

Carpinteria Downtown Parking Management Plan

*City Council Meeting
6/22/2026*



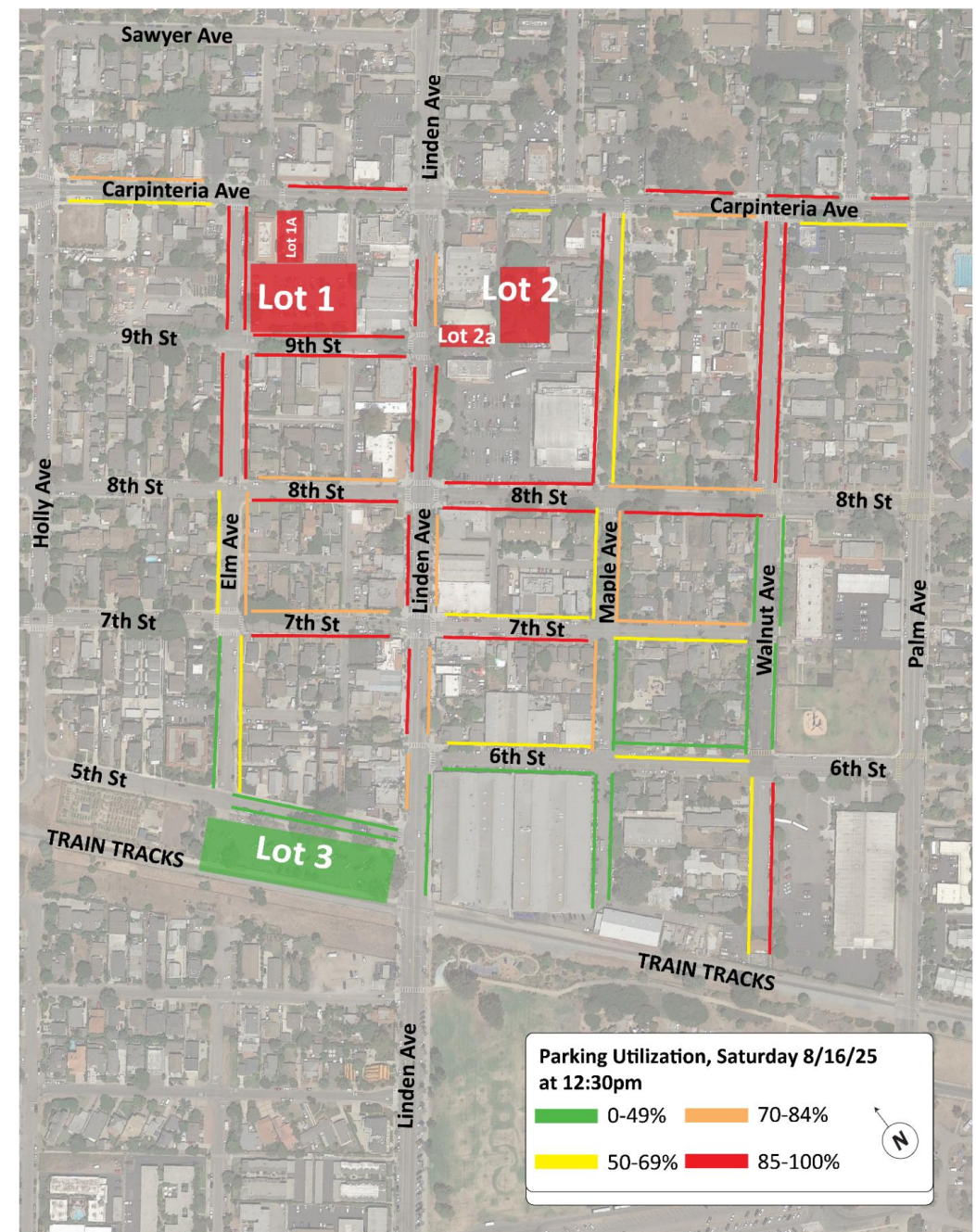
Parking Management Plan Overview

- This report is a parking management plan (PMP), not a parking study.
- For this PMP, we collected data on a Friday and Saturday in the summer to understand typical parking patterns in Downtown.
- Demand will be higher or lower at other times of the year than what was observed on the two days.
- More important than parking demand is to understand the patterns of parking in the Downtown, including where and how long people are parking.
- The parking and TDM strategies presented here are a menu of options for consideration.

Request from Council: Accept the PMP, including the menu of options provided, and prioritize the PMP items preferred by the Public Facility Site Acquisition/Development Committee

Parking Utilization in Downtown T

- Linden Ave is highly utilized, and pockets of high utilization on side streets
- Some areas of Downtown T are underutilized on Walnut, Elm, Maple, 6th Street, and Lot 3.
 - However, we know these spaces can sometimes fill during special events or particularly busy summer days.
- Future development will increase demand, underscoring the importance of managing parking.



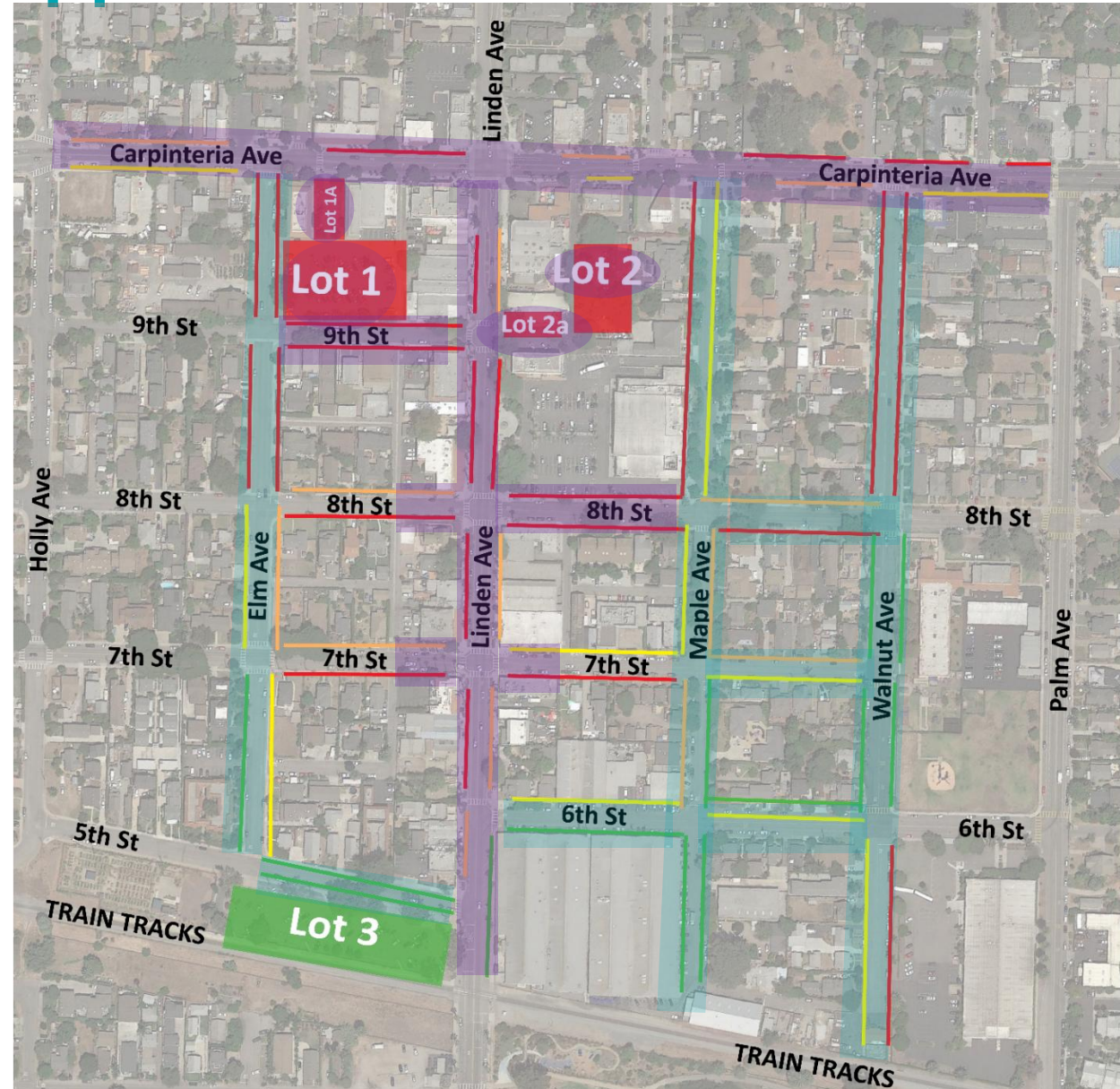
Core commercial spaces are being used for long-term parking

- During the peak core commercial-fronting spaces, **35% (96 cars) of cars stayed parked for longer than 3 hours.**
- Spaces closest to businesses should be primarily for visitor/customer parking.



Parking Management Approach

- The PMP focuses on increasing parking availability and convenience by promoting turnover of parking spaces closest to Downtown businesses to make it easier to park and shop Downtown.
- Goal is for the purple areas to have higher turnover as they are closest to businesses; however, many of these areas are over 85% utilized.



A significant number of local trips

- 15% of Downtown employees live less than 1 mile away.
- 22% live less than 3 miles away.
- A significant number of bikes were observed parked in the Downtown T.

Consider strategies to make it easier for people living close by to walk or bike downtown.



Summary of Parking and TDM Management Options

A. Parking and Curb Management	B. Mode Shift	C. Parking Capacity
A-1. Add staff devoted to parking management and enforcement	B-1. Employee bus passes	C-1. Parking Lot 1 redesign
A-2. Time restrictions in core areas	B-2. Mobility hub	C-2. Convert on street parallel parking to angled parking
A-3. Parking Permit Programs	B-3. Bicycle and pedestrian gap analysis	C-3. Lease private parking lots for public use
A-4. On-street paid parking pilot		
A-5. Wayfinding to public lots		
A-6. License plate recognition software		
A-7 Implement flexible EV Charging spaces		Highlighted item preferred by PFC

A. Parking and Curb Management

A-1 Add staff assigned to parking management and enforcement

- Currently, enforcement responsibilities are shared with code compliance.
- At least 1 additional FTE or contractor recommended.
- Help better enforce time restrictions in core areas.
- Parking enforcement can have an ambassadorial element as well:
 - Assist the public with parking rules
 - Provide safety tips
 - Provide directions to popular destinations
 - Monitor parking facilities

Considerations

- Need staff oversight of FTE or contractor.
- Recruiting and retaining staff.
- Impact of additional FTE on City budget.
- Could consider seasonal staff augmentation.
- Could consider utilizing third-party enforcement.



Williamsburg, VA Parking Ambassador

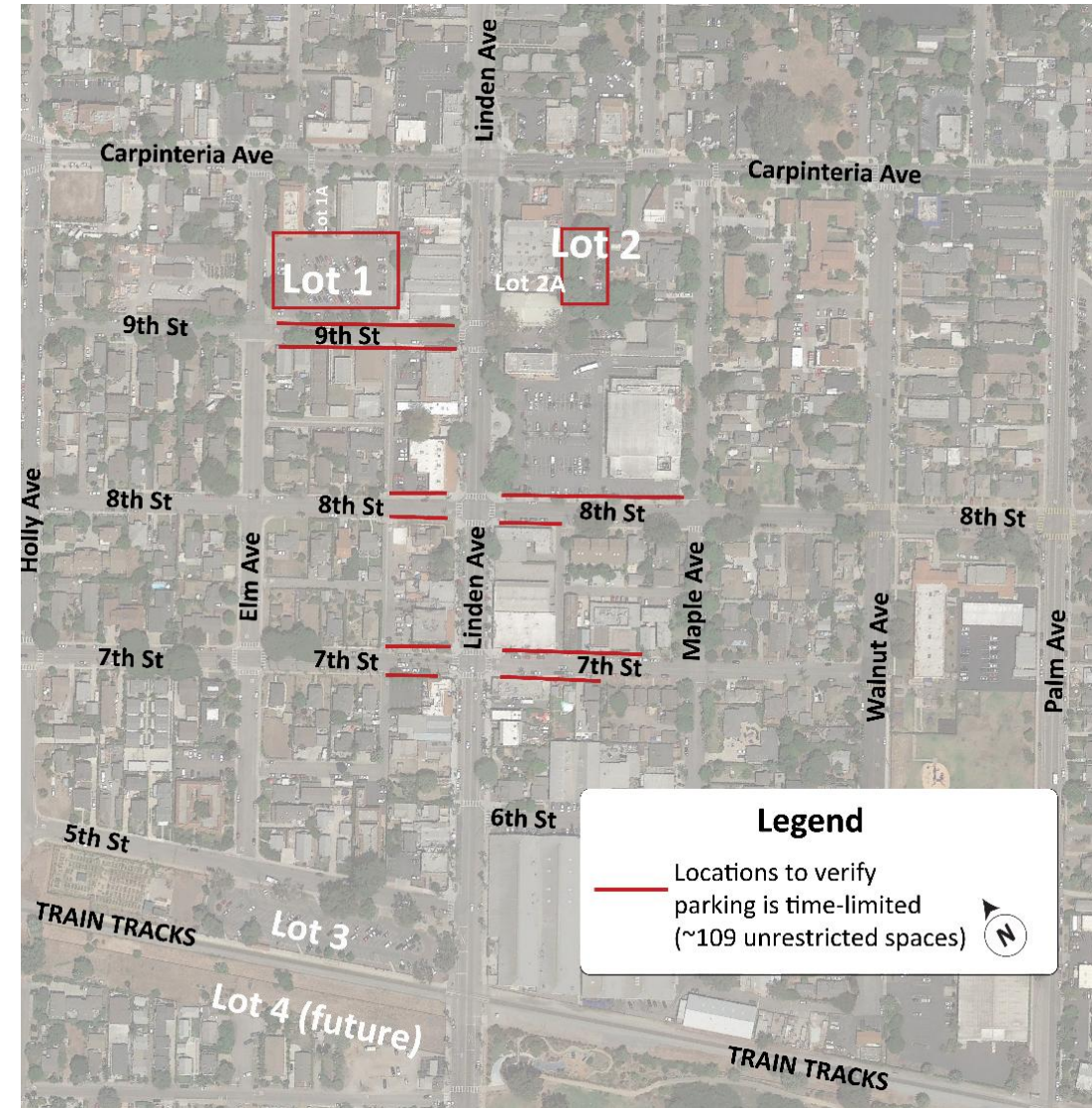
A. Parking and Curb Management

A-2 Apply time limits to unrestricted areas in the downtown core

- 109 unrestricted parking spaces in the core commercial-fronting area.
- These spaces should be for short-term parking.

Considerations

- Needs consistent enforcement of the time limit to promote turnover, likely resulting in additional staffing needed.
- Potential for parking to spillover onto residential streets.
- Need options for long-term parking.



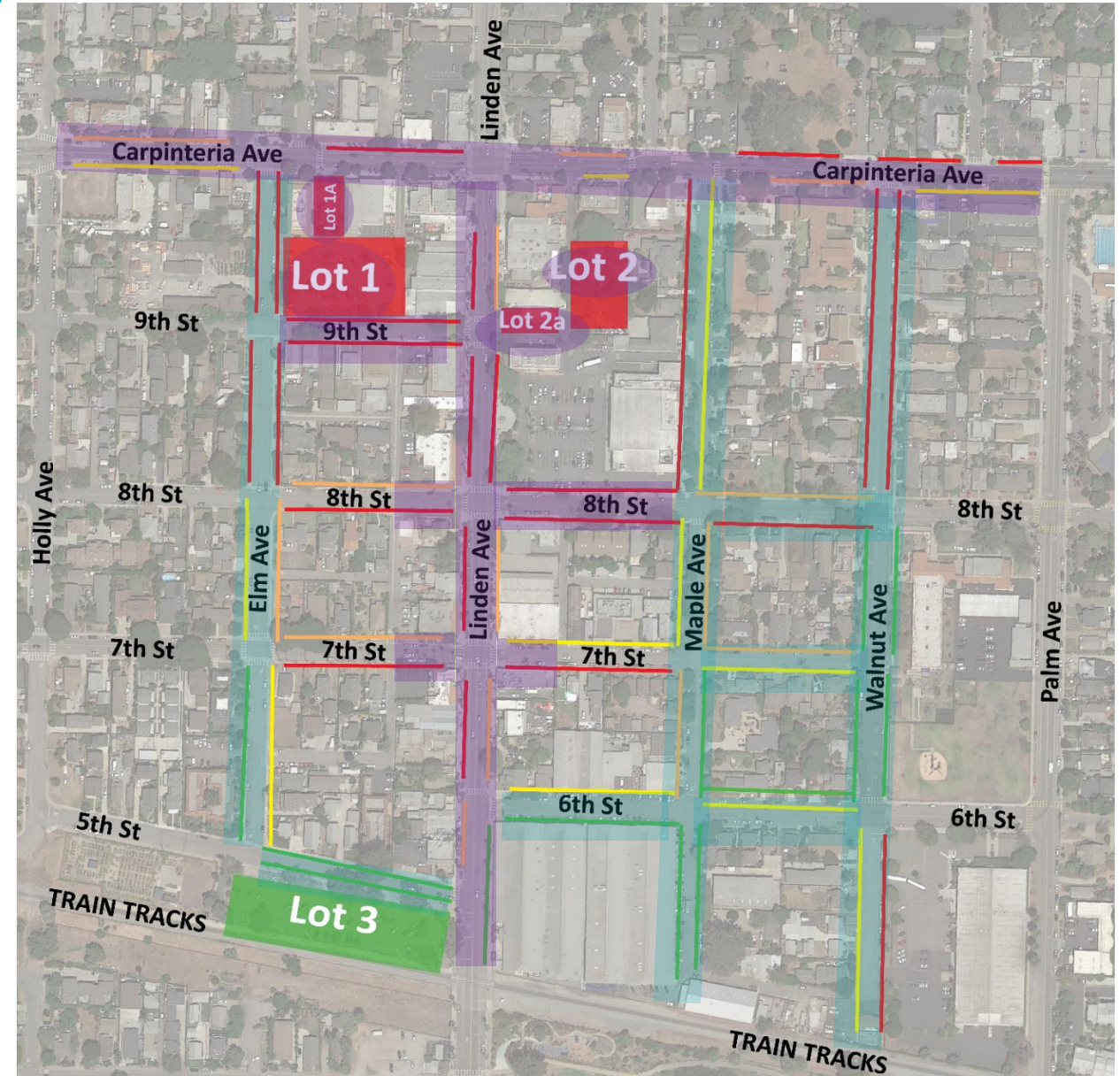
A. Parking and Curb Management

A-3 Permit parking

- With time-limited parking in the core; need to consider long-term parking (residents and employees).
 - Residential parking permits.
 - Employee/commuter parking permits.

Considerations

- Requires Coastal Commission approval; must not restrict Coastal access.
- Requires program management and enforcement.



A. Parking and Curb Management

A-4 Implement paid parking pilot program

- If parking utilization is consistently above 85%, consider a paid parking pilot program.
- Goal to increase parking availability and increase access to businesses.
- Parking revenue should be reinvested in the Downtown T district.

Considerations

- Time and cost to implement the program.
- Cost of the technology and infrastructure.
- Potential for spillover demand on adjacent streets.
- Could couple with a local resident shopping permit, allowing residents to park for a reduced rate.



A. Parking and Curb Management

A-5 Add wayfinding signage

- Signage directing drivers to public off-street parking.
- Enhance visitor experience and reduce congestion.

Considerations

- Costs to design and install the signage
- Consistency with City branding



Carpinteria Avenue Lot 1/Lot 1a entrance.

A-6 Enforce with license plate recognition technology

- More efficient enforcement.
- Larger coverage area.

Considerations

- Upfront technology and ongoing software costs
- Data privacy concerns
- Staff training needed

A. Parking and Curb Management

A-7 Allow for flexible use of EV charging stations

Public Facility Site Acquisition/Development Committee asked about the public EV Spaces:

Lot 1: 10 EV spaces – peak occupancy 3 cars

Lot 2: 2 EV spaces – peak occupancy 1 car

- Allow all vehicles to utilize a portion of these spaces for short-term parking during the peak summer season (Memorial Day through Labor Day), while maintaining EV-only charging restrictions during the remainder of the year.

Considerations

- Needs consistent signage and enforcement
- Keep some spaces as EV-only to promote access to charging stations.

B. Mode Shift

B-1 Provide transit passes for MTD bus and microtransit

- Provide employee transit passes to downtown employees.
- Encourage employees to take transit instead of driving downtown.

B-2 Explore the feasibility of a mobility hub

- Provides access to multiple mobility options (i.e. transit, bikeshare)
- Can include amenities such as Secure bike storage, transportation information kiosks, public WiFi, EV Charging, gathering space.

Considerations

- Costs to issue and administer the program.
- Could couple with paid parking to fund the program
- Need to combine with education on available transit options.

MTD Bus Stop on Carpinteria Avenue



Bike Lockers at Carpinteria Station



Considerations

- Need to identify site, hub design, costs, and partnerships

B. Mode Shift

B-3 Identify gaps in the bicycle/pedestrian network

- While many people commute, there are still a significant number of local trips
- Identify ways to reduce barriers for employees and residents walking to downtown businesses (e.g. sidewalk gaps, bike lane gaps, bike parking, safe crossings)

Considerations:

- Need to identify a funding source for the study and resulting capital project implementation.
 - State planning grant options are available.
- The Circulation Element Update is in progress.



C. Parking Capacity

High Level Concepts for Lot 1/1a

C-1: Review and Restripe Lot 1

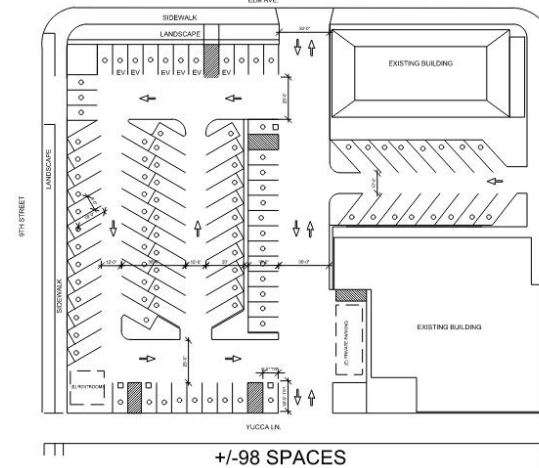
- Walker's conceptual designs show there is potential to increase capacity by roughly 15 spaces, depending on the configuration.

Considerations:

- Need to identify a funding source.
- Conceptual only, final counts may vary.

OPTION 2

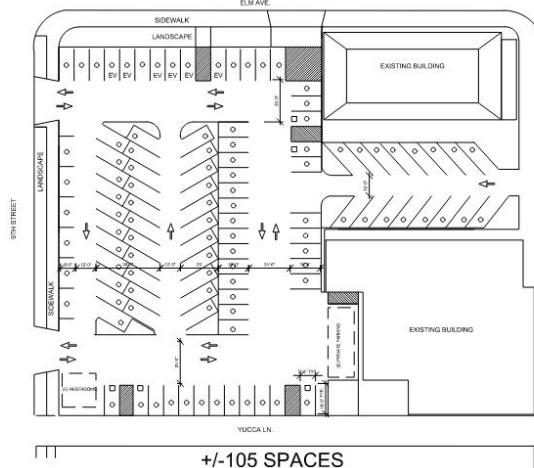
30 DEGREE / ONE-WAY



+/-98 SPACES

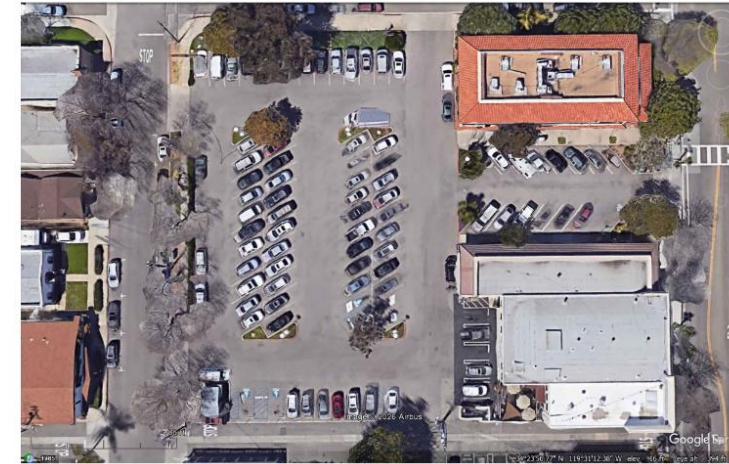
OPTION 3

30 DEGREE / ONE-WAY



+/-105 SPACES

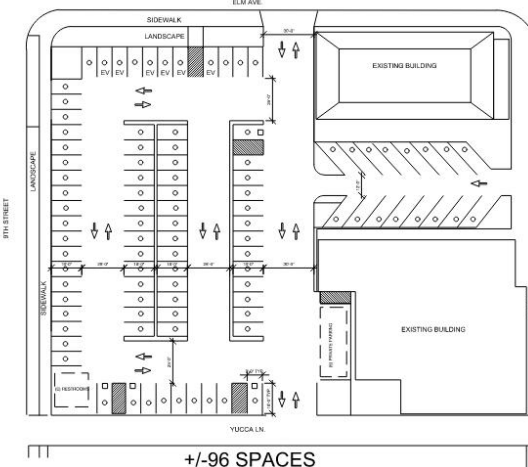
AERIAL PLAN (EXISTING)



+/-84 SPACES

OPTION 1

90 DEGREE / TWO-WAY



+/-96 SPACES



SURFACE
PARKING

CARPINTERIA, CA

SK-1



Not to Scale
Project No. 37-009509.00
DATE: 03-25-2026

C. Parking Capacity

C-2 Explore leasing parking spaces from private owners for public use

- Increases capacity by maximizing the availability of existing supply.
- Could be done on a seasonal basis.

C-3 Explore converting parallel spaces to angled spaces

- Identify locations that have sufficient right of way and street design to accommodate angled parking.
- Increases parking capacity.

Considerations

- Need willing private owners
- Parking lot insurance and liability.
- Need staff time to coordinate leases.

Considerations

- Requires at least 42 feet of right-of-way for a two-way street with angled parking on one side.
- Safety considerations with vehicles backing out from an angled space - consider back-in angled parking.

Parking Structure

- Not included in one of the options in the near future.
- Significant up-front and ongoing cost.
- Few grants and funding opportunities to build public parking.
- Would likely need to be a joint development with a private property owner.
- Should only be considered if all parking management recommendations, including paid parking and leasing parking, have been implemented, and there is still a parking issue.
- Parking management is more cost-effective than building a structure.

