

P.O. Box 2495  
Santa Barbara, CA 93120  
805.875.3562  
[www.coast-santabarbara.org](http://www.coast-santabarbara.org)



### Coastal Rail Now

CoastalRailNow is encouraged by the recent developments concerning the potential establishment of a commuter rail service from Oxnard to Goleta. The SBCAG Board on 10/20/2005 adopted the recommendations of their steering committee and declared "a Lane and a Train" describing the "Final Package" of solutions that 101 In Motion's process arrived at after an almost two-year process of presentations, workshops, and meetings.

CoastalRailNow's public outreach had a big influence on the Final Package. This was a group effort, from COAST Past-President Grant House creating a Power Point® presentation on commuter rail, to Coast President and CoastalRailNow Co-Chair Jonathan Maguire's package of materials that have found their way throughout the South County and Western Ventura County. The Farmers' Market outreach led to many contacts, including Charles Levin of the **Ventura County Star**, who has taken a keen interest in commuter rail. COAST Board members many articles and letters to the Editor were also a factor for the **Santa Barbara News-Press's** Travis Armstrong's strong editorial support of commuter rail. Also taking an editorial stance for commuter rail is Nick Welsh at **The Independent**.



Jan Atkins at Farmer's Market Table

Hundreds of postcards mailed by our contacts to SBCAG and VCTC clearly made a difference. Our brochure, designed by Jonathan Maguire, has been distributed widely has allowed people to visualize commuter rail service so much so that many people imagined that a commuter rail service was already in operation!

SB City Councilman Roger Horton brought Michael Dukakis to town for a forum on rail at the Faulkner Gallery. Roger took a leadership role early on in advocating for commuter rail, and has met throughout the area with community leaders and officials, including Ventura County officials. A commuter rail sub-committee on which sits Mayor Marty Blum and Councilwoman Helene Schneider, was formed by Mr. Horton. Other government officials, Congresswoman Lois Capps and 1<sup>st</sup> District Supervisor Salud Carbajal, have taken an interest in the value of commuter rail.

CoastalRailNow continues working to ensure that the commuter rail piece of the Final Package is implemented and that talks with Ventura County continue to move forward after the historic meeting on 10/26 between SBCAG and VCTC. Commuter rail is now no longer simply an idea for the south California coast; it has taken its place as the viable transportation option. Rail offers both mitigation for road construction congestion and a comfortable, predictable and timely option for commuters. The cost will be borne through cooperation with all interested parties in this regional metropolis of two great counties- Ventura and Santa Barbara.

---

### Safe Routes to School (SR2S) Coordinated by COAST

#### International Walk to School Day 2005: A Resounding Success!!



Walking School Bus at Goleta Family School

Record numbers of children and their parents at 13 local schools walked, scootered, skated or biked to school on October 5. Principals, superintendents, police, and elected officials joined them, forming walking school buses. There were healthy snacks and prizes awaiting the walkers, while school parking lots were unusually quiet. COAST coordinated the event and supported hard working school organizers by supplying prizes and guidance. We thank the City of Santa Barbara for donating prizes and Global Feet Inc. for donating shoe gift certificates. We appreciate this very much!

Now imagine every day being Walk to School Day. Imagine that more children made this healthy and fun activity part of their daily routine. It can be done! We will again be offering our popular safety trainings to local schools. Also, for the first time, we are pleased to offer Early Riders' Instruction for young cyclists up to third grade and their parents. For more info visit our website at [www.coast-santabarbara.org](http://www.coast-santabarbara.org).

Dru van Hengel helping with our SR2S table at the 4<sup>th</sup> Annual Safety Fair



#### Cole: Saving "Paradise" on the Central Coast

**Rick Cole**, city manager of the city of Ventura and leading proponents of Smart Growth in the nation, gave a lecture here on November 9. The event was co-sponsored by the city of Santa Barbara, the Santa Barbara Bicycle Coalition and COAST. In a time when gas and housing prices are going through the roof, Cole talked about the pressing issues that will determine the future of communities like Santa Barbara and Ventura. Called "one of Southern California's most visionary planning thinkers" by the LA Times, Cole equates local issues facing Central Coast communities with global issues. "The choices we make in our communities today will determine our standard of living and quality of life when gas hits seven bucks a gallon."

Cole is the former Mayor of Pasadena and Southern California Director of the Local Government Commission. Congress recently honored him for New Urbanism with their "Civic Arts" award for lifetime achievement.

---

### Livable Streets

*Livable Streets*, now a project of COAST, holds monthly meetings centered on topics of current interest. The meetings usually are on the fourth Tuesday of each month and are open to any COAST/LSC member. Often, we host guest speakers from the private or public sector. Recently, we discussed pedestrian/bike/transit friendly design as well as travel demand strategies with two developers proposing commercial projects in Goleta. We then submit the results of our discussion to staff and commissions. Other topics have included the master plans for Isla Vista and Goleta Old Town as well as a discussion forum on the "Son of Measure D" and hope to do so again. To find out more, please contact Eva Inbar, chair of *Livable Streets*, at 964-0472 or [eva\\_inbar@cox.net](mailto:eva_inbar@cox.net).

## Unmet Transit Needs

### “The Breeze” is kicking butt

“The Breeze” is the name of the new Lompoc-Vandenberg Air Force Base-Santa Maria bus service started in March as a result of legal action by COAST and David Pierce, a resident of Lompoc, regarding the unmet need for intercommunity service.

After only 6 months in operation, ridership has already reached the benchmark set for its 3<sup>rd</sup> year, thus guaranteeing its continuance and expansion. Started as a 3-year pilot project, The Breeze serves primarily commuters between the two cities and VAFB, although ridership is rising rapidly at non-peak hours as well.



“The Breeze”

Coordination with local transit at Lompoc (COLT) and Santa Maria (SMAT) has contributed to The Breeze’s success.

Congratulations to volunteers, transit operators, legal counselors and public officials that made this possible.

### North County Transit: Dude! Where’s my bus?

### COAST Hires a North County Coordinator

COAST is proud to announce the hiring of Jesus Estrada as North County Coordinator for the Unmet Transit Needs program.

In the past two years, Mr. Estrada, a leader in the Bi-national Oaxacan Indigenous Front (FIOB, the Spanish acronym), encouraged farmworkers to participate in the Unmet Transit Needs hearings that culminated in the recent allocation of funds for establishing a vanpool service for agricultural workers in the Santa Maria Valley.



Jesus Estrada

- Every year \$14 million in Transportation Development Act (TDA) funds are allocated to our area, the County of Santa Barbara. This fund is generated by a 1/2 of 1 percent state sales tax and it is earmarked for the transportation needs of those that do not, or cannot drive. It is distributed to the different jurisdictions on a population basis.
- The North and South portions of our county are roughly equal in population and they receive \$6.5 million each. The South Coast has an independent transit agency (MTD) that allocates these funds to transit and provides 7,000,000 rides per year.
- There is no independent transit agency in North County. Santa Maria, Lompoc and the County contract out transit services through their Public Works Departments. The County argues that the unincorporated areas are not suitable for transit and allocates 98% of its TDA funds to road maintenance.
- This practice has stunted transit development in North County, where only 700,000 rides take place every year (most of them in Santa Maria). Although the demographics show that transit needs are greater in North County, 9 out of 10 transit trips in Santa Barbara County take place in the South Coast.

COAST continues to advocate for transit in North County, where approximately 60% of funds specifically earmarked for transit are diverted to road maintenance.

### Vanpools for Farmworkers

Due to a sharp eye for equity on the part of Attorney Marc Chytilo, Santa Maria area farmworkers has yielded several valuable benefits. Farmworkers requesting transportation at SBCAG hearings was pivotal as the SBCAG Board consequently reserved funds from the 2005 TDA allocation to fund a vanpool-based agricultural worker transit system. The County is dedicating \$100,000 and Santa Maria \$50,000 of their TDA funds to establish a pilot farmworker transportation program for 2 years, starting in March 2006.

In addition, the County is developing a North County Regional Transit Plan, another element of the lawsuit demand. This plan, scheduled for completion in 2006, is expected to identify what additional transit services are needed in North County.

Finally, there will be additional public workshops addressing public transit needs in Santa Maria and Lompoc in coming years, similar to those taking place now at SBCAG.

## New at COAST

Jonathan Maguire is doing an excellent job as our new President and Kate Bechtel has settled in as the new Executive



Jonathan Maguire

Director. Kate came to Santa Barbara from Connecticut just over a year ago where she worked for the Fund for Public Interest Research and a local Inland Wetlands Commission. We are pleased to announce the addition of Steve Maas to COAST’s Advisory Board. Mr. Maas is in charge of route planning, analysis and forecasting at MTD and has a key role in determining MTD’s future service plans and in communicating those plans to the City and County decision makers. **Congratulations to City Councilman Grant House on his victory!!!**

Kate Bechtel



### Board of Directors

President: Jonathan Maguire  
Vice President: Mark Bradley  
Secretary: Alex Pujo  
Treasurer: Jan Atkins  
CoastalRailNow: Dennis Story  
Livable Streets & SR2S: Eva Inbar  
Lee Moldaver  
Grant House  
Advisory Board: Barry Siegel  
Jessica Scheeter  
Steve Maas  
Executive Director: Katharine Bechtel



P.O. Box 2495  
Santa Barbara, CA 93120  
805.875.3562  
[www.coast-santabarbara.org](http://www.coast-santabarbara.org)



Use FundIt.org for your holiday shopping and support COAST at the same time. By making purchases at your favorite stores you can give back to COAST without spending an extra dime. You can enter via our website or by going to [www.fundit.org/coast/](http://www.fundit.org/coast/)