

**Goal 6**      ***REDUCE THE USE OF THE AUTOMOBILE FOR DRIVE-ALONE TRIPS***

*Efficiently and effectively use the existing street system through incentives, the provision of attractive alternatives and a transportation demand management program. Recognizing that automobiles will still be on the road, the City will support programs that encourage increased vehicle occupancies and trip reduction in order to enjoy the quality of life that currently exists. The City recognizes that reducing drive-alone trips from current levels may create roadway capacity for new development consistent with the General Plan.*

**BACKGROUND**

This chapter focuses on making alternative transportation modes more attractive and convenient in order to reduce the use of the automobile for drive-alone trips. Social scientists have studied the history of the automobile and agree that its proliferation has dramatically changed life in America. The automobile continues to provide a freedom of movement not previously known while simultaneously negatively impacting development patterns, community life, and the environment. It is important to note that many people cannot afford to use, or choose not to use, the automobile. In addition, some segments of society do not recognize that the automobile is neither cost nor energy efficient. Yet, there is limited community support for additional street widening and infrastructure investments. The City must continue to plan for the use of the automobile until more choices are available and the community begins to change the way it perceives the single occupancy vehicle.

**CONSTRAINTS**

The following constraints exist in the City:

- few travel choices can match the ease and convenience of the automobile,
- streets operate at acceptable levels except during peak commute hours and special events,
- parking is generally inexpensive and easily available,
- Federal and State programs focus more on the expansion of the infrastructure than on the efficient use of highway system, and
- housing in the Downtown core is less available, and therefore, more expensive than similar housing outside the City.

**OPPORTUNITIES**

The City's physical setting and development patterns are conducive to the expanded use of transportation alternatives. Its residential areas are part of a compact urban form and its climate is excellent for outdoor activities. There is demand for increased housing in the Downtown area that strengthens the compact urban form that allows people to live close to employment opportunities and residential support services.

Ride sharing can reduce peak hour single occupancy vehicle trips for commuters with similar schedules, origins, and destinations, because home/work, home/school, and school/work trips may be easily coordinated. Drive alone trips may also be reduced with employee incentives such as: preferential parking; guaranteed mid-work transit services; ride home transportation; and cash-out rebates. Expansion of transit services such as air, rail, water, bus, electric shuttles, taxis, and jitneys can remove additional trips from the roadway. Other opportunities to reduce the number of drive alone-trips may include:

- employee telecommuting,
- commercial telecommuting centers or satellite offices,
- local merchant tele-shopping services, and
- local merchant coordinated package delivery services.

## **POLICIES AND IMPLEMENTATION STRATEGIES**

### **LOCAL AND REGIONAL TRANSPORTATION DEMAND MANAGEMENT PROGRAMS**

- 6.1 The City shall continue to support efforts to expand Transportation Demand Management Programs.**
  - 6.1.1 Work with local and regional transportation demand management services, such as Traffic Solutions, to actively promote the advantages and cost savings of alternative forms of transportation.
  - 6.1.2 Work with local and regional transportation demand management services, such as Traffic Solutions, to explore opportunities for employer vanpool sponsorship.
  - 6.1.3 Increase funding for local/regional Transportation Demand Management programs, such as Traffic Solutions.
  - 6.1.4 Work with employers to provide transportation demand management programs that encourage employees to rideshare and use alternative modes of transportation. Such voluntary programs may include telecommuting, transportation allowances in lieu of free or inexpensive parking, free or low cost bus passes, and van-pools.

### **CITY AS A MODEL EMPLOYER**

- 6.2 The City shall set an example as a model employer to reduce the use of the single occupancy vehicle.**
  - 6.2.1 The City, as a model employer, shall continue to promote its transportation demand management program and encourage employees to live close to the workplace. The City may discuss issues with employees' union representatives as necessary in order to meet the program's objectives.

### **REGIONAL COORDINATION**

- 6.3 The City shall support and promote regional programs that reduce the use of the single occupancy vehicle.**
  - 6.3.1 Create incentives to increase use of peripheral lots.

- 6.3.2 Consider establishing van/carpool parking on street and in public parking lots.
- 6.3.3 Develop and implement land use policies and Circulation Element Implementation Strategies such as those listed under the Regional Coordination section of Chapter 14 that promote the:
- expansion of regional park and ride facilities,
  - development of regional rail service between Carpinteria and Goleta/Isla Vista, and
  - the provision of shuttle and or express service between Ventura and Goleta/Isla Vista.

## **EDUCATION/OUTREACH/COMMUNITY INVOLVEMENT**

- 6.4 The City shall work to raise awareness about the effects of automobile use and the value of alternatives to driving alone.**
- 6.4.1 Continue to work with agencies, such as the School District and Traffic Solutions, and fund programs that are designed to expand the education, outreach, and marketing components of transportation demand management services.
- 6.4.2 Work with groups such as the Air Pollution Control District (APCD) and Traffic Solutions to educate the public about auto-related air pollution emissions.
- 6.4.3 Work with groups such as the Community Environmental Council (CEC), to incorporate information about opportunities to decrease energy consumption, reduce air pollution, and improve resource conservation through decreased use of the automobile.
- 6.4.4 Encourage local and regional transportation demand management services, such as Traffic Solutions, the Air Pollution Control District (APCD), and the Community Environmental Council (CEC) to develop a local access television program aimed at raising awareness and discouraging drive alone trips.
- 6.4.5 Participate in the Clean Cities Program (see Glossary).

- 6.4.6 Continue to participate in and share information with the Environmental Protection Agency/Local Government Commission's Transportation Partners Program.
- 6.4.7 Encourage the use of bicycling and other forms of alternative transportation through the sponsorship of events such as a Bike-to-Work Day.
- 6.4.8 Work with groups such as the Convention and Visitors Bureau and the Chamber of Commerce to promote the use of public forms of transportation, alternative forms of travel and ridesharing to and within the City in all out of town advertising and promotion efforts.