

COAST

COALITION FOR SUSTAINABLE TRANSPORTATION

NEWS

MEASURE D GETS 63.5% OF SOUTH COAST VOTE

By Mark Bradley and Alex Pujó

It would be an understatement to say how disappointed we are that Measure D did not gather the 2/3 majority needed to pass. Bicycle lanes, safe routes to school, commuter rail, regional buses, local transit and programs that reduce congestion will have to wait, while state and federal money will flow to other counties that have the matching funds that Measure D would have provided.

A clear majority of votes countywide (over 54%) voted for D, the same percentage that voted for the original tax in 1989 when State law only required a simple majority. So it seems that increasing the sales tax by 1/4 cent to fund sustainable transportation did NOT make the proposal less attractive than the current Measure. In fact, among South Coast voters, Measure D-2006 received MORE support than the 1989 tax, getting 63.5% of the vote, including 66% in the City of Santa Barbara.

Measure D fared well in the South Coast but lost big in North County. Even with all the recent media attention, a majority of citizens are still not aware of what Measure D has paid for since 1989, and what it needs to do in the future. This means that in 2007 we at COAST need to step up our outreach efforts and, with your help, we will.

Santa Barbara County emerges from this election weaker, divided and with an unresolved question: How to maintain streets and roads, and reduce congestion on Highway 101 and elsewhere within the environmental framework that is our trademark. Our representatives at the Association of Governments (SBCAG) lack a plan, and they are not in a rush. With every political consultant recommending a post-election poll to hear from "real voters" why they did or did not vote for D, SBCAG decided this month "to wait till the corpse turns cold".

Is SBCAG planning for 2008, or is it waiting until the last minute to come up with a "roads first" Expenditure Plan with the implied threat of a North County veto? As it appears unlikely to get 2/3 of North County voters to support a common plan, the option of drafting a separate measure for South Coast voters only gains momentum.

We thank the organizations that formed the Coalition For a Fair Measure D (PUEBLO, the Bicycle Coalition, CPA, SB CAN, UCSB and City College students, SEIU, etc.), the Board Members of COAST and those that contributed so much. We gave it all we had, and we could have not done it without your support. We remain committed to maintaining our infrastructure, improving safety and expanding public transportation, and we look forward to cutting the ribbon, one day soon, on the "Jake Boysel Bikeway".

SANTA BARBARA LOOKS TO THE FUTURE

By Mark Bradley

Over the next two years, the City of Santa Barbara will be updating its General Plan by means of a public process called 'Santa Barbara 2030'. Two parts of the General Plan in particular are crucial for creating a sustainable transportation system—the Land Use Element and the Circulation Element. The Circulation Element, last updated in 1998, already puts a focus on pedestrian and bicycle access, stating that the use of a car in Santa Barbara should be "a choice rather than a necessity". The SB 2030 process will provide an opportunity to further improve the Circulation Element. Even more attention will be focused on the Land Use Element, with current "hot topics" such as commercial development caps (Measure E), residential density limits, parking requirements, developer impact fees, mixed use development, and affordable housing.

(Continued on page 2)



Helene Schneider the Measure D phone bank

COASTALRAILNOW ROLLS ON

By Dennis Story

CoastalRailNow's vision for a regional commuter rail service on the existing heavy rail tracks between Santa Barbara and Ventura County is even more compelling since the defeat of Measure D 2006. The widening of Highway 101 south of Milpas to the county line will likely be pushed out beyond the current completion estimate of 15-20 years, and makes commuter rail an even more exciting and sensible option in the near term with its 4-5 year estimate.

Our advocacy, which began over 3 years ago, has seen a number of commuter rail service startups in the U.S. recently. In Nashville the **Music City Star** began service in September with used equipment for \$35M. In New Mexico the **Rail Runner** service began in June, running north and south of Albuquerque and took just 3 years from inception to completion. Outside of Portland, Oregon a new commuter rail service will operate on an existing heavy rail line utilizing DMU's from Colorado Railcar.

Paul Dyson, rail consultant and President of **RailPAC** (Rail Passenger Assoc. of CA) has offered an alternative to the Wilbur Smith Commuter Rail Study done for SBCAG last year. **DysonRail**'s study offers a 3-tiered expenditure plan that would result in a commuter rail system that could be had for half the \$87M WS estimate.

With "Highway 101 Improvements" slated to begin next year, there will be added congestion along the corridor, and will leave people begging for the commuter rail service which was included as part of the 101 In Motion Final Package that was rolled into Measure D 2006.

CoastalRailNow will continue to advocate for regional commuter rail service, and it remains the best way to easily move people between our counties during commute hours.



Dennis Story with Charles Levin, transportation writer for the Ventura County Star

DUDE! WHERE IS MY BUS? By Alex Pujo

COAST fights for the rights of transit users in North County. Every year, about \$13 million in State transit funds (Transportation Development Act, TDA) are allocated to Santa Barbara County based on population. A provision of the Act allows jurisdictions that do not have "Unmet Transit Needs" to use these funds for other transportation purposes.

The North and South portions of our county are roughly equal in population and they receive about \$6.5 million each. The South Coast has an independent transit agency (MTD) that uses this money to provide a successful service. In North County, Santa Maria, Lompoc and the County contract transit services through their Public Works Departments. These jurisdictions argue that they are not suitable for transit and they allocate over 60% of their transit money to road maintenance. This practice has stunted transit development in North County.

Since 2001 COAST has been documenting transit deficiencies, including farmworkers' needs, by encouraging direct public testimony and collecting transit surveys. As a result, intercommunity service connecting Lompoc and Santa Maria is now a reality; an agreement has been reached to provide vanpools for farmworkers; and a Short Range Transit Plan for North County is under way.

The 2007 Transit Needs Assessment will soon begin and the SBCAG hearing in Santa Maria is scheduled for January 18. A large number of transit-dependent North County residents will participate. Their desperate needs can no longer be ignored, but the defeat of Measure D means that transportation funds will be in short supply and highly contested. COAST, in cooperation with PUEBLO and SB CAN, will make sure that transit needs are heard.

SANTA BARBARA LOOKS TO THE FUTURE (Continued from page 1)

As a lead-in to the SB 2030 process, the City has recently involved the public in its Upper State Street Study. At a pair of public workshops in November, many interested citizens supported potential changes along Upper State St., including pedestrian sidewalk improvements, bike- and walkways along San Roque Creek, building central parking facilities served by shuttle buses to the shopping malls, moving parking to the rear of the buildings, and reducing the number of driveways that empty into State St., among others.

COAST will be a strong advocate for sustainable transportation and land use solutions throughout the SB 2030 process. To find out how you can participate in this process, watch for the dates of public meetings on the COAST website and on the City website (http://www.santabarbaraca.gov/Resident/Major_Planning_Efforts/SB2030/)

MY WORK AS THE NEW SAFE ROUTES TO SCHOOL COORDINATOR

By Debbie Castanha

This fall, we got off on the “right foot” in many ways. We had tremendous participation by our local schools for October’s International Walk to School Day, and we ran safety presentations at Peabody School, Foothill School and Cleveland School to highlight safe cycling and pedestrian behaviors. Students are always impressed by the live helmet demonstration, which has the goal of showing the importance the proper helmet fit and use. The melon--at first protected by the helmet-- almost always splits open and spills red juice all over the auditorium when *not* protected by the helmet. Here are some things you can do to help:

-Adopt a school to help with their Safe Routes Program.

-Provide supplies for bike rodeos. Right now, we’re looking for orange cones and traffic delineator poles to delineate our course from the playground.

-Volunteer. Sign up on to be on the Safe Routes Volunteer Data Base so we might check whether you are interested and available to help with a bicycle rodeo, safety fairs, or other event.

-Make a cash donation. You know that many schools struggle for the necessities, and many schools with would-be bikers could use a little incentive, prize, or healthy snack during a special event such as Bike to School Day. Perhaps you or your company might like to help sponsor a school. Simply send COAST a check and earmark it for “Safe Routes to School.”

Debbie Castanha (687-0011), debbie@coast-santabarbara.org



CHP officer Don Clotworthy and his melon at Foothill School

A CHILD DIES – WHAT TO DO? By Eva Inbar

On September 6, 2006, twelve-year-old Jake Boysel was riding his bike to school. He was just two weeks into the new school year at La Colina Junior High, when he was hit from behind by an SUV on Calle Real. He died the same day. A week later, COAST helped organize the Jake Boysel memorial ride and rally as well as a town hall meeting which drew a standing room only crowd. The driver has been charged with misdemeanor vehicular manslaughter.

Grieved and outraged, people were asking themselves: What can we do? This kid was doing everything right. His parents had practiced his route with him. The street was engineered to the latest standards, but nothing can protect you from aggressive and reckless drivers. How can we influence this behavior?



Here is a novel idea: the Street Smarts program. Developed by the City of San Jose, it won the 2004 Pedestrian Projects Award from the National Institute of Transportation Engineers. It is endorsed by the League of California Cities. Its goal is to educate all road users about traffic safety issues, including stop sign, traffic light and school zone compliance, as well as teen DUI and speeding. Street Smarts addresses traffic problems at the source: In the minds of drivers, pedestrians and cyclists. Its intent is to raise public awareness and discussion about our attitudes and actions on the streets. To remind us that laws are laws. And to offer new ways of thinking about the role each of us can play as part of a Street Smart solution.

The City of Carpinteria has included a Street Smarts component in their successful SR2S grant application. We want to bring Street Smarts to Santa Barbara! To help with this campaign, please contact Eva Inbar, eva@coast-santabarbara.org

COALITION FOR SUSTAINABLE TRANSPORTATION
(COAST)
P.O. Box 2495
Santa Barbara, CA 93120

COAST KNOWS HOW TO PARTY by Kate Bechtel

COAST's second annual Autumn Gathering at the Santa Barbara train station on October 19 was a great success. With over 50 guests, innovative appetizers courtesy of Fresco Cafe, fun music provided by the Beach Girls and wonderful wines donated by the Santa Barbara Winery, Measure D was truly the guest of honor. The keynote speaker was Lois Capps, and special guests included Marty Blum, Janet Wolf, Helene Schneider, Salud Carbal and Grant House. In addition to a silent auction and two raffle drawings, we held our annual COAST awards.

Outstanding Measure D volunteer: **Matt Dobberteen**

Safe Routes to School activist of the year: **Jean Thomson**

Coastal Rail Now activist of the year: **Paul Dyson**

Top Measure D phone bank volunteer: **Debbie Castanha.**



From left: Eva Inbar, Kate Bechtel, Lois Capps

COAST Board of Directors:

Mark Bradley, President
Eva Inbar, Vice President
Alex Pujo, Secretary
Dick Axilrod, Treasurer
Dennis Story, CoastalRailNow
Grant House
Soumil Mehta
Lee Moldaver

Advisory Board:

Rick Margolin
Steve Maas
Jonathan Maguire
Jessica Scheeter
Barry Siegel
Helene Schneider

Executive Director:

Katharine Bechtel

We thank these individuals and organizations for their special support:

Wilson Hubbell, Barry Siegel, Ray and Linda Franco, Dru van Hengel, Sherrie and Larry Fisher, Daniel and Larry Frank, Matt Dobberteen, Kalon Kelley, David Landecker, Erika Lindemann, Nyna and Bill Mahan, Timothy Harding, Jean Schuyler, Pepper Tree Inn, Haborside Inns of Santa Barbara, Global Feet Inc., Santa Barbara Bicycle Coalition.

We also thank the McCune Foundation and the Fund for Santa Barbara for their generous grants.

We welcome Helene Schneider to our Advisory Board!



Measure D was the guest of honor