

Downtown Area Parking Survey

Nelson\Nygaard was part of a multidisciplinary consulting team that helped update the City of Santa Barbara's General Plan. Nelson\Nygaard's role consisted of carrying out a comprehensive review of the existing transportation profile of the City and surrounding region in order to develop a summary of key opportunities to reduce traffic congestion and promote mode shift to walking, biking, and transit.

One of the key traffic reduction strategies the team identified was improved parking management, but the City had almost no data about on-street parking demand or turnover patterns. In order to better inform policy choices for the General Plan Update, the City of Santa Barbara asked Nelson\Nygaard to conduct a survey of on-street parking in downtown Santa Barbara and downtown-adjacent neighborhoods. The survey provided an estimate of existing on-street parking supply and surveyed both occupancy and length of stay over an area of 88 square blocks in downtown Santa Barbara. Nelson\Nygaard also collected data on residential permit utilization. Based on findings from the survey, Nelson\Nygaard made policy recommendations on how to best manage parking in downtown Santa Barbara, including relaxing or eliminating time limits and pricing all on- and off-street parking so as to encourage long-term parkers to use existing public lots and garages.

Based on empirical research and case study data, Nelson\Nygaard then quantified the estimated reductions in future peak-hour vehicle trips in Santa Barbara that would likely be achieved through implementing improved parking management and 12 other transportation demand management (TDM) strategies. These estimates were then aggregated for 4 different General Plan scenarios under consideration. Fehr and Peers then incorporated these trip reduction estimates into their regional traffic model, to allow decision makers and the public to compare the different implications of a "higher traffic" scenario resulting from status quo transportation policies versus a "lower traffic" scenario with an expanded TDM and multimodal program.



Project Duration: 2008–2009

Total Budget: \$96,750

For more information:

Public Works Administration
630 Garden Street
Santa Barbara, CA 93101
805-564-5377
www.santabarbaraca.gov

Contact:

Rob Dayton
Principal Transportation Planner
805-564-5390
rdayton@SantaBarbaraCA.gov