



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

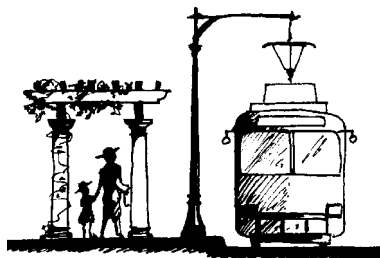
Participate in discussions of local and regional transportation issues; receive notices of meetings and events. Subscribing is free and easy. Just send a message to:
Coast-subscribe@lists.riseup.net.
 Leave the subject line and the body of the message blank.

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

WINTER 2007

WWW.COAST-SANTABARBARA.ORG

COAST launches Walk Santa Barbara Project

COAST is proud to announce its newest project: **Walk Santa Barbara**. Made possible by a generous grant from the **Green Park Foundation**, this major new project will make walking safer and more convenient in the South Coast – not just on downtown State Street, but where people live, work, shop, play, catch the bus, and go to school. We aim to increase the level of walking while decreasing the number of pedestrian injuries and deaths. This will benefit the health of our communities, the personal health of those who walk and the health of our planet. Walking is the most basic, most healthful, and most environmentally friendly form of transportation. Routes to schools will be a major focus of our project, but we will include other areas of need as well, such as routes to transit, to senior centers, to parks, and community centers. In light of the recent spate of pedestrian injuries and deaths in Santa Barbara, this project has taken on a new urgency.

Here are some of our goals:

- * Preserve and expand a network of walking paths throughout the South Coast area.
- * Promote pedestrian friendly street design.
- * Reduce pedestrian injuries and deaths.
- * Ensure that new projects meet “best practices” standards for pedestrian access.

We conducted a national search for the position of Project Director and will announce our choice soon.



Kate Bechtel and Montecito Union superintendent Dick Douglas at our Autumn Gathering. See p. 4

ASERT is born: COAST and CAUSE begin the Alliance for Sustainable and Equitable Regional Transportation

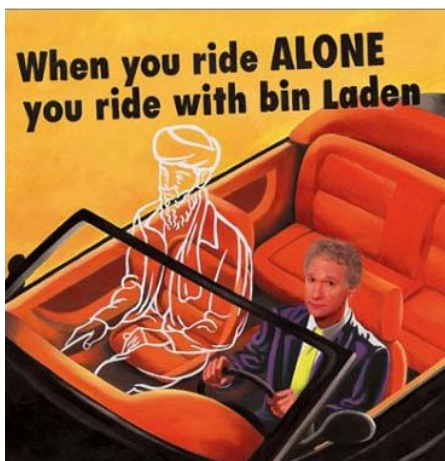
COAST, in partnership with CAUSE (The Central Coast Alliance United for a Sustainable Economy), has been awarded a generous grant by the **McCune Foundation** to create a bi-county alliance of non-profit organizations to promote more equitable transportation policies in both Ventura and Santa Barbara Counties. CAUSE is a Ventura-based group consisting of different grassroots organizations, and has been instrumental in the fight for a living wage and affordable services in Oxnard and Ventura.

COAST and CAUSE recognize that adequate public transportation and pedestrian facilities are key aspects of social and economic equity in our counties. We also work towards increasing grassroots public participation in city and county decision-making and increasing “social capital” – the strength of community networks and

public involvement.

In this project, we will focus on regional transportation issues, particularly the 20,000 people who regularly commute between the two counties. Commuter rail is a key solution to this issue, and one that will require government agencies from both counties to work together. Coastal-RailNow (a project of COAST) has been working toward that end since it was founded by Dennis Story, and this project will provide a major boost to that effort.

We are looking for a half-time Project Coordinator. Although we are looking primarily for someone based in Ventura County, we welcome applications from all interested parties. For further information, please contact us at info@coast-santabarbara.com



Some time ago this image of a driver next to a ghost figure of Bin Laden made the news. The message was subtle but clear: U.S. oil dependency transfers wealth to the same Arab countries that sponsor terrorism. Our inane energy policy --pump more, buy

more, use more-- is catastrophic to economy and environment, and to national security as well. When you crank up the big old chunk of steel for a trip that could be avoided, **you are riding with Bin Laden.**

So... what came out of that? Nothing. Politicians may talk about global warming but, when it's time to choose, they prefer to ride with Osama. Whether it is high speed rail connecting San Diego to Los Angeles, San Jose and Sacramento --a practical and "green" alternative to air travel in the planning stages since 1975- or, closer to home, a little choo-choo train for daily commute from Oxnard to Goleta, the answer is always the same: we prefer Bin Laden. It goes like this:

Q.: Do you support raising fuel taxes to pay for transportation?

A.: No, I prefer Bin Laden.

Q.: Do you favor changing planning policies that encourage suburban sprawl?

A.: No, voters in my district support Bin Laden.

Q.: How about making State Street a pedestrian promenade on weekends?

A.: Others may feel that way but me, I'm sticking with Osama.

And so on. Try it yourself next time you run onto your favorite elected official. Don't be shy, go ahead and ask: "Do you support the renewal of Measure D with adequate funding for rail, transit, bikeways and safe routes to school, or do you prefer a Measure D plan written by Bin Laden?" The answer will shock you!



Thanks to a new grant from the **Fund for Santa Barbara**, COAST will continue coordinating the **Coalition for a Fair Measure D**. (Measure D is the transportation sales tax measure that will be on the ballot again in 2008.) Here we are in session:

Front row, from left: Ralph Fertig, Mark Bradley, Eva Inbar, Marc Chytilo, Sheila Kamhi.

Back row, from left: Geoff Green, David Pritchett, Dennis Story, Robert Bernstein, Kate Bechtel, Olivia Uribe, Kalon Kelley.

We thank Geoff Green for facilitating our meetings.

Firing Guns in the Air

I was leaving the downtown library, heading to COAST's November mixer, when a black Porsche cleared the parking lot booth, floored the accelerator, and flew the 18 feet into Anacapa Street, cross-cutting two lanes moving traffic, to turn left at the Courthouse, missing me on the sidewalk by what seemed like microns.

I'd like to hope this was a rare occurrence, or that a patrol car was there to pull the gentleman over. But this is Santa Barbara, late 2007. The selfish, dangerous driving *and* the lack of visible enforcement, are too common. Moral satisfaction was noticing that the Porsche driver hit a red light at Figueroa, and didn't clear the intersection any faster than I did.

Why worry about a reckless near-miss, no matter how common they now are? I remembered two things from my old days on a National Safety Council advisory committee:

1. A traffic engineer - *"the only thing the average California driver can do well consistently is, in perfect daylight weather, to drive very fast, in a straight line."*
2. A safety engineer - *"Getting hit by a vehicle going 'only' 20 mph causes the same physical trauma as getting shot by a .38 at 10 feet."*

If a pedestrian or cyclist gets hit by a vehicle (and lives), they're sent to the hospital, law enforcement shrugs, and measure the accident scene with tape

and chalk. But, if a "911" call comes in that someone's walking down the same street, flourishing a .38, they roll SWAT teams, seal the neighborhood, and go on full-alert mode.

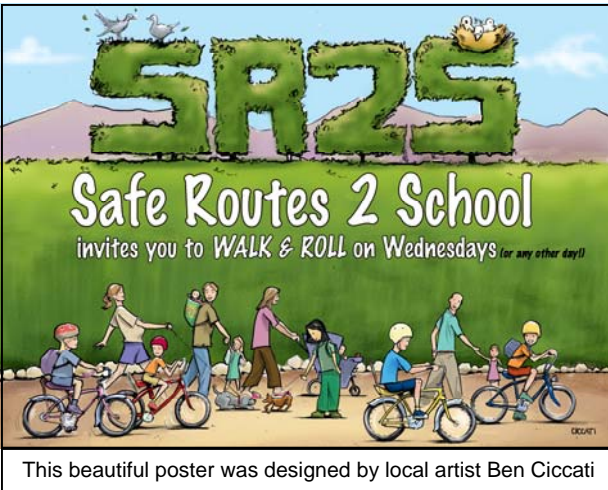
But even if statistics suggest that someone winged by a .38 isn't much worse off than a child hit by a car, too many in law enforcement still deem traffic safety enforcement much *less* valuable than conventional crime control. That's *not* right.

But it doesn't have to be that way. Let just five residents begin attending local government meetings, calling for better traffic safety deployment, and follow up every couple of weeks, on TV, with petitions from their neighbors, and you'd be surprised how quickly the current situation would improve. What are we waiting for? That black Porsche is still out there.

Safe Routes at Cold Spring School

Guest column by Tracey Willfong Singh, Cold Spring parent

The Cold Spring School SR2S program has come a long way since its beginnings one year ago. A year ago the school board and principal were reluctant to let the newly formed SR2S committee promote walking and biking because of the total lack of trails/paths/lanes our district has for walkers and cyclists. Because of the enduring passion of our five committee members, school parents and Principal Dr. McCabe, the encouragement and wisdom of COAST and Eva Inbar, and the support of Salud Carbajal and County Public Works we have accomplished a few things:



This beautiful poster was designed by local artist Ben Ciccati

- Today our school has a new side entrance for the majority of our walkers/cyclists, which brings them directly into the school grounds (instead of having to go to an entrance further up the street) This back entrance is now closed to school car drop off/pick up, making the street quiet and virtually car-free. We got a lot of brownie points from the neighbors on this one.

- There is a new bike rack at the front school entrance. Cyclists entering this way do not have to walk bikes all the way to back of school. This is especially nice for the lower grade students, and a great advertisement for riding bikes.

- This year Cold Spring had its first Bike Rodeo in 14 years! Thank you Nancy Mulholland and Kim Stanley. We are planning a special two part bike safety class for young riders and parents after the New Year.

- Walk 'n Roll Wednesdays is a weekly event. We have a poster on canvas painted by students in front of school every Tuesday reminding everybody to Walk 'n Roll on Wed. Parent Street Reps keep our committee informed of safety issues on their school routes and organize their streets to Walk n Roll.

A SR2S Trail Blazing campaign has just begun. With a newly created brochure from Public Works- "Montecito Walk to School Program" and a letter from

our Principal in hand, committee members and street reps have been going door to door asking homeowners to clear vegetation to make room for walking trails. So far people are supportive and see the need. Everyone agrees - Montecito is sadly, sorely lacking in safe walking routes in one of the most beautiful places on earth at that!

Walk to School Day 2007

About 4,500 children walked or biked to school on Walk to School Day 2007 in October. 22 k-12 schools participated – more than two thirds of South Coast schools, including all four junior high schools. This impressive increase is no doubt due to the tremendous efforts of our two SR2S coordinators, Kim Stanley (elementary schools) and Angie Dukes (secondary schools). The

shoe gift certificates donated by Deckers and Global Feet as well as the organic ZBars from Clif Bars were very popular. Traffic Solutions and APCD also donated prizes. What a wonderful event! For more information on Walk to School Day and COAST's SR2S program, please visit the SR2S page on the COAST website.

San Ysidro Road Footpath



This footpath on San Ysidro Road leading to Montecito Union School, shown here in a photoshop montage, could soon become a reality if a recent grant application submitted by the County of Santa Barbara is successful. Made of decomposed granite yet ADA compliant and with natural landscaping, it will be beautiful as well as functional. Through its **Montecito Safe Routes** project, funded by a grant from the **Green Park Foundation**, COAST helped design the path and build public support for it. We worked with Supervisor Carbajal. County Public Works, the Montecito Union School administration, the school's parent community and San Ysidro Road residents to bring us to the point where we have an approved project in the funding pipeline. Soon, we hope, Montecito Union School children and their families will have a beautiful path like the one pictured to walk or bike to school.

Welcome Angie Dukes

We welcome Angie Dukes as our new SR2S coordinator for secondary schools. Angie used to work for the cities of Santa Barbara and Ventura and has extensive experience in programs to reduce traffic congestion and air pollution. She is now taking on the challenging task of designing programs that will appeal to students in grades 7-12 to help junior high and high schools become involved in SR2S activities. Do you have a child in secondary school? To find out how your school is doing, please contact Angie at anged@cox.net.



Coalition for Sustainable Transportation
 P.O. Box 2495
 Santa Barbara, CA 93120



Eva Inbar and Rob Dayton

COAST's Third Annual Autumn Gathering

Each year, COAST surpasses its achievements of the preceding one, and this year's Autumn Gathering was no exception. The delightful company and festive entertainment and decorations made for an evening that was truly a celebration of transportation and its advocates.

of COAST who passed away this fall, COAST presented the inaugural Barry Siegel Award to local attorney and transportation advocate Marc Chytilo.

We would like to thank those who made this event possible: The Skylarks,

Fresco at the Beach, Gary Atkins for the sound equipment, and our wonderful volunteers: Matt Dobberteen, Ellie Fitzgerald, Paul Moreno and Kelly Henderson.

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In addition to the evening's speakers, Assembly member Pedro Nava and Geoff Green from the FUND For Santa Barbara, our distinguished guests included Martha Siegel; Stephen Murdoch from the Green Park Foundation; City Council candidates Helene Schneider, Das Williams and Bob Hansen; as well as City and County staff and COAST supporters.

In honor of Barry Siegel, a local transportation advocate and founding member



Marc Chytilo, recipient of the Barry Siegel award, with Pedro Nava

Be a COAST Member

Our newsletter appears quarterly and is mailed to our members. To continue to receive this newsletter, and to support sustainable transportation, please keep your membership current by returning the enclosed envelope. We couldn't do our work without our members. Thank you.

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. In addition, these businesses contributed to our programs: **Global Feet**, **Deckers**, **Clif Bars**, and **Trader Joe's**. Most important, we thank all the individuals who made contributions large and small this year.