

## Walk-Bike-Bus-Rail

COAST provides advocacy, education and outreach to improve transportation options in Santa Barbara County, promoting rail, bus, bike, and pedestrian access.

### How to reach us

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### E-mail discussion list

Participate in discussions of local and regional transportation issues; receive notices of meetings and events. Subscribing is free and easy. Just visit:

<http://groups.google.com/group/coastsb>

### COAST Happy Hour

Please join us the second Thursday of each month from 5-7 PM at the El Paseo Restaurant in Santa Barbara.

### COAST General Meeting

Our General Meetings are the fourth Tuesday of each month from 12-1:15 PM at the Faulkner Gallery West Wing.

## Support COAST

COAST depends on you to create better transportation options in Santa Barbara and beyond. Support COAST by making a donation. Just use the enclosed envelope, or you can go to the COAST website.

## Gene Skoropowski Comes to Town

By Dennis Story and Roger Horton

Gene Skoropowski is a nationally known passenger rail expert who is most recently noted for his success with the Capital Corridor rail system between Sacramento and San Jose. Upon his retirement last year, he was hired by HNTB Corp. and relocated to Florida. He was invited to the SBCAG South sub-regional meeting on October 6<sup>th</sup>, where he gave officials an overview of the consulting work he will be doing on the LOSSAN corridor.

Afterwards, there was a reception for Gene at Café Luck, where he shared his thoughts about passenger rail service. He said adjustments to existing service could significantly improve access to Santa Barbara at peak demand times, and supplementing the adjustments could provide a much more attractive and useful service for Santa Barbara. He impressed everyone with his vision of how to implement commuter rail service between Ventura and Santa Barbara Counties. He made it sound easy!

The first time Michael Dukakis came to Santa Barbara in '05, commuter rail was a distant dream. Now it seems much closer, and we have to thank Michael for recommending Gene Skoropowski. It's more than coincidence that Gene has found his way to Santa Barbara, and we're happy to have him

back in California.

Who knew where Michael Dukakis' words would lead, when in January '09 (at the Commuter Rail Forum in Santa Barbara he keynoted) he answered a question from Supervisor Salud Carbajal about who could help Santa Barbara fulfill the long sought after peak hour rail service from Ventura County. His answer was, "Gene Skoropowski".

### And the Barry Siegel Award goes to...



Ralph Fertig! Please see page 4

## Roger Horton Joins the COAST Board



We welcome Roger Horton as our newest Board member. Roger grew up in Santa Barbara and attended Santa Barbara High School. After a distinguished career first as a US Air Force officer and then as Assistant Chancellor of UCSB, he was elected to two terms on the Santa Barbara City Council ending in 2010. We are honored and excited to have Roger on our board.

# The Plan to End All Plans

By Alex Pujó

The process to adopt a new General Plan for the City of Santa Barbara (PlanSB) is now beyond its fifth year and \$3 million cost. Broad sections of the community, COAST included, diligently contributed to this process as reported previously. However, we now find ourselves wondering whether this rollercoaster ride will ever end, or where it will lead us.

A brief summary: After intense public outreach and multiple hearings, City staff prepared voluminous draft documents that underwent environmental review. Disparate visions for the City with different growth scenarios and housing locations were reconciled by a near-unanimous Planning Commission in what became known as "The Hybrid Plan". This proposal received near universal endorsement by the public on June 22<sup>nd</sup>.

The problem with PlanSB is that it outgrew its political life. It began in booming times led by a forward-thinking City Council with lofty goals of sustainability, jobs/housing balance, diversity and livability. It is stuck now in a new reality

of furloughs and cutbacks and is under attack by three new council members (Francisco, Hotchkiss and Self) who believe in none of the above. As five votes are needed for adoption, the new trio began to take the "PC Hybrid" compromise apart and found allies in neighborhood groups suspicious of changes that could bring more density and less parking -even if it was downtown.

At this point a group of housing advocates met with representatives from Citizens Planning Association and the League of Women Voters to try to find common ground on the sticky issue of density. They agreed to encourage a shift of some future housing from downtown -with its multiple constraints- towards the Cota/Haley/Gutierrez corridor. Council welcomed the recommendations from this new consensus but, once again, the trio refused to act. Francisco -the only tantalizingly available vote- asked for "one more meeting". However, after this meeting came and went, Francisco was still "unsure"...

While this discussion about density drags on, COAST is working with the CEC, SB CAN and the Bicycle Coalition to defend the Circulation Element - a favorite target of the new trio. Without transportation demand management (TDM) implementation, future growth will result in increased traffic congestion and greenhouse emissions. PlanSB has the potential to encourage future housing in accessible downtown locations. COAST sees this as a positive step in reducing emissions and energy use in the region but the Circulation Element needs to be implemented in order to increase transit use and pedestrian/bicycle access, and to address the parking and transportation impacts of downtown workers.

This is not rocket science. Our leaders need to call in experts from places such as San Luis Obispo, Ventura, Pasadena and Santa Monica to come and speak about their experiences with implementing these policies. Santa Barbara, once in the forefront, is now trying to catch up.

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## People, Growth... Traffic?

By Lee Moldaver

Can UCSB, the area's largest employer, grow by 25% over the next 20 years, without equivalent increases in vehicle trips, congestion, smog, parking demand? Must even well-planned projects generate more traffic as workforce expands? UCSB and a rainbow coalition of community groups (i.e. SUN - Sustainable University, Now) have been grappling with these questions in intensive, behind-the-scenes discussions for two years now.

As the UC Regents have already approved the University's new **Long Range Development Plan**, and recommended certifying its environmental impact analysis, the sense of urgency to reach a comprehensive, cost-effective, innovative resolution is growing. COAST, as a member of the SUN coalition, is promoting more creative transportation solutions.

The current MTD-UCSB contract provides all students unlimited bus rides during the school year. Other urban

universities allow no undergraduate students to have cars. What traffic/parking benefits might happen if UCSB phased in similar restrictions over time, and convinced the County to help enforce it in Isla Vista?

Is new funding available to both expand transit service in the UCSB/IV/west Goleta area, and to convince more of the University's thousands of employees to use it? Are expanded flex-time and staggered work hours feasible, to reduce the daily rush-hour burst of traffic onto the 101 freeway? Would an expanded UCSB van fleet for shuttle and jitney service be *cost effective*? If the University's Long Range Development Plan anticipates *no net traffic increase*, why does it also contain provisions for new, expensive parking garages?

Recently, UCSB completed private negotiations with Santa Barbara County and Goleta to fund "traffic mitigation" improvements over the life of

the new Plan, and define "triggers" under which those agreements would work. The stakes are high. Improperly planned, UCSB's growth could add thousands of new trips to the area, with class I impacts at key intersections. Costly new traffic lanes and wider intersections are the typical government response. COAST prefers that UCSB's mitigation money be invested in long term trip reduction and traffic prevention.

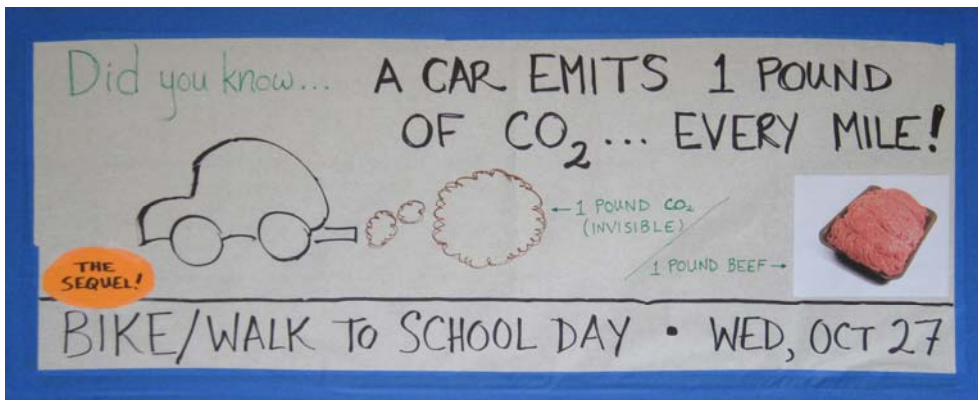
While UCSB continues to reach out to the surrounding community via negotiations with the SUN coalition, the clock begins running on final certification for the LRDP's EIR, and the CA Coastal Commission review of the entire Plan in the second half of 2011. COAST is grateful to UCSB for their willingness to discuss these complex regional issues with the SUN coalition. As our area's largest employer and economic engine, we wish all local corporations were such good neighbors, and so open to new ideas.

# Bicycling at Junior High *By Greg Janee*

How can we encourage more junior high school students to bike to school? This is a challenging problem because the incentives that work well in elementary school (stickers, treats, recognition in one's homeroom) cease to be effective by junior high. Instead, if there is any one motivator that works for teens, it is acceptance by one's peers. Our best chance to increase bicycling, then, is to make it "cool," for then kids will do it on their own initiative.

Accordingly, COAST is starting a new program that gets the encouragement for bicycling to come directly from the kids who already bicycle to school. We call it the "Bike Buddy" program and it works like this. A current bicyclist

hooks up with a new or novice bicyclist of their choosing and accompanies him or her to school one day, showing how it's done. After filling out a brief report on their experience, they *each* then get a substantial reward. That's it! Our hope is that the new bicyclists, having tried bicycling once and safely navigated the unknowns (what route do I take? how long will it take? will I get sweaty?) will be much more likely to try it again, especially once they get a taste of bicycling's sweetest benefit for teens: freedom. We're trying this program out at Goleta Valley and La Cumbre junior highs initially. To kick things off, Blenders donated \$300 in gift coupons to use as rewards. Thanks, **Blenders!** Expect to hear the results of this program soon.



## Cleveland's First-Ever Walk to School Day *By Courtney Dietz*

COAST has been working with Cleveland School to build a Safe Routes to School program under a grant from the **Orfalea Foundation**. On November 18, the school celebrated its first-ever Walk to School Day. We had over 55% of the students walking, not including all the parents and young siblings that joined in the fun. This is significant as previous weeks the number of student walkers was closer to 15%. Another clear indicator of success? A drop-off loop at 8:15 am, normally wedged with a line of cars waiting to drop-off kids stood empty in the fog.

The student leadership council posted cut-outs of feet around campus to motivate their peers, teachers encouraged their students, moms from the PTA and



English Learner's class helped by greetings kids and handing out raffle tickets, and Principal Michael Vail led a Walking School Bus with over 20 kids (pictured).

COAST's Safe Routes to School will continue to work with the Cleveland community to establish healthy habits.

## Walk to School Day 2010

*By Courtney Dietz*



On Wednesday, October 5, under soggy, gray skies, children all over SB County participated in Walk to School Day. Reports from those who walked on Wednesday said the kids were so proud, not only to have walked to school, but to have walked in the rain! A **BIG** thank you goes to COAST's Safe Routes to School coordinator Kim Stanley who worked with school staff, parents, and businesses in order to pull off such an important event. **DECKERS Outdoor Corp** was our sponsor with additional support from **Cottage Health Systems, Clif Bars, Lil Toot and Blenders**.

HOORAY to the schools that participated: Adams, Brandon, Cleveland, Cold Spring, El Camino, Ellwood, Foothill, Goleta Family School, Harding, Hollister, Hope, Isla Vista, Kellogg, Monroe, Montecito Union, Monte Vista, Mountain View, Peabody, Santa Barbara Charter, Vieja Valley, Washington, Goleta Valley JH, La Colina JH, La Cumbre JH. A few schools rescheduled due to weather. Highlights:

- At Cold Spring School, 45% of students participated.
- Newcomer Adams School had 108 walkers (see photo)
- Brandon boasted 176 walkers!



Coalition for Sustainable Transportation  
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**COAST honors Ralph Fertig**

By Courtney Dietz

Lit by candles and white lights and accented by the sound of the trickling fountain in the brick courtyard of the Inn of the Spanish Garden, COAST's Fall Gathering 2010 was a delightful event. We honored Ralph Fertig of the Santa Barbara Bicycle Coalition with the Barry Siegel Award for his longstanding work towards making our community safer and easier for bicyclists of all ages. Ralph was out of town travelling in Yucatan, so Wilson Hubbell accepted the award on Ralph's behalf and had prepared

a witty few words reflecting on Ralph's outstanding character and persistence in his advocacy.

Thank you to our sponsors: **Inn of the Spanish Garden, Omni Fresco Catering, New Belgium Brewery, Santa Barbara Winery, and Cesar Vazquez Photography.**

Also thank you to **Cass Ensberg, of Ensberg Jacobs Design** for her creative invite design.



Revelers at COAST's Fall Gathering

**We thank our Individual Supporters**

We thank these people who joined COAST or renewed their support during the past three months: Art Ludwig, Dru van Hengel, Debbie Castanha, Rick Cole, Ruth Ann and Michael Collins, Dick and Mickey Flacks, Rick Frickmann, Isabelle Greene, Barbara Lindemann, Beebe Longstreet, Steve Morris, Ken Radtkey, Martin and Velma Stevenson, Eric Lassen, Lisa Burns, Ed France, Greg Janee, Erica Lindemann, Martha Siegel, Marianne Henry, Ashleigh Brilliant, Dave&Jean Davis, Allyn Fleming and Phil Schilling, Neil and Barbara Elliott, Peter Hasler, Jean Thomson.

**We thank our Major Supporters**

We thank the **McCune Foundation**, the **Green Park Foundation**, the **J.S. Bower Foundation**, the **Santa Barbara Foundation** and the **Orfalea Foundation** for supporting our major projects, as well as our Walk to School Day sponsor, **Deckers Outdoor Corp.**