

COAST is a Santa Barbara County regional organization promoting environmentally, socially, and economically sustainable transportation and reduced dependency on automobiles.

**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:

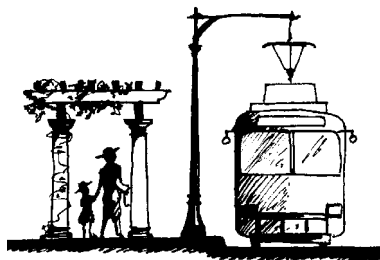
<http://groups.google.com/group/coastsb>

**COAST Happy Hour**

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

**Join COAST**

Support COAST by becoming a member. Just use the enclosed envelope. Thank you!



# COAST NEWS

COALITION FOR SUSTAINABLE TRANSPORTATION

SUMMER 2008

[WWW.COAST-SANTABARBARA.ORG](http://WWW.COAST-SANTABARBARA.ORG)

## A Closer Look at Measure A

Measure A is a Santa Barbara County measure on the November 2008 ballot that will ask voters to extend the current 1/2 cent transportation sales tax. The current tax, called Measure D, was approved in 1989 and will expire in March, 2010. The Santa Barbara County Association of Governments (SBCAG) spent a great deal of effort to ensure that a cross section of interest and user groups in North County and the South Coast was involved in the design of this measure.

Over 30 years, beginning in 2010, Measure A would collect over 1 billion dollars. SBCAG allocated \$140 million "off the

top" to widen Highway 101 to the Ventura County line with a "diamond lane". This "matching fund" constitutes 20% of the estimated cost of the widening, but it will expedite the allocation of State funds and accelerate the project.

The remaining Measure A revenues (\$910M) will be split equally into separate expenditure plans for North and South in recognition of geographical and political differences. See SBCAG expenditure plans at <http://www.measurea2008.org/>.

With a grant from **The Fund for Santa Barbara**, COAST convened

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## National Train Day in Santa Barbara

The First Annual - Amtrak - National Train Day was a rousing success at the Santa Barbara Train Station. KMGQ 106.3 FM was there with a remote broadcast, and on-air personality Dakota was a great sport for wearing the CoastalRailNow engineer hat for most of her time on the air.

A northbound Surfliner train arrived shortly after we got underway, and the 360 passengers who disembarked at the Santa Barbara station overwhelmed the tables set up with National Train Day, Santa Barbara Car Free, RailPAC and CoastalRailNow materials. There were many eager young train enthusiasts, and Amtrak provided us with plenty of goodies to keep the kids in the Train Day spirit. Those who dropped by to celebrate included Santa Barbara Councilman Roger Horton, Councilman Das Williams and MTD General Manager Sherrie Fisher.

A RailPAC petition urging release of \$160M in Prop 1-B dollars for passenger rail rolling stock was signed by all those who stopped by the tables. The Surfliner passengers had stories of overcrowded trains where some are left without a seat, and forced to stand or sit on the floor. It's a mystery why we have the demand and



Roger Horton and Dennis Story on National Train Day at the Santa Barbara Amtrak Depot

the money, but little action from the government.

With gas pushing over \$4.00/gallon passenger rail is in a boom, and there aren't enough passenger cars to go around. National Train Day has helped get the word out about rail, and get people thinking about their energy footprint.

Let's hope Sacramento is listening, and that their "Green Revolution" isn't a lot of empty rhetoric.

# Spring Time is Festival Time

**Earth Day** was a great success for the entire COAST team! We had several hundred visitors and were able to share our projects and plans with so many people. Earth Day was particularly valuable for **Santa Barbara**

**Walks**, COAST's newest project. SB Walks featured an interactive map where people could literally pinpoint the areas that they felt were difficult or dangerous for pedestrians.



Proud COASTers at their booth

At the **Santa Barbara Children's Festival**, COAST staff and volunteers gave out information on Safe Routes to School and fit 52 helmets on little head. In the photo on the lower left, SR2S coordinator Kim Stanley fits a helmet on a boy with mom and dad looking on.



Courtney and her map



## Measure A, *continued from page 1*

a wide coalition of local environmental, planning and social justice organizations to create a united voice to improve transportation policies and funding. Our Coalition participated in North and South Advisory Committees. This is our analysis:

- **The lion's share of revenue** (46.7% in the South, 56.7% in the North) will be returned to the cities and county based on population as "**local flexible funds**" likely to be used on **street and road repair** –not auto capacity expansion.
- On one hand, **Measure A lacks vision** toward long term solutions: we should be focusing on alternatives and incentives to reduce peak-hour auto use –not on freeway expansion that will bring more vehicles to freeway interchanges and local streets.
- On the other hand, **38%** of total revenues (in the South) **and 14%** (in the North) **will be allocated to "alternatives": buses, trains, bikes, pedestrians, SR2S.**
- **MTD and EasyLift will receive direct funding** (not through cities and county) at least equivalent to current levels.
- **Bicycle and pedestrian facilities and Safe Routes to School (SR2S) programs** will receive considerable funding, particularly in the South.
- **Inter-regional bus** service will be maintained at current levels.
- A includes some funding to help start a **commuter rail**

**service Oxnard-Goleta** –although not nearly "the train and the lane" that we were promised.

- **Funding for Traffic Solutions is low**, particularly in North County.

A gasoline tax hike would be superior to a general sales tax to fund transportation –"pay as you go". Realistically, 80% of Californians live in counties with local transportation sales taxes, while NO California county has ever voted for a local fuel tax.

### What if Measure A fails at the ballot box?

Some cities, such as Goleta, Santa Barbara, Santa Maria will likely put their own sales tax measures on the ballot, effectively preempting a countywide program. This would devastate county roads and inter-regional travel –on all modes. SBCAG may try again in 2010, but it is difficult to imagine another countywide measure with wider appeal.

The South Coast and North County could create two separate measures. Although not currently possible, California state law could be changed. In any case, Measure A-2008 already has two separate sub-county plans. Two separate measures make it possible for one to pass (probably the South Coast) and one to fail (probably North County), thus jeopardizing regional travel, county roads and transit dependent populations.

After careful consideration of these issues, the Board of COAST voted unanimously to support the passage of Measure A.

For a thorough analysis of Measure A, visit: [www.coast-santabarbara.org](http://www.coast-santabarbara.org) and click on the Measure A 2008 tab.

# Walking Downtown

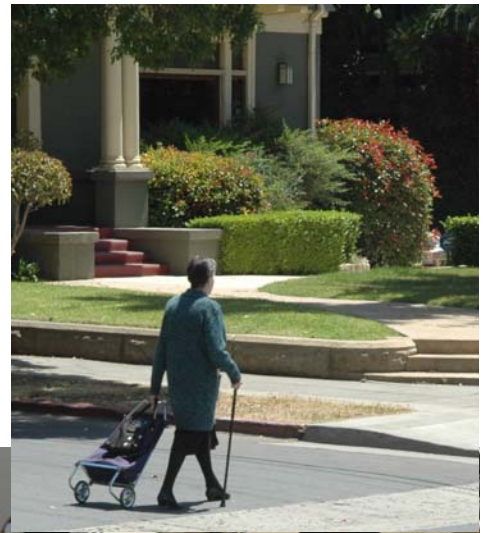
By Grant House

It would be easy to think of our city's center, the downtown, as a collection of buildings.

Easy, in fact, to think of the future of the downtown as the story of what gets built and how big. But, I invite you to stop to notice what's happening between the buildings. What we

For one thing, it's inclusive instead of exclusive and it's the most resource efficient pattern of development. Downtown is not for everybody but everyone is welcome.

The next time you're downtown, look to see where the people are and what they are doing. Look to see where people aren't and ask why not. No-



Young and old—everyone walks!

build creates spaces for life to happen.

The vitality of a city is not the structures, but inside and around the edges of the structures, along the sidewalks and paseos, in the places people congregate and do business, where they play and talk with one another.

Being in a city that you love means being in places with other people – even being alone with other people around.

Experiencing a city is not the same as looking at a map. It's a multi-dimensional process of discovery, of surprise to find an unexpected nook or a distant view framed in a strange and interesting way. It's being nestled in a familiar place with strangers, taking a cup of coffee with a friend, showing your visiting family a favorite hang-out or vista.

It's the people who make the place; the buildings, streets, sidewalks, buses, bikes and traffic create that opportunity. The built environment of a city can stimulate the soul in a way no parking lot surrounded shopping mall can ever do.

tice the kinds of uses that serve to enliven and the kinds that make you feel uncomfortable or bored.

What is the role of trees and landscaping, pedestrian amenities and art, interesting store windows and passing clouds, street music and people talking, the sounds and smells of traffic and how you feel when you push a button and the light changes for you?

What is so compelling about hidden places, nooks and crannies, almost enclosed spaces that open into courtyards, tables and chairs and people chatting?

Ask yourself, what is the value of street people and the young folks asking for change; what about the finely dressed men and women moving with purpose or the workers fixing the sidewalk? Walking by busy retail stores and noisy restaurants, the man playing guitar, people carrying dogs and children, alcoves, public spaces and plazas -- check in and notice how all this makes you feel.

Allow yourself this question: unlike any other part of the city, why are so many people doing so many interesting things downtown?

## Pedestrians on the Hill

By Courtney Dietz

These last few months have been notable for pedestrian legislation. In March, Senator Tom Harkin (D-IA) introduced the Complete Streets Act of 2008. If passed, this Bill would require that any transportation investments by state Departments of Transportation and Metropolitan Planning Organizations consider the needs of all users of the road: pedestrians, bikes, transit users and motorists.

Additionally, this May Congresswoman Doris Matsui (D-CA) introduced the Safe and Complete Streets Act of 2008. This bill would require states that receive federal funding for building or improving roads to implement complete streets policies. Complete streets can improve health, increase safety and reduce green house gases. What a benefit for all of us!

This is the first time that comprehensive complete streets policies have been introduced in both the House and the Senate. Please contact our Senators to encourage them to support this bill and let Congresswoman Matsui know that you support her efforts.



Coalition for Sustainable Transportation  
 P.O. Box 2495  
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**Welcome Leslie Mancebo**

Leslie has joined the COAST staff to work on the ASERT and Measure A projects. She brings to the job a BA from UCSB in geography with emphasis in urban and regional planning and, most important, a lot of enthusiasm.



**COAST Board of Directors**

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

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- Rick Margolin
- Steve Maas
- Helene Schneider
- Jan Atkins
- Matt Dobberteen
- Kate Bechtel

**Project Director/Administrator**

Courtney Dietz

## Bike to School Day grows in popularity

Eighteen South Coast schools participated in Bike to School Day this year, up from thirteen last year. We welcome these schools who participated for the first time: Santa Barbara Junior High, Cesar Chavez, SB Community Academy, Monroe, El Camino. COAST again supplied all participating schools with prizes to give out. Thanks to all the generous donors listed below, we had some really cool prizes this year.

All schools reported full bike racks and enthusiastic kids. SB Community Academy, led by COAST member and SR2S champion Kirsten Zecher, organized a bike train going to their new La Cumbre campus through the Westside. They plan to do this once a week until the end of the school year. Go SBCA!



## Be a COAST Member

Our newsletter appears quarterly and is mailed to our members. If you are not a member yet, please consider joining COAST by returning the enclosed envelope. If you are a member, we thank you for your support. Please remember to keep you membership current to continue to receive this newsletter. We couldn't do our work without our members.

## We thank our Supporters

We thank the **Green Park Foundation**, the **McCune Foundation**, the **Fund for Santa Barbara** and the **Towbes Foundation** for their generous grants. We further thank these businesses and organizations for supporting Bike to School Day: **Santa Barbara Skate Shop, McConnell's Ice Cream, Surf&Wear, Wheel Fun Rentals, Blenders in the Grass, Play it Again Sports, Lazy Acres, Fairview Gardens, Mountain Air Sports, Fast Track Bicycles, Bicycle Bob's, Hazards Cycle Sport, Gelson's Market, Santa Barbara Bicycle Coalition, SB County Air Pollution Control District, City of Santa Barbara, Traffic Solutions, Cottage Health Systems.**

Most important, we thank all the individuals who made contributions large and small this year.