

Meet the COAST Board and Staff



Standing, from left: Caitlin Carlson, Mark Bradley, Lee Moldaver, Eva Inbar, Greg Janee  
Seated, from left: Dennis Story, Roger Horton. Separately, at right: Deborah Schwartz, Alex Pujó

# 2012-2013 Annual Report

# COAST

COALITION FOR SUSTAINABLE TRANSPORTATION



[WWW.COAST-SantaBarbara.org](http://WWW.COAST-SantaBarbara.org)

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

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 signature achievements:

- Created a local **Safe Routes to School** program to encourage South Coast children to walk or bike to school, and do so safely.
- Formed **Santa Barbara Walks** to make walking safer and more convenient on the South Coast. We are currently working intensively in the **Santa Barbara Eastside**.
- Formed a **Santa Barbara Bus Riders' Committee**.
- Established **CoastalRailNow** and **ASERT** to promote commute choices to points north and south of Santa Barbara, with a growing focus on transit options in Ventura County.
- Coordinates Santa Barbara's first **Open Streets Initiative** on November 2, 2013. The event closes Cabrillo Blvd. to traffic for the day and opens it up for people to walk, bike, skate, dance and socialize.

## COAST Financial Report 2012-2013

Over fiscal year 2012-13, COAST's total budget was \$152,437, up 18% over the previous year. Thanks to the generosity of our members and donors, to the McCune Foundation, the Santa Barbara Foundation, the Fund for Santa Barbara, and to government Safe Routes to School grants, we have been able to expand our projects and increase the size of our staff. Donations from individuals and businesses are up 40% over the previous year, ensuring that we can continue our advocacy. A special thank-you to our business sponsors, Allen Associates, Harrison Associates, and Point2Homes.

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).

COAST  
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(805) 875-3562

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Join us for our General Meeting the 2nd Wednesday of each month at 12 noon at the historic Adobe, 15 E. Carrillo Street, Santa Barbara.

What people are saying about us:

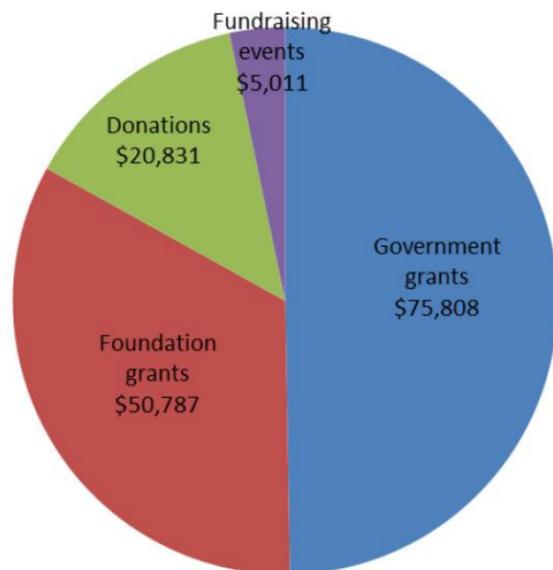
"On behalf of our 546 students and families, I would like to personally thank you for your time and dedication to making our community a safer place."  
*Casie Killgore, Principal, Franklin School*

"Cottage Health Systems values COAST's efforts for the health and safety of our community's children. Encouraging walking and biking to school from an early age creates health habits that last a lifetime."  
*Dana Goba, Community Health Coordinator, Cottage Health Systems*

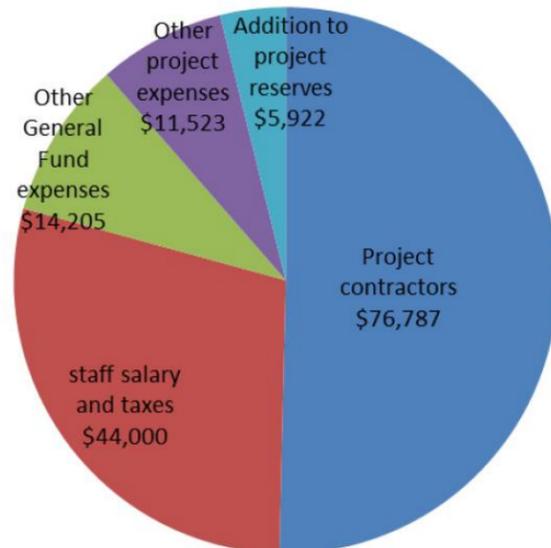


Our project staff, from left: Caitlin Carlson, Amy Aguilera, KK Holland, Kim Stanley, Ana Rico.

### COAST FY 12-13 Income



### COAST FY 12-13 Expenses



## Safe Routes for Seniors



Funded by **Measure A** and the **California Department of Public Health**, this project aims to help seniors get around on foot safely in the Goleta Valley. Our work will assist government agencies in choosing the kind of improvements that will benefit seniors in particular. Here we are at a Community Walk in Goleta Old Town on July, 2013. A similar walk took place on Calle Real in August, 2013. Our thanks go to Project Director **Caitlin Carlson** and Outreach Coordinator **Jennifer Stroh**.

## New Bus Riders' Committee advises MTD



Our new Bus Riders' Committee is providing a steady voice for Santa Barbara bus riders they have not had before. We advise MTD so they can provide the best service possible. Here we are in serious discussion at one of our monthly meetings at the Franklin Center. These meetings are bilingual and always lively. This project is funded by the **McCune Foundation** and the **Fund for Santa Barbara**. Special thanks to Project Director **Caitlin Carlson** and our bus organizers **Nancy and Zoyla Cabrera**.

## CoastalRailNow and ASERT speak for Commuters



Nearly 80 adults and children enjoyed **National Train Day** in May, 2013. The event was organized by COAST and generously sponsored by **RailPac**. It was attended by many notables and provided a lot of buzz for the Ventura-Goleta commuter rail service we so desperately need.

In Ventura, our **ASERT** project did groundbreaking work to organize a Ventura County Bus Riders' Union (VCBRU) and to develop a **Lifeline Transit Plan** that is based on input from hundreds of riders. This project involved extensive collaboration with **CAUSE** and other Ventura County organizations.

We thank **KK Holland** and **Amy Aguilera** for their outstanding work on ASERT. KK is leaving us to go to work for State Senator **Hannah-Beth Jackson**. We wish her the best of luck. We also thank the **McCune Foundation** for making ASERT possible.



It's a national movement!  
Spearheaded locally by COAST

## Every Child Deserves a Safe Route to School



**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: 2012-13 was another banner year for us: All South Coast schools now participate in our program. We are reaching EVERY child in our area several times during his or her school career with our message.

We have a terrific staff headed up by SR2S Coordinator **Kim Stanley**. With her is our capable SR2S staff consisting of **Nancy Eckert** and **Barry Remis**. He is pictured above fitting a helmet on a kid at Brandon School.

Our latest expansion was made possible by a new grant from **Measure A**. Further, we gratefully acknowledge the support of the **County of Santa Barbara** and the cities of **Santa Barbara, Goleta, and Carpinteria**. Further, we thank the **Goleta Valley Cycling Club** and caring individuals. We appreciate all of your support!

PRESENTING OUR LATEST INITIATIVE  
**Santa Barbara Open Streets**  
November 2, 2013  
Coordinated by COAST with marketing support from Traffic Solutions

## Walking Wednesdays



This popular program features free walking tours on the fourth Wednesday of each month. The tours are led by volunteer docents with a different theme each time, such as architecture, street trees, art, birds, urban creeks, green building. Above, Nathan Vonk leads a walk through the Funk Zone. We thank all our distinguished docents and our program sponsors, **Allen Associates, Harrison Associates, and Point2Homes**.

## Eastside Walks!



We won a big victory in June, 2013, when the Santa Barbara City Council approved a new plan to add street lighting and make walking safer in the Eastside neighborhood. Here is a group of our activists holding a march on Salinas Street in September, 2012. This project is funded by grants from the **McCune Foundation** and the **Fund for Santa Barbara**. Special thanks to Project Director **Caitlin Carlson** and to our organizer **Ana Rico**.

