

Community Based Transportation Planning Grants

Isla Vista Multi-Modal Transportation Plan

- **Grant Recipient** County of Santa Barbara
- **County:** Santa Barbara

Project Area - In 1959, the University of California at Santa Barbara (UCSB) moved from the City of Santa Barbara to its current location next to Isla Vista, a coastal community of 20,000 residents.

Project Focus - Both the campus and Isla Vista have experienced rapid growth since the move. As a result, Isla Vista is one of the most densely populated communities in the United States. Sadly, it is burdened with inadequate parking, poor traffic visibility, inadequate sidewalks, and minimal street amenities.

Project Goals - Santa Barbara County Planning and Development (SBCPD), UCSB, and the Isla Vista Recreation and Park District (IVRPD) are developing a long-range Master Plan for Isla Vista (Master Plan). The Master Plan identifies both development policies and specific projects to improve housing, infrastructure, transportation, and downtown business opportunities. A key element of the Master Plan will be assessing multi-modal transportation options for residents (Isla Vista Multi-Modal Transportation Plan [Transportation Plan]).

Community Outreach - Public input was an important component of this project. Many critical elements of the final work effort were generated during public workshops. While implementing this

project the County held numerous outreach efforts, including: More than 41 general town hall meetings to obtain input on transportation and planning issues in Isla Vista; updated and maintained a website for the Master Plan; and held focus group meetings with individual interested groups. In addition, the County translated minutes and agendas for nearly every town hall meeting and provided an interpreter to offer simultaneous interpretation for community members who speak Spanish only.

Project Outcome - The Transportation Plan consisted of several individual efforts to address specific transportation issues for Isla Vista. Seven separate elements, including enhanced pedestrian and bicyclist access, traffic calming, and a car share program make up the Transportation Plan. Each element of the project involved extensive public outreach as well as technical assistance from staff and consulting professionals.

Planning Goals Realized -

- Foster neighborhoods and project designs that enable more walking and biking;
- Reduce dependence on single occupant vehicle trips;
- Reduce traffic congestion and improve air quality;
- Fully involved stakeholders in planning multimodal projects.

<http://www.countyofsb.org/rda/ivmasterplanadoption.asp>