

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!

Our hearts go out to all members of this community who lost their homes to the Tea Fire, among them COAST member Tracey Singh. We hope that she and all the others can rebuild their homes and their lives soon.

COAST NEWS

COALITION FOR SUSTAINABLE TRANSPORTATION

WINTER2008

WWW.COAST-SANTABARBARA.ORG

Measure A Wins Big By Alex Pujo

On an election full of superlatives, the resounding success of Measure A at the polls stood out on its own. With 79% of the final count, Measure A won the required 2/3 super-majority in every single area in the entire County! It was a dramatic turn-around from Measure D-2006, and a testimony to the wisdom of its creators.

A broader coalition respecting the "no new taxes" dogma succeeded where a more visionary scheme with a minimal increase could not. Transit, bicycle and pedestrian projects got a shot in the arm to last 30 years; rail secured seed money for more to come; and infrastructure maintenance needs will continue be met. We remember a time in the fall of 2005, when the SBCAG board was determined to continue with the expenditure plan of the current Measure D, which includes NO dedicated money for alternatives – until we intervened. We have come a long way.

It is said that 'Politics is the Art of the Possible'. Credit goes to the environmental and civic organizations that coalesced under the banner of Coalition for a Fair Measure A (CFFMA); to the staff of MTD, SBCAG and its member agencies; to the

civic and political volunteers that lead the Measure A campaign; to those that gave money, sweat and tears during the last three years to make this happen; and to those across the political divide with whom we so often disagree.

Forces across the spectrum were able to overcome the geographical, political, ideological and cultural barriers across Santa Barbara County and come together for the benefit of all. A veritable victory for Santa Barbara County!



COAST honors Sherrie Fisher, p. 2

John Pucher visits Santa Barbara By Courtney Dietz

.Santa Barbara Walks recently co-hosted (with the Santa Barbara Bicycle Coalition and the Coalition for Community Wellness) a Walk/Bike Forum with international expert Dr. John Pucher from Rutgers University. "Car-free John" as he is known by friends and colleagues, gave an informative presentation on the health benefits of walking and cycling as transportation and how these activities are essential for our community's sustainability. His presentation included a plethora of examples how other countries have succeeded in encouraging and providing infrastructure and policies that support pedestrians and bicyclists.

Dr. Pucher's presentation was followed by a panel discussion with Grant House (Santa Barbara City Council Member), Janet Wolf (County Board of Supervisors) and Michael Chiacos (Community Environmental Council). The panelists provided opinions of what Santa Barbara has been doing to accommodate non-motorized transport as well as candid impressions of where we as a community have been lacking.

When Michael Chiacos asked John Pucher, "What should we do first, what are the low hanging fruit?" John said a sound education system teaching the

Meet the COAST Board



We welcome Kate Bechtel as our newest board member. Kate is a native of Connecticut who came to Santa Barbara in 2004 and has extensive experience in non-profits. She served as COAST's executive director from 2005 until 2007 and is currently the Development Director for the SBHS Education Foundation. We are delighted that Kate is now returning to COAST as a board member.

Measure A helps Commuter Rail By Dennis Story

CoastalRailNow's advocacy for commuter rail between Oxnard and Goleta has finally seen daylight with the passage of Measure A 2008. The need for more passenger rail is underscored by recent media coverage of increased ridership on Amtrak and Metrolink.

Measure A 2008 has \$25M in its expenditure plan for commuter rail. There are numerous examples of new start-up services around the country, and there are three (3) examples of new commuter rail services on the Coastal-RailNow website. Nashville's Music City Star service most closely resembles our scenario, with a start-up cost of \$42M. Their route traverses 32 miles, while ours is 45 miles from Oxnard to Goleta.

Nashville's infrastructure was in need of extensive work, while in our case additional sidings are needed before Union Pacific Railroad would allow more passenger trains to be scheduled. Train sets are a big expense, and new locomotives run \$4M, plus \$2.1M for each passenger car. With 3 loco-

motives and 15 passenger cars, the total is \$43.5M for the Metrolink type setup or \$48M for DMU cars.

Another solution is purchasing used train sets, which are readily available. Nashville paid \$1.00 per passenger car, and \$250K for their locomotives. One can usually expect to pay \$100K to \$150K for a passenger car, but you can easily see the savings. Matching State and Federal funds added to Measure A's \$25M for commuter rail would boost the total to about \$45M. The estimate for an Oxnard to Goleta commuter rail service utilizing used equipment and with the needed corridor improvements is approx. \$49M.

The passage of Measure A in Santa Barbara County should encourage Ventura County to include commuter rail in any future transportation tax initiative. COAST will be working to build support for rail, and the Regional Summit we are planning for January 2009 will help with that effort.

COAST honors Sherrie Fisher at Train Party

By Kate Bechtel

This year's Train Party was a decided success, the delightful company and festive entertainment made for an evening that was truly a celebration of transportation and its advocates and was attended by more than 55 people.

COAST was pleased to have Tom Roberts as our multi-talented MC for the evening; in addition to managing the evening's festivities, Tom revealed he is a talented auctioneer, making Greg Mohr really work for his prize as the winner of the commuter bike donated by Open Air Cycles! Our guest speakers for the evening were Santa Barbara City Councilmember Helene Schneider and Marcos Vargas the Executive Director of the Central Coast Alliance United for a Sustainable Economy (CAUSE), who have both been remarkable transportation advocates in our community.

Martha Siegel presented the second annual Barry Siegel Award, which hon-

ors transportation advocates in the community for outstanding contributions to the cause of sustainable transportation, to Sherrie Fisher, General Manager of Santa Barbara's MTD. Fisher also received congressional recognition from Rep. Lois Capps, legislative recognition from Assemblymember Pedro Nava and civic recognition from Santa Barbara Mayor Marty Blum.

COAST was honored to celebrate the evening with our supporters, transportation advocates, local politicians, and community members.

A very special thank you to a few of those who made this event possible: The Montecito Jazz Project, Fresco Cafe, Gary Atkins Sound, Kenji Photography, Santa Barbara Winery, Open Air Bicycles, the Santa Barbara Train Station and our wonderful volunteers: Matt Dobberteen, Kevin Hildenbrandt and Kelly Henderson.



COAST member Greg Mohr having a good time at the Train Party

Traffic Calming in Santa Barbara by Eva Inbar

In order to increase the comfort and safety of pedestrians, it is absolutely crucial to slow the speed of traffic, John Pucher said during his presentation in Santa Barbara. In some of the European cities he has researched, up to 80% of streets are traffic calmed, with speed limits of 30km/hr, or 18 mph. This explains in part why the rate of pedestrian and bicycle crashes in Europe is only about one third as high as in the U.S.

In order to show John the good work the City of Santa Barbara has done in the area of traffic calming, we took John Pucher and about a dozen others on a walking tour of the St. Francis neighborhood, where some of the best traffic calming devices in the city can be found. John was impressed! Curb extensions as the one shown on Garden Street slow traffic and help pedestrians cross the street



Curb extensions on Garden Street

by reducing crossing distance and helping motorists and pedestrians see each other. Traffic circles also slow traffic and help people cross where there are no stop signs. John urged the City of Santa Barbara to keep up the good work and install traffic calming on many more streets.

John Pucher, continued from p.1

youth how to walk and bike safely was the most important. He followed this by indicating that having the infrastructure to support pedestrians and bicyclists (well-connected sidewalks, bike paths and bike lanes, etc.) was second to educating the youth.

The Forum was quite a success as we received positive feedback from many of the roughly 50 people that attended and we look forward to coordinating similar public events in the future.

If you missed it, Santa Barbara City TV is showing the recording on their site.



John Pucher with COAST's Courtney Dietz and Eva Inbar at a traffic circle in Santa Barbara

Visit: <http://www.citytv18.com/> for the schedule and archives. In addition you can download the PDF version of John's PowerPoint presentation on the COAST website.

Montecito Path wins SR2S Grant

By Eva Inbar

We celebrate the successful conclusion of our campaign for a footpath on San Ysidro Road between Montecito Union School and North Jameson Lane. This footpath won a federal grant and will soon be built. It was the only Santa Barbara County project to be so distinguished. Where children and other people young and old now have to walk in the bike lane of a busy roadway, they will soon have a safe and attractive natural path with landscaping separating it from the road. Beyond providing Montecito Union children with a Safe Route to School, it will provide a crucial link between the upper and lower village business districts, Miramar Beach, Manning Park, the YMCA, and Laguna Blanca School.

The path marks the first time the County is building a natural path as a Safe Route to School project. It grew out of an extraordinary consensus and collaboration among many different groups and community leaders, COAST being one of them. Under a generous grant from the **Green Park Foundation**, we researched the topic of natural paths that are ADA compliant, advocated for such a path, and found our point of view validated by Caltrans' grant award. This footpath will be safe as well as beautiful. Let it set a precedent and be the first of many more to come.

Walk to School Day 2008

Over 4,500 students at 25 South Coast schools walked to school in celebration of W2SD 2008 on October 8th. This is another record high: 83% of local schools now participate in SR2S activities. At many schools, the band played, and healthy snacks and other prizes greeted the walkers. COAST helped schools with organizing the event and supplied them with prizes. Why not make every day Walk to School Day?



Coalition for Sustainable Transportation
 P.O. Box 2495
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Be a COAST Member

This newsletter appears quarterly and is mailed to COAST 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 keep your membership current to continue to receive this newsletter. We couldn't do our work without you.

COAST Board of Directors

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 Lee Moldaver
 Kate Bechtel

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 Steve Maas
 Helene Schneider
 Jan Atkins
 Matt Dobberteen

Project Director/Administrator

Courtney Dietz

COASTers at the Train Party

Clockwise from left:
 Front row: Lee Moldaver, Eva Inbar, Alex Pujo, Courtney Dietz.
 Back row: Dennis Story, Mark Bradley, Kate Bechtel, and MC Tom Roberts



We thank our Members

We thank these people who joined COAST or renewed their membership during the past three months: Marc Chytilo and Nancy Weiss, Dru van Hengel, Rick Cole, Rick Margolin, Dennis Story, Mark Bradley, Kate Bechtel, Keith Coffman-Grey, Ruth Ann Collins, Margaret and Joe Connell, Janet Corcoran, Curt Cruthirds, Adrienne Davis, Matt Dobberteen, Ray & Linda Franco, David Goldman, Dr. Kalon Kelley, Bob & Ellen Lilley, Art Ludwig, Edith Ogella, Ken Radtkey & Susan Van Atta, Susan & James Shields, Forrest Wilde, Tracey Willfong Singh, Mark McClure.

We thank our Supporters

We thank the **Green Park Foundation**, the **McCune Foundation** and the **Fund for Santa Barbara** for their generous grants this year. We further thank the **Goleta Valley Cycling Club** for their ongoing support of our Safe Routes to School Project. We also thank **Cottage Health Systems** for supporting Walk to School Day. Most important, we thank all the individuals who made contributions large and small this year.