

**COAST added 3 new board members: Roger Horton, Arelhy Arroyo and Debbie Castanha**



At the 2011 Board Retreat: Top, from left: Sherrie Fisher, Roger Horton, Dennis Story, Mark Bradley, Lee Moldaver, Greg Janee, Arelhy Arroyo, Caitlin Carlson, Matt Dobberteen, Tracey Singh

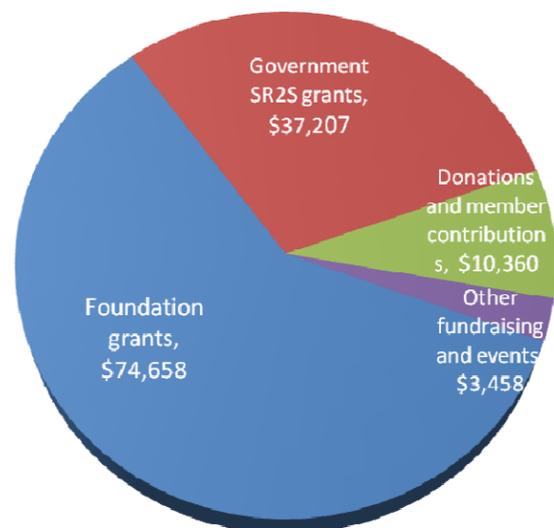
Bottom, from left: Grant House, Alex Pujo, Debbie Castanha, Eva Inbar, Dick Axilrod

**COAST Financial Report 2010-2011**

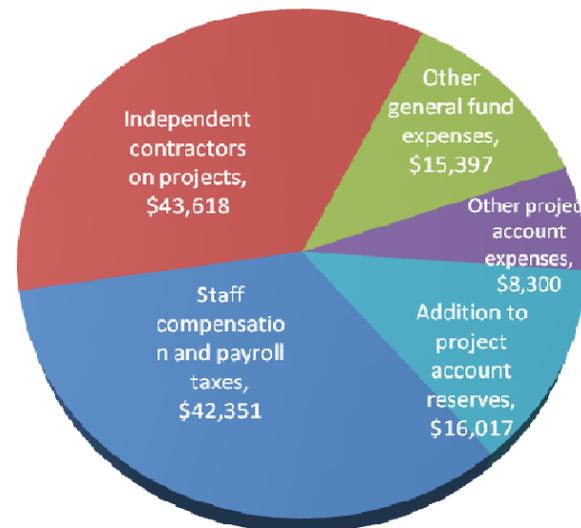
Over fiscal year 2010-11, COAST's total budget was \$125,680, almost identical to the previous year, and our fourth consecutive year with a budget of over \$100,000. Thanks to the generosity of our members and donors, to the McCune Foundation, the Green Park Foundation, the Santa Barbara Foundation, the Fund for Santa Barbara, the Hutton and Orfaea Foundations, the Social Justice Fund of Ventura County, and to government Safe Routes to School grants, we have been able to maintain and expand our projects and increase the size of our staff. We ended the fiscal year in June with roughly \$40,000 in our General Fund reserve, ensuring that we can continue our advocacy efforts in the coming year.

COAST's goal over time is to become less grant dependent by increasing the amount received from donations and member contributions. We were fairly successful this year, increasing our non-grant income by about 40%, from under \$10,000 to almost \$14,000. We look forward to further success over the next year with our new local business sponsorship program.

**COAST FY 10-11 Income**



**COAST FY 10-11 Expenses**



**2010-2011 Annual Report**



[www.Coast-SantaBarbara.org](http://www.Coast-SantaBarbara.org)

**Our Major Programs**

**Safe Routes to School**

COAST is the regional coordinator for Safe Routes to School (SR2S), an international program designed to decrease traffic and pollution and improve the health of children and the community. Safe Routes to School promotes walking and biking to school through education and incentives. The program also addresses the safety concerns of parents by encouraging greater enforcement of traffic laws, educating the public, and exploring ways to create safer streets. Currently, 33 schools and more than 5,000 students participate in the program.

**Santa Barbara Walks**

Santa Barbara Walks (SBW) aims to build awareness and public support for walking infrastructure and culture. The program advocates for good pedestrian policies in major planning efforts. It features a monthly series of Walking Wednesdays, which hosts guided walks emphasizing various architectural, historical or cultural themes.

**CoastalRailNow**

CoastalRailNow (CRN) spearheads the effort to bring commuter rail to the South Coast, eliminating potentially thousands of vehicle trips off our crowded freeway and local streets. We work with government leaders and agencies to increase public funds and political support for rail.

**ASERT (Alliance for Sustainable and Equitable Regional Transportation)**

With support from the McCune Foundation, COAST formed ASERT to promote sustainable ways of traveling within and between Santa Barbara and Ventura Counties. ASERT is a cooperative venture between COAST, VCCool, and two social justice organizations—CAUSE and PUEBLO. ASERT hosts public forums, organizes local advocacy groups, and advocates for a transportation sales tax measure in Ventura Co. with substantial funding for new bus and commuter rail services.

COAST provides advocacy, education and outreach to improve transportation options in Santa Barbara County, promoting rail, bus, bike and pedestrian access.

Help COAST fight against global warming and air and water pollution, and for cities and towns where automobiles are an option, not a necessity.

To join COAST or volunteer to help out on one of our projects, please call us, or visit: [www.coast-santabarbara.org](http://www.coast-santabarbara.org)

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Join us for our General Meeting the first Wednesday of each month at 12 noon at the historic Adobe, 15 E. Carrillo Street, Santa Barbara



Our staff, from left: Caitlin Carlson, Project Director; KK Holland, ASERT coordinator; Kim Stanley, SR2S.



*Train Day 2011: The next generation of rail aficionados*

## ASERT Gets Results for Transit Riders

**ASERT** (the Alliance for Sustainable and Equitable Regional Transportation), a project of COAST along with alliance partners **CAUSE**, **VCCool** and **PUEBLO**, has been working to organize transit users, bicyclists and pedestrians to improve the safety and convenience of their way of travel. Transportation is a huge struggle for many people in Ventura County, and many feel their voice is unheard. Being fed up with late buses, overcrowding and dangerous intersections, many have come together to form the Ventura County Bus Riders Union. This is an exciting new group where we can work together to make positive changes in our transit system.

ASERT has been involved in many community events in Ventura. This summer, we co-organized the Healthy Kids Expo, held at Ventura College on July 9. Over 200 people attended - a mix of elected officials, non-profit representatives, transit riders, students, and others. The morning included breakout sessions. About 50 people attended one on transit service, led by **Darren Kettle**, Executive Director of VCTC (**Ventura County Transportation Commission**), and there was an enthusiastic discussion.

After break-out discussion sessions and lunch came the "action" part of the day, where members of the public gave testimony about problems in the community and asked elected officials present to address them. Various bus riders, who identified themselves as members of ASERT, told about cuts and gaps in bus services; the VCTC Director, as well as various City Council members, promised to help. It was good to see the transit issues being tied into the context of healthy, safe communities.

Special thanks to **KK Holland**, ASERT project director, to **Amy Aguilera**, new ASERT community organizer, to **Cameron Yee** of CAUSE, and to the **McCune Foundation** and the **Social Justice Fund of Ventura County** for their generous support.



*Bus riders listen to a speaker at the Ventura Healthy Kids Expo, cosponsored by ASERT. The event drew over 200 people.*

## Safe Routes to School Continues to Grow



*Monroe School: A very young customer's first helmet*

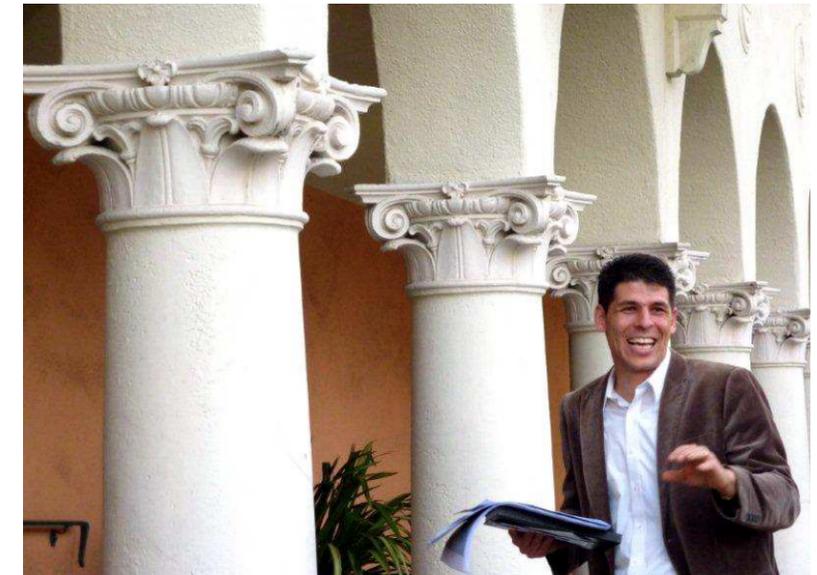
**Safe Routes to School** is an international movement that encourages children to walk or bike to school and enables them to do so safely. As Congressman Oberstar has famously said, it is about "changing the habits of an entire generation." Toward this goal, Safe Routes to School uses a comprehensive approach that can be described under the four E's: Engineering, Enforcement, Education and Encouragement.

COAST has coordinated local Safe Routes to School projects since 2002. We lead a coalition of government agencies and community groups that has grown to over 20, and our program is one of the best in the nation. We have helped several schools get safer sidewalks, crosswalks and bike paths. We work with police to ensure enforcement of traffic laws around schools. We bring to the schools bicycle and pedestrian safety education and low-cost or free bicycle helmets. We help schools organize Walk to School Day and Bike to School Day as well as weekly Walk&Roll days. We help schools create Walking School Buses and Bike Trains. Everyone enjoys these events that bring out thousands of local children walking and biking to school.

With persistence and hard work, we have achieved steady growth in our program: In 2010-11, virtually all South Coast schools participated in Walk to School Day or Bike to School Day. With our partner, **Kiwanis of Santa Barbara**, we fitted 1,518 helmets on little heads. We provided safety assemblies and bike rodeos at 21 schools. Our SR2S Program is made possible by grants from the **City and County of Santa Barbara**, the **City of Goleta**, as well as the **Orfalea** and **Hutton** foundations. Further, we gratefully acknowledge donations from **Deckers Outdoor Corp**, who sponsors our Walk to School Day, the **Goleta Valley Cycling Club** and caring individuals. We appreciate all of your support!

Next year, the **City of Carpinteria** will be joining our program. Welcome, Carp!

## Walking Wednesdays Strides into its Third Season



*Docent Anthony Grumbine makes a point about architecture*

This popular program features walking tours on the fourth Wednesday of each month. The tours are led by volunteer docents with a different theme each month, such as architecture, street trees, art, birds, urban creeks, green building. We thank our program sponsor **Allen Associates!**

## Eastside Walks!

COAST is working with Eastside residents to make this neighborhood safer for walkers. We are facilitating neighborhood walks and meetings to enable Latino residents to speak up for their needs. Here, Board member **Eva Inbar** checks out an intersection with project organizer and Eastside resident **Ana Rico**. This project is funded by generous grants from the **McCune Foundation** and the **Fund for Santa Barbara**.



*Rail Advocates: Michael Dukakis and COAST's Dennis Story*

**CoastalRailNow.org**, a project of COAST, has been the most persistent advocate for commuter rail service between Ventura and Santa Barbara counties.

Making commuter rail a reality will require strong and effective advocacy in both counties in the coming years.

On May 8, 2011, COAST hosted the local festivities in honor of National Train Day at the Santa Barbara Amtrak Station, including a train ride for families to Carpinteria and back. Visit our website for a video of this event and be sure to join us for National Train Day in May, 2012!