



BETTER TRANSPORTATION CHOICES FOR ALL

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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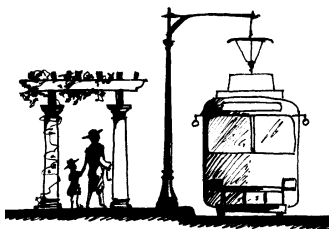
E-mail discussion list

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.



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.

Thank you!

COAST NEWS

COALITION FOR SUSTAINABLE TRANSPORTATION

WINTER 2009

WWW.COAST-SANTABARBARA.ORG

COAST honors Naomi Schwartz

By Alex Pujo

Serenaded by violins and guitars and stirred by Master of Ceremonies Hanna- Beth Jackson, a jubilant crowd at the Santa Barbara Depot celebrated COAST's 5th Annual



From left: Hannah-Beth Jackson, Naomi Schwartz, Tracey Singh, Eva Inbar

Train Party. Representatives of all South Coast governments attended, including County Supervisor Salud Carbajal; Santa Barbara council members Roger Horton, Grant House, Helene Schneider and Das Williams; Goleta council members Mi-

chael Bennett and Ed Easton; and Carpinteria councilwoman Kathleen Reddington. The 2009 recipient of the Barry Siegel Award, COAST's most important recognition, was former County Supervisor Naomi Schwartz. Ms. Schwartz was Chair of the Santa Barbara County Association of Governments (SBCAG) in 1993 when Caltrans presented plans to widen Highway 101 south of Milpas Street with a standard design

See Naomi, p. 2

COAST presents Pedestrian Safety Workshop

By Eva Inbar

On Saturday, November 14th, **Santa Barbara Walks** hosted a special event at the Franklin Community Center. A team from The Berkeley Center for Traffic Safety and California Walks chose Santa Barbara as one of twelve sites



Participants record the results of their walking audit

around the state to hold a Community Pedestrian Safety Training workshop. With the team of experts came a group of citizens from Bakersfield, the "Greenfield Walking Group." They were moms and some dads with their children who had formed this group in Bakersfield, transforming their neighborhood and their own lives in the process. They had taken up walking as part of a healthy lifestyle and had come to share their experience. This

was truly inspirational.

Sarah Grant from City of Santa Barbara Public Works joined the Berkeley team, presenting the City's recent improvements to the Eastside, such as better lighting in certain places. She was followed by SBPD traffic sergeant **Noel Rivas**, Deputy **DeLeon** from Goleta and officer **Hochman** from the CHP. After the presentation, we broke up into three groups for a walking audit of the neighborhood. In addition, officer Hochman led the children on a children's walk. Afterwards, each group compiled its assessment and recommendations, and one representative presented the results. This included the

See Pedestrian Safety Workshop, p.2

Warren Buffett sees a Future for Rail

By Dennis Story

Mr. Buffett sees a future that most people will not “see” for many years to come. Always ahead of the curve, his acquisition of the Burlington Northern Santa Fe Railroad says a lot about where transportation is going in the years to come. Even the slow moving wheels of government will eventually learn what the future has in store.

While Buffett sees the beauty of the railroad system in terms of moving freight efficiently, moving people by rail provides the same cost effectiveness. On my recent trip to Las Vegas, I found the easiest way to shuttle between hotels was on the monorail <http://www.lvmonorail.com/>. This technology first appeared at Disneyland in 1955, but has yet to be a major player in the country’s transportation infrastructure. While some see the LV monorail as a boondoggle, watching people slowly traverse the area by automobile makes it an easy

sell to me.

Getting to Las Vegas is another matter, and traveling across the desert by car you can often find yourself in a traffic jam where you wouldn’t expect it. It’s hard to believe there is not a train to Las Vegas from LA, but there was until 1997. Union Pacific owns the tracks to Las Vegas, along with the coastal route through Santa Barbara. They have no interest in facilitating the use of passenger trains on their tracks, but the recently retired head of the Capital Corridor service between Sacramento and the East Bay found a way. He pays UP a bonus if his trains are able to run over a certain percentage on time, say 93%. That’s a carrot UP can get their teeth into, and one that could be used elsewhere. COAST, CoastalRailNow and ASERT will continue to advocate for common sense in transportation until common sense happens.

Meet the COASTers

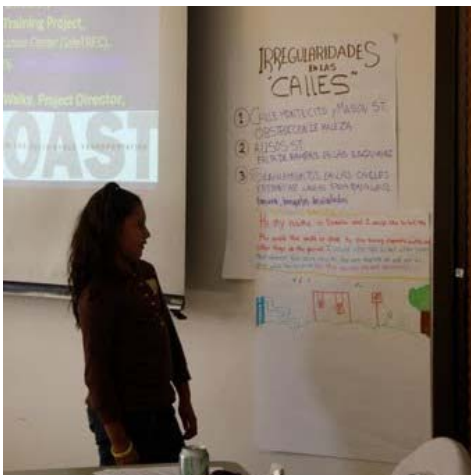


Brian Fahnestock

Brian is the newest member of the COAST Advisory Board. A vice president with a local software company, he also sits on the boards of MTD and CEC. A few years ago, Brian moved from his suburban home in Goleta to Cota Street in downtown Santa Barbara. You might call him an urban pioneer: The neighborhood is still rough around the edges; there is noise and traffic. On the other hand, the place is diverse in a way that Brian’s suburban Goleta neighborhood was not: There is a good mix of ages, ethnic groups, incomes, owners and renters. But the biggest draw for him is our beautiful downtown. State Street is at his fingertips, and he never gets tired of people watching. He walks to the beach. He eats at downtown restaurants, he frequents the bookstore, the cinema, the clothing stores, the drugstore and the Home Improvement Center. Having the supermarket just two blocks away is a big plus. Next time you are downtown, you might just run into Brian.

Pedestrian Safety Workshop, continued from page 1

children. Finally, we identified certain places that everyone agreed were clearly in need of improvement. We hope this will be the beginning of working with the neighborhood and City Public Works to bring pedestrian safety improvements to a beautiful neighborhood where people young and old can be seen walking for everyday activities at all hours. Please e-mail Courtney if you want to be involved in this exciting new project.



A young participant explains her group’s recommendations

Naomi, continued from page 1

that would have transformed this cherished, scenic corridor into a barren, concrete channel, Ms. Schwartz convinced her reluctant colleagues at SBCAG to conduct an in-depth traffic analysis of the corridor and to establish an advisory “Highway 101 Task Force”.

From this process emerged a series of “Operational Improvements” (some completed, some currently under construction) to add a third freeway lane at the most congested locations and to enhance local circulation (including alternative modes of transportation) as a way to reduce trips on the mainline. At Naomi’s encouragement, a whole new set of design guidelines were established by the County and the City to guide the aesthetics of all future highway improvements,

During her three terms on the County Board of Supervisors, Naomi Schwartz was a knowledgeable and determined advocate for sustainable transportation. Barry Siegel was her top public advisor on this subject. Naomi changed the way projects were planned and funded by dramatically improving public participation in processes previously controlled by Public Works directors.

COAST also honored Santa Barbara Mayor Marty Blum and Council Member Roger Horton, whose terms will end this year, for their dedication to bring commuter rail from Oxnard to Goleta. Last but not least, Tracey Willfong Singh was recognized for her outstanding leadership in Safe Routes to School activities.

South Coast Students Walk&Roll to School

More than five thousand students took to the streets on International Walk to School Day, October 7, 2009. Virtually all South Coast schools participated in the event – the largest number ever since our Safe Routes to School program began in 2002. This year, some schools used the event to kick off a regular Walk&Roll program that encourages students to walk, bike, bus, or carpool to school regularly throughout the school year. Some schools have a competition where teachers tally weekly how students got to school on a selected day; the class with the best results wins a field trip at the end of the year. Brandon School in Goleta pioneered this idea, calling its program BowWow (Bike on Wednesday, Walk on Wednesday). Last year, the winning class had an astounding 76% of students walking and biking on Wednesdays. Every year since parent Ruth McGolpin

By Eva Inbar

started the program three year ago, participation has gone up. Cold Spring School in Montecito, on the other hand, runs a non-competitive, just-do-it program, now in its third year. This year, eight more schools are coming on board with a weekly or monthly Walk&Roll day: La Cumbre Junior High, Goleta Valley Junior High, Harding, El Camino, Washington, Cesar Chavez, Kellogg, Hope, and Adams. Please visit the Safe Routes to School page of the COAST website for updates on these exciting trends.

In conducting the special Walk&Roll outreach campaign, we are partnering with Traffic Solutions and CEC. This allows us to expand dramatically our reach in the community and make headway towards the ambitious goal of the Safe Routes to School movement, "Changing the Habits of an entire Generation."

New at COAST



COAST would like to welcome **Katie Jacobs** as its new Director of Development. Katie has a Master in Public Administration from the University of Washington and a Bachelor of Arts in Anthropology from Stanford University. She has worked for a number of nonprofit organizations locally, including Casa Esperanza and the Santa Barbara Public Education Foundation, as a development consultant and grant writer. Most recently, she was the volunteer President of the Washington School PTO where she led the effort to streamline its \$250,000 annual campaign. She also worked with Starr King Parent-Child Workshop to plan and execute its first-ever capital campaign, again donating her time and expertise as a fundraiser.

Katie lives downtown with her husband, Todd Jacobs, and two children, Jodie and Sarah. You may see the family on one of their frequent walks to the downtown library, or shuttling to one of their favorite destinations in their 2002 Ford Think electric vehicle.

Welcome, Katie!

How will a new City Council - with four members who supported Measure B and "neighborhood values" - decide these things? It should make for some lively conversations. COAST looks forward to working with all members of the incoming City Council to help forge the best Plan Santa Barbara possible.



**GETTING TO SCHOOL
HEALTHY, HAPPY & GREEN**

Walk • Bike • Bus • Carpool • www.Walk-Roll.org

Brought to you by South Coast Safe Routes to School

Santa Barbara City Elections

By Lee Moldaver

Tuesday, November 3rd, City of Santa Barbara voters simultaneously rejected Measure B (height limitations), and elected a new City Council majority which strongly supported Measure B.

In January, Councilwoman Helene Schneider will succeed Marty Blum as mayor. Bendy White, Frank Hotchkiss, and Michael Self, will succeed Roger Horton, Iya Falcone, and fill Schneider's unexpired term. Incumbent councilman Grant House easily won a second term. Dale Francisco continues to serve on the City Council.

COAST never endorses candidates for any election. So we congratulate both the winners and all 18 candidates for mayor and council, who stepped forward offering to serve the City. We also thank Mayor Blum and Council members Horton and Falcone for their eight years of

service, which saw tangible progress for every form of local transportation.

COAST eagerly anticipates working with the new Council, to help them seize the rich opportunities that diverse, sustainable transportation systems can add to the community's beauty, quality of life, and economic vitality. Our ability to actively engage the new City Council is particularly important.

Next year, the City must make tough budget decisions on existing transportation services and programs. It will also make the final review, tweaks, and adoption votes for Plan Santa Barbara, the City's new, long-in-coming General Plan update. Plan Santa Barbara will articulate the City's goals, objectives, vision, and policy priorities for land use, development and transportation over the next 10-15 years.



Coalition for Sustainable Transportation
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To keep this newsletter coming, please renew your annual support on or before the date shown above your address

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The COAST board and staff, pictured here at the Train Party, wish you a very happy holiday season and all the best for the New Year.



From left: Grant House, Greg Janee, Alex Pujo, Eva Inbar, Dennis Story, Mark Bradley, Kate Bechtel, KK Holland, Courtney Dietz, Katie Jacobs.

We thank our individual Supporters

We thank these people for renewing their support during the past three months:

Debbie Castanha, Art Ludwig, Martha Siegel, Ruth Ann Collins, Margaret and Joe Connell, Sister Janet Corcoran, Lisa and Jeff Gorrell, Isabelle Greene, Greg Janee, Steve Morris, Kalon Kelley, Edith Ogella, John Sonquist, Betty Wells, Forrest Wilde, Wilson Hubbell, Kevin Young, Charmaine Jacobs.

We appreciate your contributions!

We thank our major Supporters

We thank the **McCune Foundation**, the **Green Park Foundation** and the **J.S. Bower Foundation** for supporting our major projects.

Raise money for COAST when you shop online!

COAST has joined with iGive and almost 700 stores (such as Home Depot, Target, Best Buy, GAP, Staples, eBay, Nordstroms and SO many more), which donate a percentage of your purchase total to support COAST.

It's completely free for you and for us. And it's SO easy to do! And right now when you join and shop within 45 days, COAST gets an EXTRA \$5! Start by clicking on the iGive icon on the COAST website. (www.coast-santabarbara.org) Simply sign up with your name and email and you are ready to start shopping and raising money for COAST.