right.



Illustrative plan of 35' rotary at the intersection of Pardall and Embarcadero Del Mar.

activities. The parking lane can have a small rolled curb so that it would have the flexibility to become an extension of the sidewalk and filled with tables, benches, etc. as appropriate by adjacent businesses. Bicycle racks and benches should be provided at the mid-block. Also at the mid-block is the proposed paseo connecting activity on Pardall Road to Anisq'Oyo' Park.

As cars travel south down Embarcadero Del Mar or Embarcadero Del Norte they would slow before a slight raise in the street just before the Pardall intersection. Rotaries at the Pardall Road/Embarcadero Del Mar/Del Norte intersections improve pedestrian, cyclist, and automobile safety while enhancing the visual character of the intersection and reducing delays.

Large rotaries at the intersection of Pardall Road and Embarcaderos Del Mar and Del Norte are recommended to mitigate circulation conflict caused by large numbers of bicyclists. These roundabouts require both automobiles and bicyclists to yield to one another in the roundabout while providing a fitting entry into the downtown area.



Streets Action 2.1: The RDA and Public Works shall research Sueno Road as a bike boulevard using appropriate painting, signs, and physical improvements.

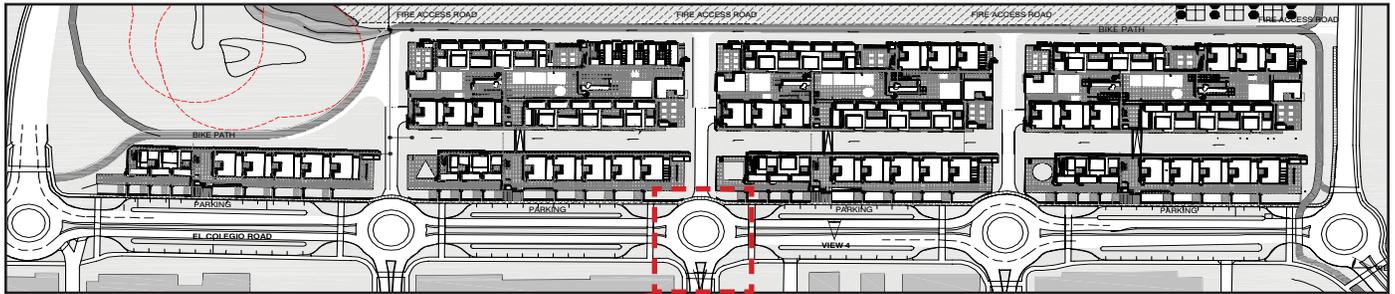
View of bicycle boulevard in Berkeley, California with large painted signage signaling the presence of bicyclists to motorists.

Sueno Bicycle Boulevard

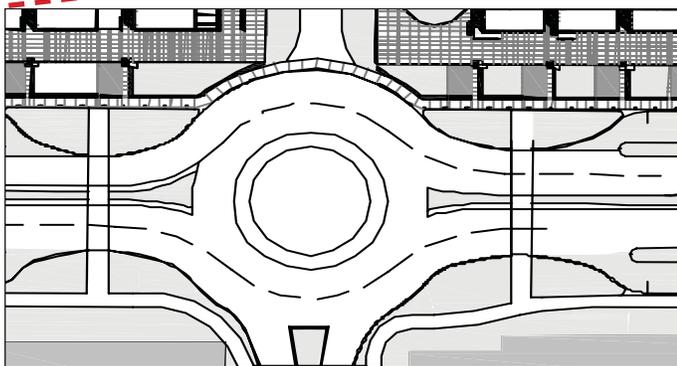
A “bicycle boulevard” should be developed along Sueno Road through the implementation of special painting, signage, and physical improvements. The example above shows how the City of Berkeley is testing the use of large painted bike boulevard signs on the street. The Highway Safety Manual does not currently include those signs, as a result, they can only be used on a test basis.

Special Streets

El Colegio Road 2-Lane Option



Concept plan of El Colegio Road with roundabouts.



Illustrative plan of roundabout at intersection of El Colegio Road and Embarcadero Del Mar.

Interface Dev Std 3.1: El Colegio Road should be designed as an urban street, sufficiently narrow so that UCSB buildings on the north side of the street are functionally and visually part of the Isla Vista neighborhoods on the south side of the street, yet wide enough to accommodate traffic volumes and safety vehicles.

Interface Action 3.2: Planning and Development, Public Works, and UCSB shall coordinate design and construction improvements to El Colegio Road.

El Colegio - Concept Plan

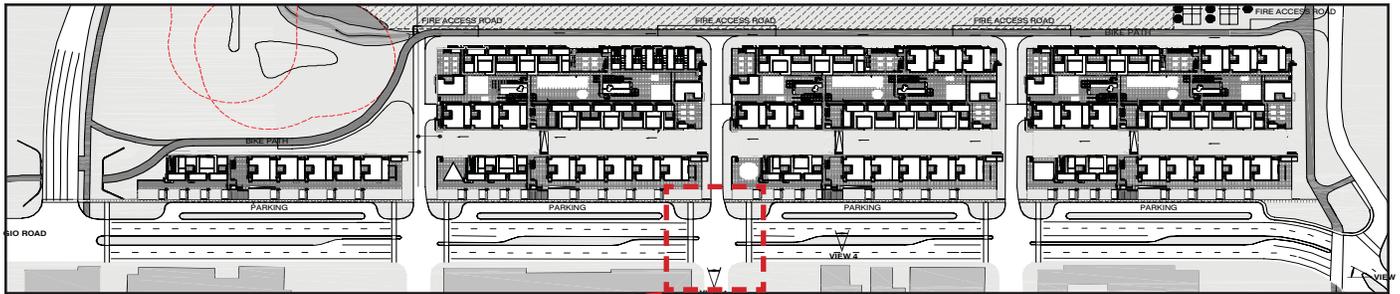
El Colegio Road serves as the planning area’s principle entrance. UCSB development plans on Storke Field will require El Colegio Road to be rebuilt. A redesigned El Colegio Road must address capacity issues, improve safety for autos, bicycles, and pedestrians, and improve the interface between Isla Vista and UCSB’s north campus. Two options for improving El Colegio were considered.

Option 1: Includes modern roundabouts at key intersections, improved sidewalks, bus stops, median, and one travel lane in each direction. Modern roundabouts are designed to safely move high volumes of traffic while improving visual aesthetics and decreasing maintenance costs. The centers of the roundabouts should be designed to create a well-designed entry into Isla Vista, which can include public art or architectural features as long as it provides required line-of-site for drivers.

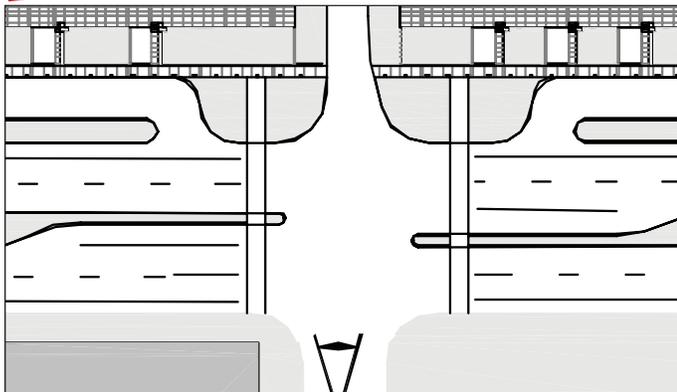
The roundabout design for El Colegio Road can extend west of Los Carneros Road to Storke Road. This extension will provide an appropriate entrance to Isla Vista from the west, and will actually allow for a safer crossing for pedestrians and cyclists at Camino Del Sur.

Special Streets

El Colegio Road 5-Lane Option



Concept plan of El Colegio Road with controlled intersections on a 5-lane road.



Illustrative plan of signalized intersection of El Colegio Road and Embarcadero Del Mar.

Interface Action 3.3: The County shall encourage UCSB to develop structures on the Storke Campus that are consistent with the Storke Campus Design Principles. [See p. 4-74]

Option 2: The PAC/GPAC recommended option includes a redesign of El Colegio Road between Camino Del Sur and Stadium Road to a five-lane road, two lanes in either direction with a center turn lane. The new proposed five-lane road section will match the existing El Colegio Road section between Storke Road and Camino Del Sur, with no section reduced in lane capacity. The project, described in the Goleta Transportation Improvement Plan, includes a landscaped center median, Class 2 bike path, improved sidewalks, bus stops, and traffic lights at each intersection.

Special Streets

The Embarcadero Loop

The Embarcadero Loop – **Concept Plan**

The Embarcadero Loop frames Anisq'Oyo' Park and is the location of many downtown commercial buildings. As the area transforms into a vibrant, mixed-use district, the need for on-street parking may increase. Currently, Embarcadero Del Norte and Embarcadero Del Mar provide on-street parking only on the business-side of the street.

As part of downtown revitalization, it will be critical that new street trees and landscaping along the street edge are installed.

El Embarcadero – **Concept Plan**

El Embarcadero should be detailed similarly to Pardall Road. The plaza from the southern end of Anisq'Oyo' Park to Del Playa should be extended. The intersection with the Loop should be raised on a slight platform and be detailed with a combination of stained/dyed concrete and pavers as economically feasible.

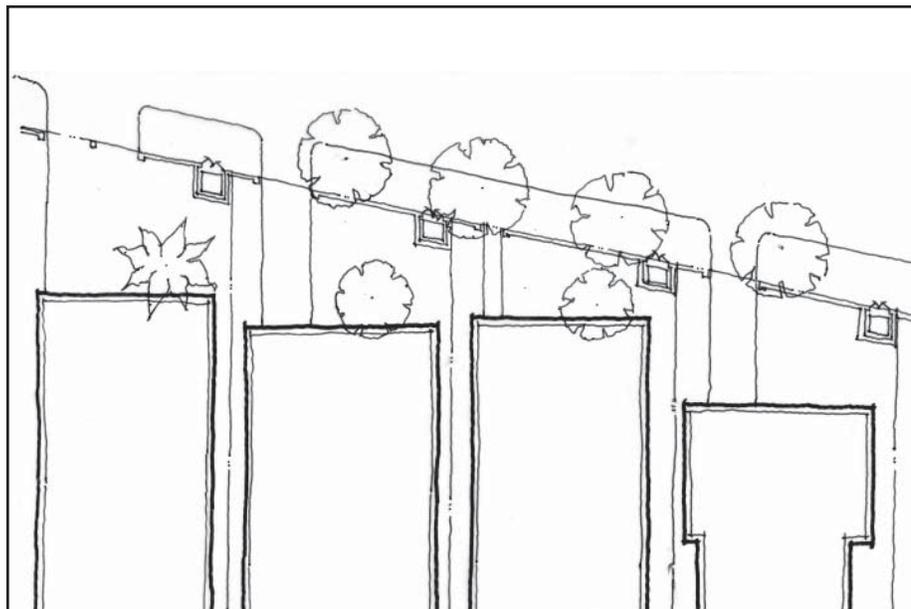
Downtown Dev Std 3.1: Development and landscaping on the southern portion of the Embarcadero Loop shall create a street edge that frames Anisq'Oyo', Perfect and People's Park while leading pedestrians to El Embarcadero Road and views of the Ocean.

Downtown Action 5.4: The RDA shall assist in the renovation of Pardall Road, Embarcadero Del Mar, and Embarcadero Del Norte to improve safety, enhance north-south automobile access and improve infrastructure aesthetics as depicted on pages 4 -14 - 4 -15, ensuring that if roundabouts are used at Pardall and Embarcadero Del Mar/Del Norte intersections, the roundabouts will accommodate large delivery trucks, vehicles, and bicycle traffic.

Parking and Transit Action 2.1: The RDA shall work with Public Works to research and where feasible provide new on-street parking spaces in downtown Isla Vista.

Special Streets

Del Playa Road



Conceptual design image of south side of Del Playa illustrating continuous, low wall incorporating dumpsters.



Photo of existing conditions along Del Playa.

Del Playa Road

Due to its location adjacent to the ocean, and its function within Isla Vista, Del Playa should have a special streetscape that differentiates it from other streets and provides a strong pedestrian environment. Del Playa is heavily used by pedestrians, cyclists, and other non-motorized users. Currently the street frontages are dominated by parked cars and trash receptacles, with cars often blocking sidewalks and portions of the right-of-way.

A controlled frontage is proposed for Del Playa that can accommodate dumpsters behind a continuous low wall. To improve visual quality and pedestrian access cars should be encouraged to park in the right-of-way or in legal, on-site parking spaces. Street trees and landscaping improvements are critical components of the long-term improvement to Del Playa.

Streets Action 3.2: The RDA shall encourage Public Works to, where feasible, prioritize completion of sidewalks on the following streets: Camino Pescadero, Pasado Road, Sabado Tarde Road, Pardall Road, Camino Del Sur, Camino Corto, Embarcadero Del Mar, Embarcadero Del Norte, Sueno Road, and Del Playa Drive.

Traffic Calming - Long Term Concept Plan



The plan above illustrates conceptual locations for traffic-calming measures.

- Speed tables should be located on east-west streets between Camino Corto and Camino Pescadero. High priority will be given to projects on Sabado Tarde and Sueno Roads.
- Rotaries placed at critical intersections.
- Modern roundabouts may be developed on El Colegio.

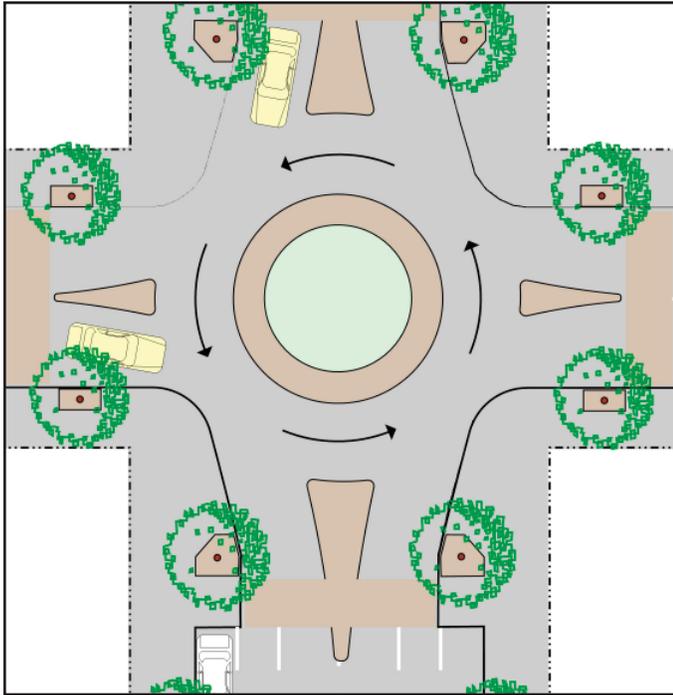
Narrowing of streets is a proven method of reducing automobile speeds for communities. The cost of moving curbs and re configuring streets, however, can be quite high. Streets have been prioritized to move curbs in areas where the community might receive the greatest benefit including El Embarcadero, Cervantes, Cordoba, El Greco, Madrid, Picasso, Seville, and possibly Abrego.

Streets Action 1.3: The RDA and Public Works shall review and, where feasible, implement small roundabouts or rotaries at the following intersections: Camino Del Sur & Abrego Road, Camino Del Sur & Sueno Road, Camino Del Sur & Trigo Road, Camino Corto & Trigo Road, Camino Corto & Abrego Road, and Camino Pescadero & Trigo Road.

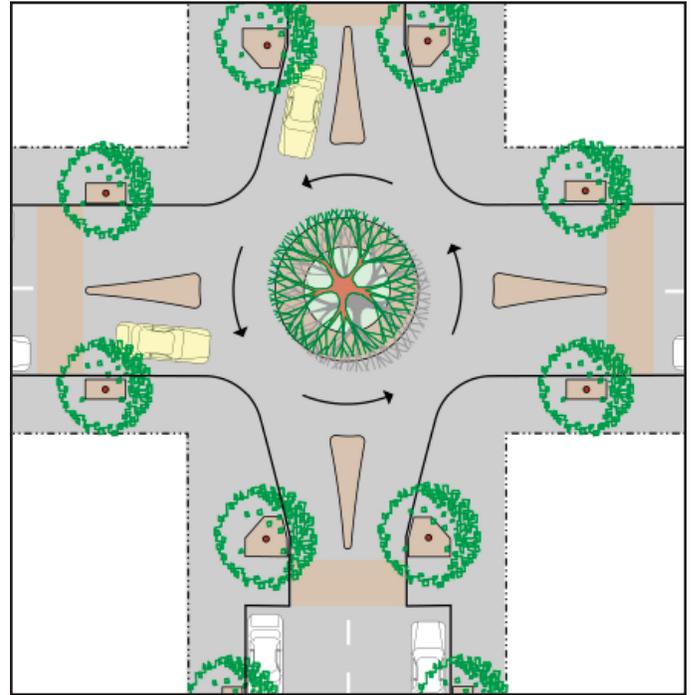
See **Streets Action 3.5** regarding the intersection of Abrego Road and Camino Corto.

Traffic Calming Components

Rotaries & Roundabouts



Concept plan of large rotary



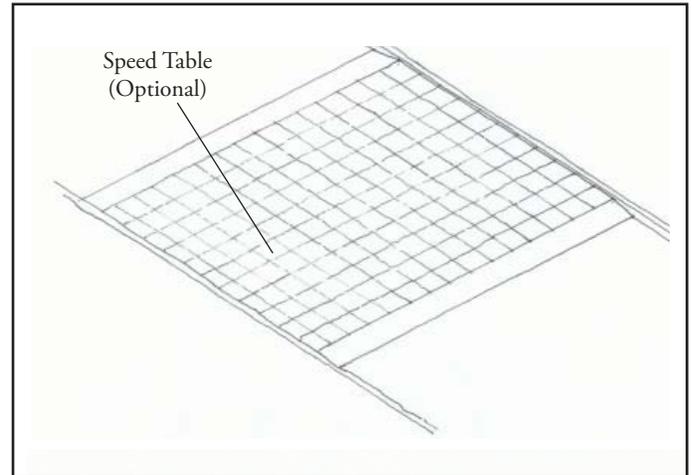
Concept plan of small rotary

Large Rotaries, at the intersections of Pardall Road with Embarcadero Del Mar and Embarcadero Del Norte should be designed to safely accommodate the passage of bicyclists and automobiles through the downtown area. Large rotaries typically measure 35' in diameter and include splitter islands to divert traffic around the rotary. Large rotaries should initially be installed on a temporary basis to test their function.

Small Rotaries are placed at several intersections and designed to slow automobiles and create a safer environment for pedestrians. Small rotaries typically measure 22' in diameter.

Traffic Calming Components

Bumpouts & Speed Tables



Speed tables can be used to reduce vehicle speeds on long east/west locks. Street trees should be planted at the street-edge at the speed tables to further calm traffic.

Speed tables should incorporate sustainable design techniques, including porous surfaces, trees, and the use of recycled materials, as illustrated in the conceptual diagram at right.

Speed Tables: Speed tables are long raised speed humps with a flat section in the middle and ramps on the ends; sometimes constructed with brick or other textured materials on the flat section.

Streets Action 3.2: The RDA shall encourage Public Works to, where feasible, prioritize completion of sidewalks on the following streets: Camino Pescadero, Pasado Road, Sabado Tarde Road, Pardall Road, Camino Del Sur, Camino Corto, Embarcadero Del Mar, Embarcadero Del Norte, Sueno Road, and Del Playa Drive.

Existing Street Closures



Illustrative plan of improved intersection at Pardall Road and Camino Pescadero Road. The existing traffic closure (below) can be improved to increase bicyclist safety.

Existing street barrier with overgrown vegetation and narrow bike access routes



Pardall at Camino Pescadero

The barrier at the intersection of Pardall and Camino Pescadero should be redesigned and improved to allow safer bicycle access and to improve intersection line-of-site.

Street Trees

Street trees provide a sense of enclosure and can result in slower vehicle speed. In addition, street trees increase the character of the streetscape. The table on the following page lists street trees and provides their location and orientation on various streets. Different street tree species are chosen to identify north-south streets and east-west streets.

To create a unique sense of identity for the downtown area accent trees and palm trees should be used sparingly and occur primarily along Pardall Road and the Embarcadero Loop in downtown Isla Vista.

Streets Action 3.4: The RDA, in coordination with Public Works, should establish a streetscape infrastructure improvement program, planting appropriate street trees throughout Isla Vista to enhance pedestrian activity.

Street Trees: Suggested Species

STREET NAME	ORIENTATION	BOTANICAL NAME	COMMON NAME	COMMENTS/SPACING
Pardall Road (Between Embarcadero Del Mar and Embarcadero del Norte.)	East/West	Koelreuteria bipinnata	Chinese Flame Tree	Semi-transparent, broad, spreading canopy. County approved species. 15 gal. @ 30 feet on center.
Pardall Road (West of Embarcadero Del Mar and East of Embarcadero del Norte.)		Pistache chinensis	Pistacia	Medium size, scarlet crimson, orange Fall foliage. County approved species. 15 gal. @ 30 feet on center.
Embarcadero Del Mar, Embarcadero Del Norte and Embarcadero including the Loop	North/South (East/West at the Loop)	Washingtonia robusta (alternating with) Koelreuteria bipinnata	Mexican Fan Palm Chinese Flame Tree	Fast Growing, tall, slender palm with natural curve and compact crown. 15 gal. @ 30 feet on center. Min. 8' B.T. Semi-Transparent, broad, spreading canopy. County approved species. 15 gal. @ 40 feet on center. (NET EFFECT: ONE STREET TREE EVERY 20')
El Colegio (Major) Roundabouts: (Center) Los Carneros Camino Pescadero Embarcadero Del Mar/ Norte	East/West	Platanus a. 'Yarwood' Cupressus macrocarpa Magnolia grandiflora 'Majestic Beauty' Koelreuteria bipinnata	London Plane Tree Monterey Cypress Magnolia Chinese Flame Tree	48" Box @ 35 feet on center. Celebrates the "Isla Vista Cypress". 48" Box Camino Pescadero Street Tree "Announces" cross street. 48" Box Embarcadero Street Tree "Announces" cross street. 48" Box

STREET NAME	ORIENTATION	BOTANICAL NAME	COMMON NAME	COMMENTS/SPACING
Sueno Road (Primary E/W Street)	East/West	Pistache chinensis	Pistacia	Medium size, scarlet crimson, orange Fall foliage. Allows solar heat gain in winter, shade/cooling in summer. County approved species. 15 gal. @ 30 feet on center.
Sabado Tarde (Primary E/W Street)	East/West	Metrosideros excelsus	New Zealand Christmas Tree	Upright narrow tree, allows for bus traffic. County approved species. 15 gal. @ 25 feet on center.
Del Playa Drive	East/West	Arbutus marina (alternating with) Washingtonia robusta	Starwberry Tree Mexican Fan Palm	Medium size, broad, rounded, compact canopy. 15 gal./24" Box @ 40 feet on center. Fast growing, tall, slender palm with natural curve and compact crown 15 gal. @ 40 feet on center Min. 8' B.T (NET EFFECT: ONE STREET TREE EVERY 20 FEET ON CENTER)
Trigo Road (Major)	East/West	Tristania conferta	Bisbane Box	Small-medium size, rounded, upright crown. County approved species. 15 gal. @ 30 feet on center.
Cervantes Road (Minor)	East/West	Pyrus calleryana 'Aristocrat'	Bradford Pear	Flowering deciduous tree. County approved species. 15 gal. @ 25 feet on center.
El Greco Road (Minor)	East/West	Ginko biloba	Ginko	Upright deciduous tree, fall foliage color. County approved species. 15 gal. @ 20 feet on center.
Picasso Road (Minor)	East/West	Platanus a. 'Yarwood'	London Plane Tree	Upright deciduous tree, fall foliage color. 24" Box @ 25 feet on center.
Segovia Road (Minor)	East/West	Olea europea 'Swan Hill'	Fruitless Olive Tree	Rounded upright crown, grey foliage, Mediterranean. 15 gal. @ 25 feet on center.
Cordoba Road (Minor)	East/West	Pyrus calleryana 'Aristocrat'	Bradford Pear	Flowering deciduous tree. County approved species. 15 gal. @ 25 feet on center.
Madrid Road (Minor)	East/West	Pyrus calleryana 'Aristocrat'	Bradford Pear	Flowering deciduous tree. County approved species. 15 gal. @ 25 feet on center.
Seville Road (Minor)	East/West	Stenocarpus sinuata	Firewheel Tree	Slow growing, upright evergreen tree, beautiful flowers. County approved species. 15 gal. @ 25 feet on center.

Street Trees: Suggested Species

STREET NAME	ORIENTATION	BOTANICAL NAME	COMMON NAME	COMMENTS/SPACING
El Nido Lane Road (Minor)	East/West	Ginkgo biloba	Ginkgo	Upright deciduous tree, fall foliage color. County approved species. 15 gal. @ 20 feet on center.
Abrego Road (Minor)	East/West	Olea europea 'Swan Hill'	Fruitless Olive Tree	Rounded upright crown, grey foliage, Mediterranean. 15 gal. @ 30 feet on center.
Estero Road (Minor)	East/West	Melaleucastypheleoides	Black Tea Tree	Upright evergreen tree, native in character. County approved species. 15 gal. @ 30 feet on center.
Pasado Road (Minor)	East/West	Pyrus calleryana 'Aristocrat'	Bradford Pear	Flowering deciduous tree. County approved species. 15 gal. @ 25 feet on center.
Fortuna Road (Minor) (Between Camino Majorca and Camino Lindo)	East/West	Quercus agrifolia	Coast Live Oak	Setback min. 6' from back of sidewalk on park property. 15 gal. @ 30 feet on center.
(Between Camino Lindo and Camino Corto)		Melaleucastypheleoides	Black Tea Tree	Upright evergreen tree, native in character. County approved species. 15 gal. @ 30 feet on center.

STREET NAME	ORIENTATION	BOTANICAL NAME	COMMON NAME	COMMENTS/SPACING
North/South Streets				
Camino Corto (Major) (Between El Colegio and Estero) (Between Estero and Del Playa)	North/South	Quercus agrifolia	Coast Live Oak	Setback min. 6' from back of sidewalk on park property. (Suggest 5 gal. in park property). 15 gal. @ 30 feet on center.
		Quercus suber	Cork Oak	Evergreen canopy tree, native in character. County approved species. 15 gal. @ 30 feet on center.
Camino Del Sur (Major)	North/South	Platanus a. 'Yarwood'	London Plane Tree	Upright deciduous tree, fall foliage color. 24" Box @ 25 feet on center.
Camino Pescadero (Major)	North/South	Magnolia grandiflora 'Majestic Beauty'	Magnolia	Evergreen canopy tree, beautiful white flowers. County approved species. 15 gal. @ 30 feet on center.
Camino Majorca (Minor)	North/South	Metrosideros excelsus	New Zealand Christmas Tree	Upright narrow tree, allows for bus traffic. County approved species. 15 gal. @ 25 feet on center.
Camino Lindo (Minor)	North/South	Stenocarpus sinuata	Firewheel Tree	Slow growing, upright evergreen tree, beautiful flowers. County approved species. 15 gal. @ 20 feet on center.
El Embarcadero	North/South	Washingtonia robusta	Mexican Fan Palm	Fast growing, tall, slender palm with natural curve and compact crown 15 gal. @ 40 feet on center. Min. 8' B.T

STREET TREES NOT CURRENTLY APPROVED BY COUNTY		ALTERNATIVE COUNTY-APPROVED STREET TREES	
BOTANICAL NAME	COMMON NAME	BOTANICAL NAME	COMMON NAME
Arbutus marina	Strawberry Tree	Magnolia grandiflora 'Majestic Beauty'	Magnolia
Olea europea 'Swan Hill'	Fruitless Olive Tree	Quercus Ilex	Holly Oak
Platanus a. 'Yarwood'	London Plane Tree	Pistache chinensis	Pistacia
Quercus agrifolia	Coast Live Oak	Quercus suber	Cork Oak
Washingtonia robusta	Mexican Fan Palm	Koelreuteria bipinnata	Chinese Flame Tree

Catalyst Projects

Improvements to the public space in Isla Vista will be implemented over time. Specific projects are identified in this chapter that will be developed by the public sector to stimulate private sector investment in Isla Vista, correct infrastructure deficiencies, and enhance the quality of the community's parks, road network, and public plazas.

- **Pardall Road Improvements (between Embarcadero Del Mar & Embarcadero Del Norte)**
- **Roundabouts at Embarcadero Del Mar & Embarcadero Del Norte and Pardall Road**
- **Pardall Paseo**
- **Pardall Plaza**
- **Embarcadero Loop Street Improvements**
- **El Embarcadero Street Improvements**
- **Western Streets Traffic Calming: Bump-outs, Speed Tables, and Small Rotaries**
- **El Colegio Road Reconstruction**
- **Camino Pescadero Improvements**
- **Sabado Tarde Road Improvements**
- **Camino Del Sur Improvements**
- **Pardall Road Improvements (remaining 2 blocks)**
- **Sueno Road Improvements**
- **Sueno Bicycle Boulevard**
- **Del Playa Drive Improvements**
- **Small Rotary Implementation**

Parking and Transit

Vision Statement

One of Isla Vista's transportation challenges is that it is a small urban community surrounded by suburban development. In typical suburban development cars are the primary, and in many cases only, transportation alternative. In the Goleta Valley housing is generally too spread-out and distant from most destinations to allow for highly effective alternative transportation options. Urban models for transportation typically include a more diverse array of transportation opportunities that serve housing and commercial nodes. While Isla Vista is home to more than 20,000 people, the community is located in the suburban Goleta Valley. The result is that Isla Vista is an urban community constrained by the surrounding suburban transportation choices.

This plan outlines how Isla Vista can strengthen pedestrian-oriented amenities and focus on a transportation model based on moving people, not cars. Key components of this plan include: improving the street network, the management of the quantity and location of parking, the provision of convenient and affordable transit services, car-sharing opportunities, and the improvement of the pedestrian and cyclist environment.

Goals & Policies

Parking and Transit Goal: Develop an effective, efficient multi-modal transportation system for the Isla Vista community. Reduce automobile impact on the community by minimizing automobile dependence and the rate of bicycle and pedestrian-related collisions in Isla Vista.

Parking and Transit Policy 1: In residential neighborhoods, residents should have priority use of existing on-street parking spaces. Parking should not be provided in amounts and locations that encourage residents to unnecessarily bring automobiles into the community. The full economic costs of automobile ownership should be internalized to users and not subsidized by the public.

Parking and Transit Action 1.1: The RDA, working with County agencies, should reexamine the feasibility of establishing a residential parking permit program that includes an allowances for visitors, guests, and daily for-sale parking passes, while offering subsidies for low-income persons. The County shall examine effectiveness of the parking permit program after implementation.

Parking and Transit Action 1.2: The RDA shall research options for remote and community parking lots for vehicle storage.

Parking and Transit Policy 2: In the downtown, short-term parking in front of businesses should be available for customers and existing parking constraints in the business district should be alleviated.

Parking and Transit Action 2.1: The RDA shall work with Public Works to research and where feasible provide new on-street parking spaces in downtown Isla Vista.

Parking and Transit Action 2.2: The RDA shall coordinate with Planning and Development to examine methods such as shared parking or conjunctive use credits for mixed-use projects and/or purchase or lease of private parking lots for public use in downtown.

Parking and Transit Action 2.3: The RDA shall seek funding sources for the design, construction, and maintenance of potential public parking facilities within Isla Vista.

Parking and Transit Action 2.4: Funds generated by parking meters and parking programs shall stay within the Project Area and be used to implement projects and programs identified in the master plan.

Parking and Transit Action 2.5: The RDA shall send letters to the owners of the parking lots identified as potential public lots asking if they would be interested in participating in a public parking program. Where an owner expresses interest, the RDA shall coordinate with Planning and Development for permit requirements and procedures, while working with the owner to provide public parking spaces as quickly as possible.

Parking and Transit Policy 3: Public transit options should be frequent, reliable and rapid, providing all-day services to make public transit more attractive than driving for most Isla Vista residents.

Parking and Transit Action 3.1: The RDA, working with Public Works, shall continue discussions with the Metropolitan Transportation District (MTD) to increase frequencies on and simplify key routes serving Isla Vista, extend service later into the evening and night, and locate potential future MTD bus stops.

Goals & Policies

Parking and Transit Action 3.2: The RDA shall study funding mechanisms to provide reduced rate transit passes to all Isla Vista residents.

Parking and Transit Action 3.3: The RDA shall encourage MTD and Amtrak to provide timely shuttle service between the Santa Barbara and Goleta Amtrak stations, the Santa Barbara Airport and Isla Vista, especially during and around UCSB quarter breaks.

Parking and Transit Action 3.4: The RDA should work with MTD and the Santa Barbara County Association of Governments to seek funding to improve the Goleta train station at the La Patera site that will be easily accessible to the Isla Vista community.

Parking and Transit Policy 4: Car sharing should be studied in the community to reduce the number of automobiles in Isla Vista and to provide residents with a reasonable alternative to owning a car.

Parking and Transit Action 4.1: The RDA shall research and, if feasible, establish a funding source to subsidize start-up costs for a car-sharing program in Isla Vista.

Parking and Transit Action 4.2: The RDA and Planning and Development should research and, if feasible, encourage car-sharing firms to establish in Isla Vista, on the UCSB campus, and in the surrounding community.

Parking and Transit Action 4.3: If a car sharing program is implemented, their vehicles shall be exempted from parking permit expenses.

Existing Setting

Isla Vista is home to more than 20,000 people. Many of these people leave the community at least once per day. On average, nearly 36,000 automobiles, 15,000 bicycles, and 8,000¹ pedestrians enter or leave Isla Vista each day. In addition, each weekday more than 2,300 riders begin or end a public transportation trip in Isla Vista.

Parking quantity and availability directly impact all of these modes of travel. Parking management policy has significant implications for a region's transportation, housing, and economic systems. Abundant free parking provides few incentives for anyone to utilize public transportation, walk, or bike to nearby destinations. At the same time, the more space that is devoted to parking, the less physical space is available for other uses. As parking requirements increase, space for parks, plazas, open space, and housing declines. Often the long-term result of high parking requirements is that housing becomes more expensive and open space more difficult to access.

Although it is often provided at no charge to the user, parking is never free. Free parking is an expense to the community in terms of land value, maintenance, cleaning, and construction costs. "Free" parking simply means that these costs are passed on through rents, the price of goods and infrastructure taxes, and are borne by all consumers – including those who do not drive.

¹ ATE traffic and bike counts. Pedestrian number from ratio of bike: pedestrian commuters from UCSB Transportation and Housing Survey, 2:1.

Parking

A range of tools are available to manage parking and meet community goals, such as reducing automobile dependency, supporting affordable housing development, and promoting economically healthy retail districts. At present, however, parking in Isla Vista is largely an unregulated free-for-all. Many prime downtown spaces are claimed by UCSB commuters who leave their cars in Isla Vista during the day, restricting the availability of parking to business customers.

While some additional spaces can be gained by reconfiguring or introducing on-street parking and by linking private parking lots through public-private partnerships, parking structures can provide additional increases in parking availability. To cover the cost of a parking structure, including land value, monthly parking charges would be roughly \$160-170 for a surface lot or structure, or \$220 for an underground structure.² This means that an appropriate management plan is the key to improving parking availability in Isla Vista. This Plan proposes the following parking management strategies:

- **Increase supply where practical by adding curb spaces on streets such as Pardall Road, and by negotiating shared use of private lots**
- **Prioritize spaces for residents and short-term shoppers, through a Residential Permit Parking program and downtown parking meters**
- **Expand bicycle parking requirements to ensure secure storage is available for bicycles**
- **Establish a local district or authority to oversee these programs**

² Assumptions: 30-year loan at 7.5%, \$2 million/acre land value, capital costs per space of \$13,500 (structure), \$30,000 (underground) and \$2,500 (surface).

Parking

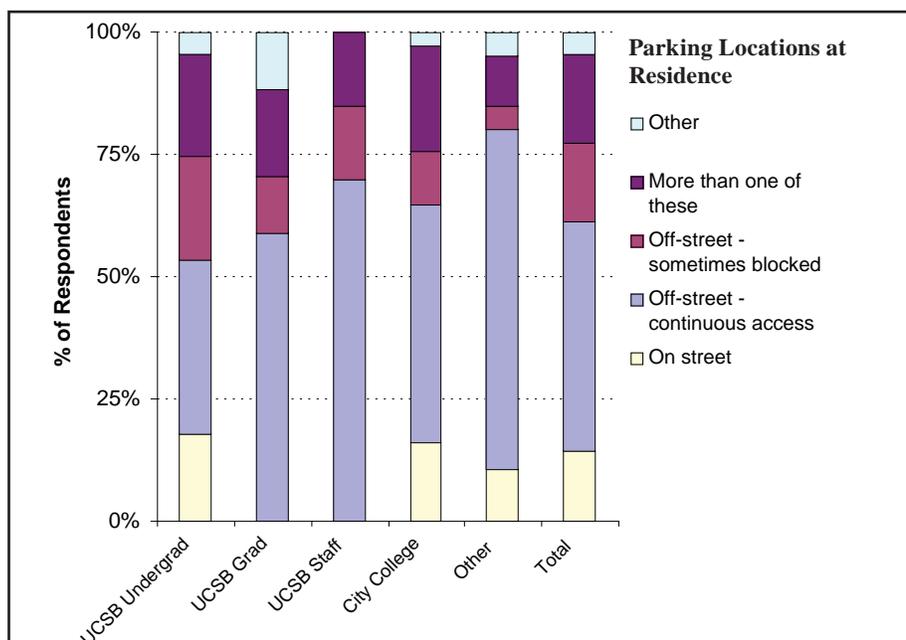


Many cars are squeezed into front yards, requiring that other vehicles first be moved in order to get in and out.

Car Ownership in Isla Vista

Car ownership in Isla Vista is relatively high. About 80% of all adult residents own a car, a figure similar among students, UCSB staff and faculty, and other residents. This means that many households own two or more vehicles – particularly in the case of undergraduate students, where an average household may own more than four vehicles.

This level of car ownership, coupled with at least 350 commuters to UCSB who park in Isla Vista during the day and walk or bike to campus, means parking for residents in Isla Vista is often scarce, particularly on the east side. While nearly half of Isla Vista residents have a dedicated off-street space and 14% park on street, many others have to squeeze their cars into front yards and generally need to move other parked vehicles to get in and out, as illustrated below.



Source: Bilingual telephone survey of Isla Vista residents, April 2002. Sample size 526.

Parking

Increase Supply

While major increases in parking supply can only be achieved through building parking structures, there is potential to add new on-street spaces in the following locations:

- El Colegio Road: Parking on the street could be provided as part of a street rebuild. On-street parking will also provide a buffer between pedestrians and traffic.
- Embarcadero Loop: The option of allowing parking on the interior of the Loop was examined and rejected due to concerns regarding negative impacts to bicycle circulation and safety.
- Pardall Road: About 23 spaces can be gained by minimizing red curbs.

Additional spaces can also be obtained in existing lots, particularly private lots in the commercial core that are often under-utilized. Around 250 spaces can be created through negotiating for shared use of these surplus spaces. In particular, the Isla Vista Theatre lot, generally used only during the evenings, could be converted into a short-term pay-lot, generating about 50 spaces.

Establish Parking Permit and Meter Program

Managing on-street parking is an essential element of the Master Plan for the following reasons:

- Improve access to local businesses and improve parking conditions for residents
- Raise money for public transit, bicycle, and pedestrian improvements in order to improve safety, mobility, and social equity
- Achieve the sustainability goals of the community by removing some of the automobile subsidies
- Reduce the number of cars in Isla Vista – both those of residents and commuters to UCSB – helping to achieve the community's livability goals

At present, on-street parking is heavily subsidized. The value of land under a parking space is \$7,300 or about \$600 a year, while maintenance and operations add about \$100 a year. Charging for parking will help to distribute this subsidy more evenly among motorists, transit users, pedestrians, and cyclists. To maintain community support it is crucial that all revenue should be spent on parking and transportation projects directly benefiting Isla Vista.

Parking and Transit Action 1.1: The RDA, working with County agencies, shall establish a residential parking permit program that includes allowances for visitors, guests, and daily for-sale parking passes, while offering subsidies for low-income persons. The County shall examine effectiveness of the parking permit program after implementation.

Parking and Transit Action 1.2: The RDA shall research options for remote and community parking lots for vehicle storage.

Parking and Transit Action 2.5: The RDA shall send letters to the owners of the parking lots identified as potential public lots asking if they would be interested in participating in a public parking program. Where an owner expresses interest, the RDA shall coordinate with Planning and Development for permit requirements and procedures, while working with the owner to provide public parking spaces as quickly as possible.

Parking

Parking Meters in the Commercial District

All of the on-street parking in Isla Vista's commercial core – a total of about 170 spaces including the IVRPD-owned lot at the bottom of the loop – should be converted to metered spaces. IVRPD participation in the downtown parking meter program is encouraged. These spaces would be available for shoppers and others on short-term errands, rather than all-day commuters. It will ensure high turnover and available front-door spaces for businesses, helping to improve the overall accessibility of the downtown district.

Several issues to implement a parking meter strategy:

- Select an appropriate technology. Options include parking meters, or “pay-by-space” or “pay-and-display” systems where one pay station serves around 10 parking spaces.
- Develop maintenance, collections, and enforcement systems. Maintenance and collections may be performed by an existing County department, a new governmental agency, or a private firm.
- Public education is a very important part of adding meters to Isla Vista. A campaign of mailers and public signage will be crucial in educating residents, business owners, and commuters about the new regulations.

Conventional meters are the simplest system to install and have several advantages:

- Conventional meters are the lowest cost option
- The replacement costs for conventional meters are less than for more expensive pay stations
- Conventional meters are the easiest to maintain

“Pay-and-display” and “pay-by-space” are options with several other advantages. Not only are they aesthetically superior to conventional meters, but they have greater collections efficiency, more flexibility to deal with commuter parking, and they may raise more revenue than conventional coin operated meters. The downside to superior technology, however is a higher installation cost and a higher future price risk if systems are damaged. This trade-off should be considered carefully. If the advantages of a pay-station system are attractive, the option should be included as an alternative in a Request for Proposals for a downtown parking meter system, allowing individual vendors to voice concerns on cost and security issues.

Parking and Transit Action 2.1: The RDA shall work with Public Works to research and where feasible provide new on-street parking spaces in downtown Isla Vista.

Parking and Transit Action 2.2: The RDA shall coordinate with Planning and Development to examine methods such as shared parking or conjunctive use credits for mixed-use projects and/or purchase or lease of private parking lots for public use in downtown.

Parking and Transit Action 2.3: The RDA shall seek funding sources for the design, construction, and maintenance of potential public parking facilities within Isla Vista.

Parking

Residential Permit Parking Controls

A residential permit parking program prioritizes on-street spaces for residents. While it does not guarantee a space for a permit holder, permit parking helps to improve availability by excluding commuters and others who compete for space with Isla Vista residents. Together with parking meters, residential permits will mean that UCSB commuters will have difficulty parking in Isla Vista unless they purchase daily permits (see below), freeing up additional spaces in the community.

Residential permits should be implemented in Isla Vista as soon as possible. Potentially, fees could vary by season with summer permits cheaper or free. In addition, the fee for permits could vary by number of permits purchased per unit or per legal bedroom.

Establish Daily Parking Permits

The residential parking control program should make daily permits available to non-residents. The price of these permits should roughly resemble UCSB rates. They can be “scratch-off” pre-printed permits where the user scratches off the expired date and writes in the new one for which the permit is valid, just like a lottery ticket; or they can be “pay-and-display” machines located in strategic areas around Isla Vista. In order to control nighttime parking issues, the permits could be required on a 24-hour basis.

Parking Controls for New Development

New development will provide on-site parking described in the Form-Based Regulating Code. A program to establish an in-lieu parking fee program will be researched.

Parking



Despite high bicycle ownership levels, most housing in Isla Vista lacks secure bicycle parking.

Bicycle Parking

The gentle topography, interconnected street network, and the proximity of destinations such as UCSB make cycling an ideal way to get around Isla Vista. Bicycle ownership is high, but there is little bike parking – particularly at residences, where bicycles are often leaned haphazardly against stairs or walls and easily stolen.

New bicycle parking should meet the following standards and existing bike parking should be retrofitted to meet them, particularly in the downtown:

- Bike parking stands should support the bicycle frame and should allow the frame and wheel to be U-locked to the stand
- Bike parking should be easy to use
- Bike parking stands should be bolted to the pavement and difficult to conventionally cut or dismantle

Many cities such as Palo Alto and Portland have detailed design requirements for bicycle parking that could be adapted for Isla Vista.

Streets DevStd 2.2: Commercial development shall include adequate bicycle racks and storage to accommodate both employees and customers. Community parks should also provide sufficient bicycle racks to accommodate park users.

Streets DevStd 2.3: The Form-Based Regulating Code for Isla Vista shall require that all projects in residential zone districts be required to provide two (2) enclosed or unenclosed permanently maintained and secure bicycle storage spaces for each bedroom and/or studio apartment within the development.

Public Transportation



The Metropolitan Transit District (MTD) currently provides transit service in Isla Vista along many different roadways. This Plan proposes centralized bus service routing.

Transit

Better transit service in Isla Vista is the most cost-effective solution to reducing traffic on county streets and regional highways, and improving downtown parking availability. Each day there are roughly 36,000 driving trips into or out of Isla Vista. Nearly two-thirds (or 23,000) of those driving trips by Isla Vista residents are to one of four destinations on primary transit routes: downtown Santa Barbara, UCSB, Santa Barbara City College, and Camino Real Marketplace.

Finding ways to provide and fund more effective transit service for those 23,000 vehicle trips to Santa Barbara, UCSB, Santa Barbara City College, and Camino Real Marketplace could have significant impacts on local and regional transportation networks. Isla Vista's density, demographics and development patterns means that the opportunities to boost transit ridership are far greater than anywhere else in the region.

To provide an attractive alternative to the automobile, transit service must be comprehensive, frequent, and run day and night. Santa Barbara MTD operates six routes in Isla Vista, and while its route structure is basically sound, even the most frequent routes run only every 30 minutes. 12-15 minute frequencies should be implemented to attract riders who have a choice of other travel options.

Parking and Transit Action 3.1: The RDA, working with Public Works, shall continue discussions with the Metropolitan Transportation District (MTD) to increase frequencies on and simplify key routes serving Isla Vista, extend service later into the evening and night, and locate potential future MTD bus stops.

Parking and Transit Action 3.2: The RDA shall study funding mechanisms to provide reduced rate transit passes to all Isla Vista residents.

Parking and Transit Action 3.3: The RDA shall encourage MTD and Amtrak to provide timely shuttle service between the Santa Barbara and Goleta Amtrak stations, the Santa Barbara Airport and Isla Vista, especially during and around UCSB quarter breaks.

Car-Sharing Program



Car-sharing in Isla Vista

While car ownership in Isla Vista is relatively high, many residents use their cars infrequently. They may walk or cycle to work and/or school and use their cars only for shopping, errands, and weekend trips.

Coupled with high densities, the mix of land uses, and limited parking availability, Isla Vista has potential for car-sharing to be very successful. The community may represent the best potential location for car-sharing between the San Francisco Bay Area and Los Angeles.

Car-share programs allow members the option to rent a car on a short-term basis. Members have 24-hour access to a fleet of shared vehicles parked around the neighborhood and pay only by mileage and hours used. Car-sharing allows members to gain the benefits of a private car without the costs and responsibilities of ownership. They book their vehicles by phone or through the Internet and walk to a nearby garage or lot. They are billed at the end of the month.

Car-sharing can improve mobility and dramatically reduce vehicle ownership and parking demand. For example, in San Francisco more than half of those who owned a vehicle or vehicles before joining the program, subsequently gave up or sold at least one.

Parking and Transit Action 4.1: The RDA shall research and, if feasible, establish a funding source to subsidize start-up costs for a car-sharing program in Isla Vista.

Parking and Transit Action 4.2: The RDA and Planning and Development should research and, if feasible, encourage car-sharing firms to establish in Isla Vista, on the UCSB campus and in the surrounding community.

Parking and Transit Action 4.3: If a car sharing program is implemented, their vehicles shall be exempted from parking permit expenses.

Car-Sharing Program

The County and UCSB should work together to establish a car-sharing program in Isla Vista modeled after successful car-share programs in the Bay Area and elsewhere. The County and UCSB should also encourage the establishment of traditional car rental companies in Isla Vista, offering an important complement to car-sharing for longer weekend or week-long trips.

A car-sharing program might start with nine vehicles at three locations in the first year and according to increased demand, may provide more than 25 vehicles at 6 locations after three years. The use of hybrid and alternative fuel vehicles is encouraged. This would bring a car-sharing vehicle within a quarter mile or five minutes walk of most major destinations and residential concentrations in Isla Vista and at UCSB.

A car-sharing operation can be expected to become financially self-sufficient over a period of a few years, meaning that member fees cover the costs of vehicle leases, insurance, maintenance, gas and cleaning. However, such a program entails significant start-up costs to cover installation of the on-board computer and communications system, marketing, and the initial shortfall in revenue while demand builds up to a sustainable level.

It should be noted that while the car-share programs generally require an initial subsidy to cover start-up costs, studies have shown that more than 65% of car-share members get rid of a car once they join the program. This results in fewer cars parked on the street. The public investment in the program can be thought of as an alternative to building parking structures.

Catalyst Projects

- Residential parking permit program
- Daily parking permits
- Downtown parking meters
- Parking & Transportation Entity formation
- Car-sharing program
- A simplified routing structure that will run bus lines on El Colegio Road, Camino Corto to Embarcadero del Norte via Abrego Road, Camino Del Sur, Camino Pescadero, Sabado Tarde Road, Segovia Road, and Ocean Road
- Fast, frequent transit service on Sabado Tarde Road and El Colegio Road, a minimum of 15 minute frequency all-day, and connections to Camino Real Marketplace, UCSB, Santa Barbara City College, and downtown Santa Barbara
- A new bus-only gate at Ocean Road, allowing the Sabado Tarde route to connect to campus
- Later transit service – connecting to Camino Real, UCSB, and downtown Santa Barbara until at least 11 PM most nights and 2 AM Friday and Saturday
- Reduced fee transit passes to all Isla Vista residents, much like the City of Boulder’s neighborhood-wide EcoPass
- Improved transit marketing, including clear branding of frequent and express transit service