



**BOARD OF SUPERVISORS
AGENDA LETTER**

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: County Executive
Office
Department No.: 990
For Agenda Of: February 2, 2010
Placement: Admin – Set Hearing
Estimated Tme: 20 Minutes on
February 16, 2010
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Michael F. Brown, County Executive Officer
Director(s) Scott McGolpin, Director, Public Works (x3010)
David Matson, Assistant Director, Redevelopment Agency(x2068)
Contact Info: Dace Morgan, Deputy Director, Public Works (x3064)
Jeff Lindgren, Manager, Redevelopment Agency (x2069)
**SUBJECT: Isla Vista Car Share Program Ordinance and Resolution, Third Supervisorial
District**

County Counsel Concurrence

As to form: Yes

Other Concurrence:

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Recommended Actions:

That the Santa Barbara County Board of Supervisors

A. Set a hearing for February 16, 2010 to:

1. Consider the introduction (first reading) of an Ordinance (Attachment 1) amending Chapter 23 of the Santa Barbara County Code pertaining to the Use of County Rights-of-Way to provide for Car Share parking; and
2. Receive a report regarding a proposed resolution to allow use of County Rights-of-Way for Car Share Purposes in Isla Vista consistent with California Vehicle Code (CVC) Section 22507.1 (Attachment 2);

B. Set a hearing for February 23, 2010 to:

1. Conduct a second hearing to adopt the attached Ordinance, amending Chapter 23 of the Santa Barbara County Code, pertaining to the Use of County Rights-of-Way for Car Share Parking Purposes.
2. Consider the adoption of a resolution to allow use of County Rights-of-Way for Car Share Purposes in Isla Vista consistent with California Vehicle Code (CVC) Section 22507.1 (Attachment 2)

Summary Text:

This item is on the agenda to consider adoption of an ordinance and resolution to allow the use of portions of County Rights-of-Way for car share parking for a three-year Car Share pilot program in Isla Vista. The resolution and ordinance are necessary for the implementation of a Car Share program as identified in Parking and Transit Policy 4 in the Isla Vista Master Plan (IVMP) and are consistent with the IVMP goals to develop an effective, efficient multi-modal transportation system and strategically address parking in the Isla Vista community.

Staff recommends adoption of the resolution and ordinance to allow a Car Share program to operate in Isla Vista consistent with California Vehicle Code (CVC) Section 22507.1, which became law on January 1, 2007 (Attachment 3). The changes to CVC allow cities and counties, by ordinance or resolution, to designate certain streets or portions of streets for the exclusive parking privilege of motor vehicles participating in a car share vehicle program. The County Redevelopment Agency and Public Works Department seek Board approval of a resolution and ordinance to implement the IVMP Car Share project within the Isla Vista area only.

Background:

In August 2007, the Santa Barbara County Board of Supervisors adopted the IVMP. Components of the Plan include: improving the street network; managing the quantity and location of parking; providing convenient and affordable transit services; offering car sharing opportunities, and improving the pedestrian and bicyclist environment. In addition, a number of policies in the IVMP seek to reduce automobile impacts by minimizing automobile dependence and reducing the need for individual automobile ownership. Some examples include, implementing sidewalk improvements, reducing automobile travel speeds, and providing alternative transportation options. Car share is one of several Redevelopment Agency projects that can improve transportation options and alleviate parking problems in Isla Vista. The Car-share concept is specifically directed by IVMP Parking and Transit Action 4.2, which states:

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

Description of Car Share Program: Car Share programs make cars available, on an hourly rental basis, to individuals who don't need a car for everyday travel. Car sharing is distinct from carpooling and car rental. Unlike carpooling, car share vehicles are owned or leased by the car share organization, not by individual drivers. Unlike car rental, car share vehicle locations are decentralized, with in-car technology restricting access to participating car share program members. For those with only occasional need for a car, car sharing can provide the convenience of access to a car when needed at a fraction of the cost of car

ownership. At the same time, car share complements other modes of transportation that are prevalent in Isla Vista such as cycling and walking.

Car share programs provide members with 24-hour access to cars at convenient locations throughout the community. Individuals gain access to a car by joining an organization that maintains a fleet of cars in a network of locations. Car share members pay for use through hourly rates and subscription-access plans. The majority of car share operators manage their services with advanced technologies, which include automated reservations, smartcard vehicle access, and real-time vehicle tracking. Members can make reservations via the internet or by phone, and can immediately access that reserved vehicle at their neighborhood location without paperwork or delay. Members are billed monthly, and the prices include gas, insurance, parking, and maintenance.

Beyond the benefits provided to members of the car share program, the community benefits as a whole by providing a transportation alternative for occasional and/or short trips. This has the effect of encouraging a greater use of complimentary transportation modes such as walking, cycling and public transit. Car share programs provide well-maintained, late model vehicles that tend to be safer and less polluting. Accordingly, these programs produce the co-benefit of encouraging people out of older, often less-efficient vehicles. According to recent studies, at least five private vehicles are replaced by each shared car. In turn, reduced vehicle ownership can lead to increased parking availability and less need for new parking. Similarly, successful car share programs result in less congestion, an overall decrease in greenhouse gas emissions. To date, successful car share programs have been established across many collegiate communities including UC Santa Barbara, Stanford University, and the University of Illinois. In addition, San Francisco, Los Angeles, Ann Arbor, Philadelphia, Cleveland, Portland and many other small, mid, and large-sized cities throughout North America and Europe support and participate in the car share concept.

Permitting of Car Share Parking in the Right-of-Way: Use of County ROW for dedicated car share vehicle parking will require a Car Share encroachment permit from the County Public Works Department. The Car Share resolution specifies that car share permits will only be issued to operators whose memberships are available to all full time students of colleges and universities in the County in addition to those community members who meet the operators' regular membership criteria. The County Public Works Department will issue permits to the car share program participants to establish the conditions and responsibilities of both the County and the participant. Public Works Department and County Counsel have reviewed the proposed program for consistency with County policies and regulations, and with consideration for the public safety, welfare and general public benefit.

The pilot program to allow car share will end three years after the Ordinance and Resolution goes into effect. During the pilot program period, Public Works and the RDA will require reports from car share companies that show program utilization and membership data. The Public Works Department and RDA will make recommendations for continuance or cancellation prior to the pilot program's expiration date in 2013.

The RDA will pay the costs associated with planning and establishment of car share vehicle parking spaces for eligible operators in accordance with IVMP Parking and Transit Action 4.1, which states:

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

and IVMP Parking and Transit Action 4.3, which states:

If a car sharing program is implemented, their vehicles shall be exempted from parking permit expenses.

Car share operators will be held responsible for payment of any citations for violations and will be required to move their vehicles as necessary for special events, emergencies, construction, or any other permitted use. In addition, the companies will be responsible for keeping the sidewalk and street clean adjacent to their vehicle parking spaces.

CEQA: Implementation of a Car Share Program was a component of the project studied in the Isla Vista Master Plan EIR. As a result, Environmental review of the car share parking program under the California Environmental Quality Act (CEQA) has been adequately disclosed pursuant to CEQA Statute Section 21090(b) [Redevelopment Plan Deemed Single Project] as the environmental impact report for a redevelopment plan (IVMP EIR 03-EIR-008) is a project EIR and all public and private activities or undertaking pursuant to, or in furtherance of a redevelopment plan shall be deemed a single project. Additionally, the events specified in CEQA Statutes Section 21166 have not occurred with respect to Isla Vista car share program including:

- a) Substantial changes are not proposed in the project, which will require major revisions of the environmental impact report.
- b) Substantial changes will not occur with respect to the circumstances under which the project is being undertaken which will require major revisions in the environmental impact report.
- c) New information, which was not known and could not have been known at the time the environmental impact report was certified as complete, has not become available.

Therefore, the Isla Vista Master Plan EIR satisfies the project's environmental review and no further environmental review is required.

Fiscal and Facilities Impacts:

Budgeted: Yes

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Total One-Time Project Cost</u>
Redevelopment Agency	\$ 20,000.00	\$ 20,000.00
Total	\$ 20,000.00	\$ 20,000.00

Narrative:

Development, establishment, and implementation of the Car Share Program is included in the Redevelopment Agency FY 09/10 budget. Costs for signage and any curbside improvements and repair and maintenance including graffiti removal will be the responsibility of the Car Share operator.

Special Instructions:

Please return a copy of the signed Ordinance and Resolution, with a certified, stamped minute order to the Redevelopment Agency..

Attachments:

Attachment 1 – Ordinance for the Isla Vista Car Share Program Parking
Attachment 2 – Resolution for Establishing the Isla Vista Car Share Program
Attachment 3 – California Vehicle Code (CVC) Section 22507.1

Authored by:

Jeff Lindgren (x2069), County Redevelopment Agency

cc:

Mary McMaster, County Counsel
Michael Ledbetter, County Counsel

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