

# Carbon Neutral Isla Vista

## Community Partnership Development

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Carbon Neutrality Initiative Fellowship

## Transportation

### Introduction

The first focus of my project is the transportation project with the Isla Vista Community Services District (IVCSD), the local governing body of the Isla Vista community who has recently received a STEP (Sustainable Transportation Equity Project) grant, to develop an equity-based Community Mobility Plan for Isla Vista.

### Project Goals

By actively contributing to the distribution of a detailed transportation survey I plan to aid in the project's mobility needs assessment and community outreach in hopes of garnering as much input and most effectively identifying the desired improvements by the community.



Figure 1. IVCSD Mobility Survey Flyer

### Materials and Methods

I, along with the rest of the IVCSD community engagement team, table on the campus of UCSB on Mondays and Wednesdays from 1-3pm, as well as at any other relevant fairs and events in the community. I utilize incentives such as drawing with awards of snacks, gift cards, and so on. In addition, we canvass throughout the streets of Isla Vista, knocking door to door, carrying electronic devices to ensure all residents are able to access the survey. At all above settings, we also distribute flyers (seen above) with all related information printed on both sides and a QR code to access the transportation survey. Another method is campaigns on social media, which includes but is not limited to Spanish and Mandarin translations of the transportation survey, posting of the electronic version of the flyer, and public service announcements via email and radio. Materials I utilized in the process primarily include flyers with all relevant information printed on both sides, as well as electronic devices, drawing boards, and other materials that will smooth and/or incentivize the process of filling out the survey.

### Results and Outcomes

The transportation survey has witnessed an increased level of participation from various community members as a result of the outreach efforts. I learned a lot about the community feedback process, its operations, and what to pay attention to while engaging with members of different backgrounds and experiences. I also gained experiences working with and within a multi-agency network and the community it serves in a big community planning project.

### Future Goals

I plan to establish a document discussing the strategies of outreach and engagement within a small-scaled community such as Isla Vista, useful resources (organizations, individuals, and media platforms) for the most effective campaigns and public service announcements, and other important information. I also aim to continue my involvement with IVCSD's development of the transportation plan and future stages of its community assessment and ultimate adoption after the conclusion of my fellowship.

## Carbon Neutral Isla Vista

### Introduction

The second aspect of my fellowship is the Carbon Neutral Isla Vista Project working with a pre-established group of stakeholders representing community organizations, UCSB departments and offices, and carbon neutrality initiatives to identify potential collaborative sustainable projects in Isla Vista.

### Project Goals

Through zoom meetings, funding research, and constant communications, I aim to identify the possibility of other collaborative projects on community sustainable development alongside the UCSB Sustainability Office.

### Materials and Methods

Katie Maynard, my supervisor and UCSB Sustainability Officer, and I first set up a meeting with all, if not most, representatives of organizations that have previous partnerships or have expressed interests and/or intent in collaboration. During the zoom meeting we presented a couple of viable projects the group can focus on next, garnered interest from the group through meeting polls, and narrowed down the scope of our work. Now the focus is on financial and logistical development of these projects. Then I conducted research into potential funding resources and financial support opportunities for each of the project identified, assessed the feasibility of each of the sources, and compiled a comprehensive list of opportunities for each of the projects. We also conducted constant communication with the rest of the collaborative team before and after the meetings, in hopes of solidifying the membership on each project team, setting up the following meeting(s), and reporting progress to one another. In regards to materials, we prepared a presentation for the meeting, took notes during the meeting, and have a running document of the resource I compiled.



Figures 2-5. Examples of Important Partners in the Carbon Neutrality Coalition



### Results and Outcomes

The project witnessed the reimagining and relaunching of an existing group who share an equal sense of passion and vision for the community. We were able to bring together and set priorities with a large group of community representatives and leaders and identify four main projects: 1) the increased utilization of weatherization services through platforms such as CommUnify, 2) the integration of Cool Campus Challenge and Bright Action, 3) the expansion of community internship programs, 4) marketing campaigns on existing resources through media resources.

I conducted prospects-identification for various grants and was able to find several that were appropriate for the identified projects and goals. I have also started to identify existing resources, understand means to build on the current community, and recognize potential leverages due to limited funding. In addition, I completed an initial inventory of existing resources and promotional materials for the team to use in the upcoming academic year.

### Future Goals

I will create a comprehensive, structured plan of action that the UCSB Sustainability Office can utilize to fully launch this collaborative committee and its respective projects over the upcoming year. This timeline will include but not be limited to grants application plans, outreach materials, and an overall timeline.

Below are the goals for the respective projects identified in the process of Cool IV Project:

- 1) Increased utilization of weatherization services through platforms such as CommUnify: Isla Vista as a largely low-income community will have high level of participation in CommUnify and will be fully represented in the programs;
- 2) Integration of Cool Campus Challenge and Bright Action: the two formats will be appropriately blended to meet the needs of UCSB students who are currently well-served by the Cool Campus Challenge, while allowing education and the differing programs to be bridged into Isla Vista with mixed groups of UCSB and SBCC students and community members;
- 3) Expansion of existing internship programs: UCSB will have more established relationships with community organizations to establish and encourage internship opportunities;
- 4) Marketing campaigns on existing resources through media resources: there will be a visible increase in the level of engagement from the local community in the projects and other related/similar initiatives mentioned above.

### Acknowledgements

The efforts and results of my projects would never be made possible without the guidance, support, and knowledge of Katie Maynard of the UCSB Sustainability Office. I would also like to thank Sydney Casler, the Community Engagement Director of IVCSD, who has afforded me the opportunity to learn about and contribute to the various stages of the transportation plan. Finally, many thanks to Professor John Foran of the UCSB Sociology Department, whose passion and work have inspired and encouraged me to become a Carbon Neutrality Initiative fellow.