

5 Transportation Measures

Measure T-1 (Municipal) Continue to Develop and Implement the Municipal Transportation Demand Management (TDM) Program

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-1.1	Structural Change, Foundational, Funding	Provide free or discounted access to public transit passes and the electric bicycle share program for all municipal employees and expand the WorkTRIP program to offer additional carbon-free or carbon-reduced modes of travel incentives.	Supportive
T-1.2	Structural Change	Develop a hybrid remote work program policy that supports municipal office employees to work from home as feasible (including alternative work schedules where feasible). City to provide financial assistance to help offset costs associated with home office needs.	Supportive
T-1.3	Structural Change, Funding	Provide cash incentives or paid time off for City employees to bike, walk, and carpool to work.	Supportive
T-1.4	Feasibility Study	Conduct a detailed survey of City staff commute data annually including employee feedback to identify both major emission sources and potential gaps in planning.	Supportive
T-1.5	Feasibility Study, Structural Change	Identify opportunities for accessing bike lockers and showers at municipal office buildings.	Supportive

Measure T-2 (Municipal) Electrify or Otherwise Decarbonize the Municipal Fleet by 2035

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-2.1	Foundational	Complete and implement the City's Zero Emission Vehicle Acquisition Policy to convert fossil fuel municipal fleet vehicles, where feasible, to electric or otherwise decarbonize the fleet by 2035, including a short and long-term schedule for completion as well as potential for regional bulk procurement. Gain approval from City Council to allow discretionary electric vehicle purchases from different vendors.	Supportive
T-2.2	Structural Change	Install additional zero emission vehicle chargers in municipal parking lots for fleet and employee use.	Supportive
T-2.3	Foundational, Feasibility Studies	Procure biofuels (renewable diesel and biogas) to operate municipally owned on and off-road equipment with no existing opportunities for decarbonization. Re-evaluate decarbonization opportunities regularly to ensure biofuels are not being used for equipment that could otherwise be decarbonized.	Supportive
T-2.4	Structural Change	Develop and adopt a purchasing policy for smaller equipment (e.g., landscaping equipment) that includes reviews and prioritization of emissions-free equipment each time equipment is purchased.	Supportive

Measure T-3 Implement Programs that Enhance Access to Safe Active Transportation, such as Walking and Biking, to Increase Active Transportation Mode Share to 6% by 2030 and to 10% by 2035

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-3.1	Foundational, Funding	Implement the City's Bicycle Master Plan and Pedestrian Master Plan goals and policies to enhance community access to safe active transportation options. Using these guiding documents, identify, design, and procure funding for projects that can forward the goals of the BMP and PMP, and create bike and pedestrian infrastructure that is safer, easier to use, and widely accessible for all community members.	2030: 952 2035: 2,757
T-3.2	Foundational, Funding	Pursue funding and coordinate with existing streets maintenance programs to close gaps in the pedestrian and bike network, as identified in the Bicycle Master Plan, Pedestrian Master Plan, and Capital Improvement Program.	Supportive
T-3.3	Feasibility Studies, Structural Change	Evaluate existing bike parking facilities and evaluate what improvements can be made to increase parking supply, reduce theft, and increase rider attraction. Include analysis of last mile limitations and hurdles and add bike parking near transit stops accordingly. Consider AB 2097 and expanding bike parking with private facilities when vehicle parking is limited.	Supportive

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-3.4	Structural Change, Equity	Adopt the State’s Slow Streets Program and expand the City’s existing neighborhood traffic calming efforts with a focus on equity considerations for additional locations.	Supportive
T-3.5	Partnerships, Education	Engage MOVE SBC, SBCAG, MTD, Santa Barbara County Public Health Department, Cottage Hospital, school districts, local law enforcement, bike advocates, and community stakeholders to continue to identify and implement additional short-term and long-term bikeway and pedestrian infrastructure improvements, Vision Zero messaging and efforts, and general education regarding the safe utilization of our public active infrastructure.	Supportive
T-3.6	Equity, Foundational	Build new infrastructure to ensure there is equitable access to safe bike and pedestrian infrastructure in all areas of the city. Focus planning, development, and construction of active transportation infrastructure in regionally defined disadvantaged communities.	Supportive
T-3.7	Structural Change	Evaluate amending the zoning ordinance to increase bike parking and types of bike parking facilities for land development projects.	Supportive
T-3.8	Foundational	Implement the recommended bike facilities outlined in the Santa Barbara Bicycle Master Plan to add 30 miles of bike ways to the City by 2030.	
T-3.9	Foundational, Equity	Implement Santa Barbara's Vision Zero Strategy to eliminate serious injuries and fatalities on City streets.	Supportive
T-3.10	Feasibility Studies	Leverage technology to track mode shifts to active transportation. Conduct an annual review of progress on implementation progress, data quality, and potential barriers to implementation. Once an effective tracking method is developed, the City shall aim to achieve 6% increase in active transportation mode share by 2030 and 10% by 2035.	Supportive
T-3.11	Structural Change, Equity	Increase bike parking in nonresidential places like populated areas, City Parks, beaches, etc.	Supportive
T-3.12	Structural Change	Accelerate the production and availability of affordable housing near urban centers by updating and adopting the Housing Element and Zoning Code to reduce VMTs; by exploring alternative strategies to create and preserve affordable housing, such as co-ops, housing or land trusts; and by streamlining project review with objective design standards.	Supportive

Measure T-4 Implement Programs to Encourage Public Transportation to Increase Public Transportation Mode Share to 7% by 2030 and to 8% by 2035

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-4.1	Structural Change, Feasibility Studies	Explore alternative forms of public transit, such as micro transit and/or new electric shuttle routes, in areas with higher congestion and population densities. Micro transit is a type of on-demand, shared transportation service that typically operates with smaller vehicles, such as vans or mini-buses, and offers flexible routes and schedules.	
T-4.2	Education, Foundational	Market and publicize public transportation improvements as they are planned and implemented in a variety of methods (social media, newspaper, radio, etc.) and languages to help facilitate use and success of improvement.	
T-4.3	Partnerships, Feasibility Studies	Partner with Santa Barbara MTD to determine transit priority projects and determine best potential locations for expansion and increased service.	2030: 3,547 2035: 4,641
T-4.4	Partnerships, Foundational	Work with nonprofit and community stakeholders to enhance public transit opportunities.	
T-4.5	Equity, Foundational	Work with Santa Barbara MTD to ensure public transportation access and improvements are prioritized in low-income and high population density areas of the City.	
T-4.6	Partnerships	Work with MTD to identify and implement pilot projects and infrastructure updates to make transit safer, more consistent, and more convenient.	

Measure T-5 Support and Promote Regional Programs that Reduce the Use of Single Occupancy Vehicles

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-5.1	Structural Change, Partnerships, Education, Foundational	Continue to work with SBCAG to encourage employers to develop Transportation Demand Management (TDM) Plans for their employees. TDM plans should include incentives for employees to bike, walk, carpool, or take the bus to work and should be publicized on a website.	Supportive
T-5.2	Feasibility Studies, Partnerships, Equity	To enhance the Santa Barbara community's ability to telecommute, implement SBCAG's Broadband Regional Study to identify areas of the City that have limited access to broadband service due to infrastructure and financial limitations.	Supportive
T-5.3	Funding, Equity	To enable telecommuting, leverage the grant writer position(s) in strategy A-2.2 to identify funding opportunities to bridge the broadband access gap in the City by helping to fund installation of infrastructure or subsidize broadband service for low-income households.	Supportive
T-5.4	Funding, Equity	Provide active and alternative transportation resources across all businesses in the city prioritizing small, women owned, and minority owned businesses regardless of Transportation Demand Management Plan (TDM) membership.	Supportive
T-5.5	Foundational	Implement AB 2097 which prohibits the City from imposing minimum parking requirements on residential and commercial development, if located with ½ mile of public transit that is consistent with AB 2097.	Supportive

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-5.6	Structural Change, Funding	In line with the General Plan, develop and implement a program to manage parking of single-occupancy vehicles. Utilize on street parking pricing for all downtown parking locations and use revenue to fund active transportation, public transportation projects, and neighborhood improvements. The program should address parking issues citywide and consider measures to prevent impacts to surrounding areas and coastal access. This analysis may include citywide use of parking permit programs and other measures.	Supportive
T-5.7	Structural Change	Develop the Pilot Bike Share Program into a permanent and dependable bike share network that provides access to key destinations throughout the City, and work with regional partners to assess potential for a regional bike share system.	Supportive
T-5.8	Education, Foundational	Coordinate with SBCAG and regional partners to update regional active transportation maps. Distribute active transportation maps and educational materials to various stakeholders. Prioritize education regarding digital mapping that is available on regularly used platforms like Google Maps.	Supportive
T-5.9	Partnerships	Partner with the tourism and business sectors of the greater Santa Barbara County region to identify pathways to increase active transportation by tourists and employees.	Supportive
T-5.10	Equity, Education	Reduce driving of single occupancy vehicles through public education and engagement. Examine equity concerns around reducing single occupancy vehicles and ensure there are adequate resources available for alternative forms of transportation.	Supportive
T-5.11	Structural Change, Feasibility Study	Explore options to address long distance commuter parking. For example, add a parking lot outside of the downtown area for long distance commuters and use mode share to bring these employees into the downtown area from the new parking lot, reducing parking congestion.	Supportive

Appendix A: City of Santa Barbara Climate Action Plan
GHG Reductions Measures and Actions

Measure T-6 Increase Zero-Emission Passenger Vehicle Use and Adoption to 30% by 2030 and 55% by 2035

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-6.1	Structural Change	In 2025 and every 3-years thereafter, amend the Municipal Code to require increased number of electric vehicle capable charging spaces in new construction and major redevelopment for commercial, mixed-use, and multi-family development.	2030: 53,948 2035: 107,774
T-6.2	Structural Change	In 2025 and every 3-years thereafter, revisit commercial and multi-family building ordinances to be updated and require large commercial (more than 10,000 square feet) and large multi-family (more than 20 units) building owners that are providing parking to install working electric vehicle chargers in 20% of parking spaces for existing buildings when undergoing a major remodel (over 50% of building effected or an addition of over 50% of gross floor space).	Supportive
T-6.3	Foundational	Add 1,788 (by 2030) and 3,536 (by 2035) new publicly accessible electric vehicle charging stations throughout the City and at City-owned facilities to support community EV charger access.	Supportive
T-6.4	Foundational	Support private development of EV charger installations by effectively streamlining City processes, such as expediting permitting, easing onerous regulations, develop a permitting design guide.	Supportive
T-6.5	Equity, Partnerships	Identify private sector partnerships and develop affordable, zero-emission vehicle car share programs to serve affordable housing and/or multi-unit developments with a priority to target under-resourced populations.	Supportive

Measure T-7 Accelerate Zero-Emission Commercial Vehicle Use and Adoption to 26% by 2030 and 45% by 2035

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-7.1	Feasibility Studies	Develop and implement a City Zero Emission Vehicle Action Plan (ZEVAP) to identify policies to accelerate ZEV adoption community wide.	2030: 1,777 2035: 2,140
T-7.2	Funding, Education, Equity	Identify and connect commercial vehicle owners, particularly those serving under-resourced communities, to resources that can incentivize vehicle electrification. This could include local tax breaks.	Supportive
T-7.3	Education, Partnerships	Provide information to the public on low-carbon fuel standards (LCSF) and how businesses can develop LCSF credits or other state and federal programs to help fund conversion of commercial fleets to zero emissions vehicles.	Supportive
T-7.4	Funding	Create a small business truck buyback program to buyback trucks from local small businesses to upgrade to electric.	Supportive
T-7.5	Moonshot	Consider establishing a licensing fee for commercial delivery vehicles operating on fossil fuels (such as Amazon and FedEx) to provide funding for new active transportation and EV charging/ZEV fueling infrastructure and discounting the fee for the proportion of electric vehicles the delivery company uses.	Supportive

Measure T-8 Electrify or Otherwise Decarbonize 6% of Off-Road Equipment by 2030 and 20% by 2035¹

Action Number	Strategic Theme	Action	Anticipated Reduction (MT CO ₂ e)
T-8.1	Structural Change, Funding	Align with or exceed AB 1346 and expand enforcement of the ordinance that bans gas powered small offroad engines by 2024 (e.g., lawn and garden equipment). Provide income tiered incentives or buyback programs for burdened residents and businesses. Identify staffing needs for an enforcement and implementation tracking program run by the relevant City department.	2030: 2,857 2035: 9,859
T-8.2	Education	Inform, educate, and support the transition of local employers to zero emission off-road equipment, including major construction companies, manufacturers, landscapers, and warehouse companies.	Supportive
T-8.3	Feasibility Studies	Investigate off-road equipment fleets in the City of Santa Barbara, identify fleets with highest decarbonization potential, and conduct engagement to under-resourced communities to understand how to support conversion.	Supportive
T-8.4	Partnerships, Funding	Partner with Santa Barbara County Air Pollution Control District to expand rebate and incentive programs for upgrading off-road equipment to hybrids, biofuels, or fully electric.	Supportive
T-8.5	Funding	Leverage the grant writer position(s) in strategy A-2.2 to source state funding to decarbonize off-road equipment as a result of Executive Order N-79-20 and State Climate Funding Package.	Supportive
T-8.6	Education	Develop a landscape equipment education and incentive program incentivizing motorized landscape equipment electrification (electric leaf blowers already required, but can get rolled into an education campaign) for hedge trimmers, etc.	Supportive

¹ This would not apply to recreational or commercial marine vessels. The California Air Resources Board currently has regulations in place to develop a performance standard program for commercial marine vessels. This requires zero- emission options where feasible, and cleaner combustion Tier 3 and 4 engines on all other vessels. Implementation of these regulations will occur in 2023 through the end of 2032.