

Meet the COAST Board, Friends and Staff

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



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



Not pictured in the group photo is Deborah Schwartz, our newest board member. Welcome, Deborah!

2011-2012 Annual Report

COAST

COALITION FOR SUSTAINABLE TRANSPORTATION



www.Coast-SantaBarbara.org

COAST Celebrates 10 Years

In 1992, COAST founding members became active in local and regional transportation issues, including major changes regarding the Highway 101 corridor. The re-programming of an outdated freeway-widening project in 1996 to include benefits for those who do not drive; and the adoption of a new City of Santa Barbara Circulation Element in 1998 were major accomplishments of these formative years.

In order to continue this work, COAST incorporated in 2002 as a 501 (c)(3) nonprofit organization. Since then it has become a champion for rail, bus, bicycle and pedestrian access, collaborating with other groups to make this vision a reality. These are some of COAST's achievements:

- Created a local **Safe Routes to School** program to encourage South Coast children to walk or bike to school, and to do it safely.
- Formed **Santa Barbara Walks** to make walking safer and more convenient on the South Coast. We are working intensively in the Santa Barbara Eastside.
- Organized and led the **Coalition for a Fair Measure D, later Measure A**, resulting in a dramatically improved expenditure plan with dedicated funding for rail, local and regional buses, bicycle and pedestrian infrastructure, and Safe Route to School programs.
- Challenged the long-standing North County practice of diverting transit funds to road maintenance and succeeded in minimizing that practice.
- Established **CoastalRailNow** and **ASERT** to promote commute choices to points north and south of Santa Barbara.

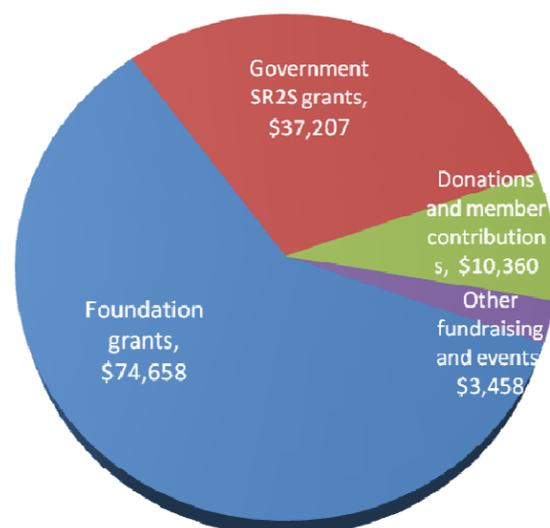
Look to the next pages for more information on our major programs.

COAST Financial Report 2010-2011

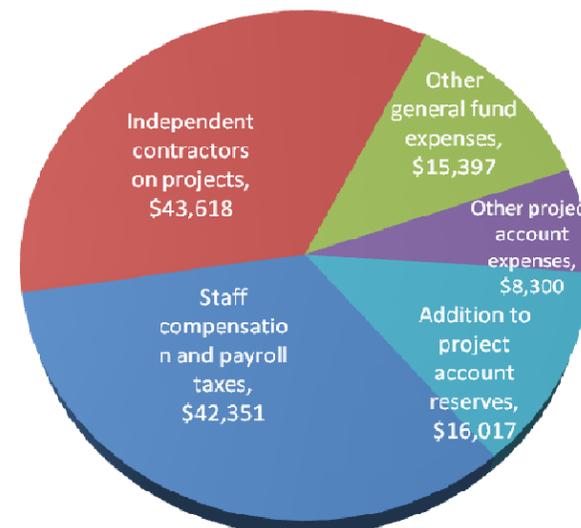
Over fiscal year 2010-11, COAST's total budget was \$125,680, almost identical to the previous year, and our fourth consecutive year with a budget of over \$100,000. Thanks to the generosity of our members and donors, to the McCune Foundation, the Green Park Foundation, the Santa Barbara Foundation, the Fund for Santa Barbara, the Hutton and Orfalea 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



COAST provides advocacy, education and outreach to improve transportation options in Santa Barbara County, promoting rail, bus, bike and pedestrian access. We are a 501(c)(3) nonprofit organization. Donations are fully tax-deductible.

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.

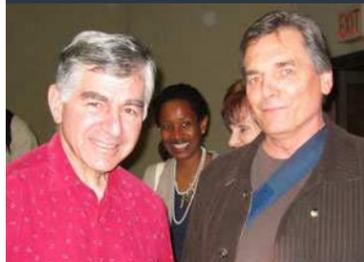
COAST
P.O. Box 2495
Santa Barbara, CA 93120
(805) 875-3562

Printed July, 2012

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, Amy Aguilera, KK Holland, Kim Stanley, Ana Rico.



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 12, 2012, 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, 2013!



Train Day 2012: The next generation of rail aficionados

ASERT Organizes Ventura Bus Riders

ASERT (the Alliance for Sustainable and Equitable Regional Transportation), is a project of COAST along with alliance partners **CAUSE** and **VCCool**. Now in its fifth year, it has been working to organize transit users, bicyclists and pedestrians to improve the safety and convenience of their way of travel. . This year, riders successfully organized around restoring thirty minute intervals to route 6 in Ventura, with a solid base of bus riders in Ventura, Oxnard, and Port Hueneme. These efforts helped develop key leaders in the bus riding community and the subsequent founding of the Ventura County Bus Riders Union (VCBRU) in July. Leadership development and training has focused on preparing riders to participate in public comment, report and present back to riders, and organizing on the buses and at bus stops. As a result, a new bus line, Gold COAST Transit Route 21, will be created between Oxnard and Ventura, running on Victoria Ave, a key need long identified by riders. ASERT is working to expand by starting a Santa Clara Valley Chapter of the Bus Riders Union., working with young members of **One Step A la Vez**.

Special thanks to **KK Holland**, ASERT project director, to **Amy Aguilera**, 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 at a Ventura rally organized by ASERT on June 27, 2012 for continued VISTA Bus service. VISTA serves all of Ventura County and commuters to Santa Barbara, Goleta and UCSB.

Safe Routes to School Keeps Growing



The bike racks are completely full at Aliso School in Carpinteria on Bike to School Day on May 9, 2012

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 former Congressman Oberstar has famously said, it is about “changing the habits of an entire generation.”

COAST has coordinated local Safe Routes to School projects since 2002, and our program is one of the best in the nation. We have helped several schools get safer sidewalks, crosswalks and bike paths. We bring to the schools bicycle and pedestrian safety education and low-cost or free bicycle helmets. We help schools organize event days, 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: 2011-12 was another banner year for us: Virtually all South Coast schools participated in our program. This now includes Carpinteria! We look forward to expanding our program again next year under a new grant from SBCAG.

Our SR2S Program is made possible by grants from **SBCAG**, the **County of Santa Barbara** and the cities of **Santa Barbara**, **Goleta**, and **Carpinteria** as well as the **Orfalea Foundation**. . 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!

Announcing our newest project
Safe Routes for Seniors
Making walking safer and more convenient for our growing senior population

Walking Wednesdays Becoming Ever More Popular



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 all our distinguished docents and our program sponsor **Allen Associates**.

Eastside Walks!



COAST is working with Eastside residents to make this neighborhood safer for walkers, enabling Latino residents to speak up for their needs. Here are some of the 20 moms and children who spoke at a government meeting in May, 2012. This project is funded by grants from the **McCune Foundation** and the **Fund for Santa Barbara**. Special thanks to our organizers, **Ana Rico** and **Lili Munoz**.