

Walk-Bike-Bus-Rail

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

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 visit:

<http://groups.google.com/group/coastsb>

COAST General Meeting

Our General Meetings discuss transportation issues affecting the Santa Barbara region. Meetings are open to the public. Location: 15 E. Carrillo Street, Santa Barbara. They are held the second Wednesday of each month, 12 noon to 1:15 pm. Please check our website for updates.

Walking Wednesdays

COAST organizes monthly walking tours on the fourth Wednesday of each month that are free and open to the public.

Support COAST

COAST depends on you to create better transportation options in Santa Barbara and beyond. Support COAST by making a donation. Just use the enclosed envelope. Thank you!

Eastside Moms and Kids March

Thirty Eastside moms and children staged a march on January 22 to underscore the need for a sidewalk on the Yanonali bridge. The march was organized by COAST; at right is a young demonstrator featured in the KEYT new story of the event. The neighborhood had been waiting for this sidewalk for over 10 years. On January 27, the City Council ap-



proved the sidewalk and new LED lighting throughout the neighborhood. We thank **Jessica Grant** with the City of Santa Barbara for her hard work reaching out to the community and the City Council for approving the funding. Last but not least, we want to recognize the many Eastside families, including

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Welcome Rebecca Waid!



We welcome **Rebecca Waid** as our new Project Director and Administrator. **Caitlin Carlson** has gone on to new adventures in Africa; we thank her for three years of outstanding service to COAST. Rebecca grew up in San Diego and earned a BS in Environmental Studies from UCSB. While doing so she fell in love with the surrounding community. Her relationship with Santa Barbara developed from the seat of her bicycle, exploring the network of bike paths and roads. While in college, Rebecca was especially interested in Sustainable Communities, Hydro-Geology, and Geographic Information Systems. In addition, she took on a strong leadership role on the first ever women's club water polo team at UCSB. Rebecca is honored to be part of COAST staff and excited to contribute to the philanthropic and environmental movement that she is passionate about.

La Patera School joins Walk&Roll Excitement New to our Advisory Board: Kent Epperson

By Kim Stanley

The new principal of La Patera School wants to see his school as the “school to bike to!” On the first day of school he rode the bus with his students from downtown Goleta and last week he walked with 15 students and families as part of the school’s new program: Walk & Roll! The school is encouraging families to walk, bike, bus and scooter to school and leave the family car at home one day per month.

COAST Safe Routes to School coordinators worked with PTA and student council to plan the kick-off event. COAST put together a school assembly showing how fun walking and biking to school is and also included safety reminders for the kids. The student council put together several skits exemplifying the benefits of walking and biking to school. The student council presi-

dent, dressed up as the La Patera Tiger mascot did an impressive skateboard jump to the top of the stage. COAST added to the festivities by supplying balloons that said, “Walk & Roll!” “How do you move?”

The Walk & Roll program at many schools started because we want to encourage a regular event that promotes walking and rolling to school. We hope that parents and students experience the benefits of walking and biking and will do it more often. 14 schools now have walk&roll programs, some monthly, some weekly.

We’re excited about the energy the assembly helped create and with the interest of PTA, student council, the principal and COAST, the world just got a little greener at La Patera School.



Kent Epperson has served as the Director of SBCAG Traffic Solutions since 2002. Traffic Solutions is the Santa Barbara Countywide Rideshare organization, with a mission of reducing traffic congestion and improving air quality by encouraging people to bike, walk, carpool, telecommute and take rail and transit. Traffic Solutions is an important partner for COAST working on programs such as Walk and Roll, CycleMAYnia, the Green Shorts Film Festival, and most recently Santa Barbara Open Streets. Kent also serves as a Board Advisor for SB Bike.

Kent brings over 18 years of alternative modes planning experience to our community. Kent moved from Denver, Colorado in 2002. In Denver he served as a transit planner and bicycle coordinator for the Regional Transportation District (RTD). Prior to working for RTD, Kent served as a land use planner for the City of Arvada (a Denver suburb). Kent holds a Master Degree in Urban and Regional Planning from the University of Colorado Denver, and a B.A. in Urban Studies from Metropolitan State College.



Walk&Roll Fun at La Patera School

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many children, who came out to show their support. City Council also approved funding for a roundabout at Cliff and Las Positas, another COAST supported project. A big day for sustainable transportation projects!

Car Free Weeks (Not Just One Day)

By Christine Nelsen

This is the phrase that is displayed on banners each May and September, at the four local elementary schools in our previous neighborhood in Sweden, one not unlike many in Santa Barbara. The banners served to announce and, perchance a tad admonishingly, encourage students to walk, bike or scoot to school. The visual evidence was unmistakable. Very few cars neared the school during these months.

"Car Free" campaigns were preceded by in-class showings of the *Walking School Bus* and distribution of a brochure. School lists and maps were made available to parents in order to arrange for walking groups of children nearby. One group of five families I know created a schedule where each walked all the kids just once a week. A real pleasure," they said, "it alleviated lot of stress in the morning."

I attempted to preserve this habit when we moved here six



Translation: Car Free Weeks at Olovslund's School



Handing out reminders to drivers the first of the month

months ago. But, where were the sidewalks? The streets in my particular neighborhood are long, windy and dangerous. The first time we made an attempt it was stressful and scary. Vehicles swooshed by at hasty speeds, unaccustomed to walkers in their midst, as we clung to a measly sliver of roadside. Instead of doing my kids a favor, it felt like I was putting them at risk.

I then realized that it works in Sweden because city planners had the foresight to consider not only cars but pedestrians and cyclists. There is separation between humans and autos—curbs or medians—in addition to shortcuts through what might otherwise be lengthy distances around long residential streets or buildings. To achieve similar participation in *our* walk to school days, we need better infrastructure—comprehensive sidewalks, bikeways and traffic calming.

It could be accomplished with great success. I can't be the only one longing to ditch the car a little more often. In fact, I don't think I've heard a single person rave about the joys of driving their offspring here and there, crisscrossing the city to soccer, ballet, piano and the like. In Sweden, children don't always rely on their parents to take them places. At a very early age they get around themselves. I regularly saw elementary-aged soccer players walking or biking together after school, or on buses and the subway. With safer streets, we too could enjoy this reality. We *want* to move our bodies, feel the air, see the butterflies, get our hearts pumping—not just at the gym—as part of every day. We can and will continue to encourage our children to walk or roll to school, but government must do its part to make it the journey a safe one.

Editor's note: The author recently moved to Santa Barbara after living in Sweden for six years. She has 11-year-old twins.



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It's easy. Just stop at the service desk and make COAST your favorite charity, and a portion of your purchase will automatically go to COAST. There will be no cost to you. Thank you!

Walking Wednesdays are back!



Our first Walking Wednesday of 2014 will be a tour of the newly renovated Courthouse, ending with a sip of wine on the clock gallery. This event, led by County Architect Robert Ooley, will take place on March 26. Our April 23 tour will feature water wise city gardens and will be led by landscape architect Robert Adams. Please check our website for future dates and destinations. Our walks are on the fourth Wednesday of each month, with a different theme and docent each time. Join us!

We thank our Individual Supporters

We thank these people who joined COAST or renewed their support during the past three months: **Tom Evans, Roger&Eileen Horton, Ruth Ann and Michael Collins, John Sonquist, Ralph Fertig, Drew Hunter, Ray Franco, Alice Amspoker, Michael Bennett, Margaret and Joe Connell, Jean Holmes, Robert Adams, Susan Shields, Bicky Townsend, Stephen Ferry, Wilson Hubbell, Bruce Tiffney, John&Betty Gerig, Bob Cunningham, Neil&Suzanne Ablitt, Dave&Christine Bourgois, Michael Brown, George Relles, Cory and Jill Anderson, Betty Little, Dave Landecker, George Amoon, Robert Bernstein, Larry Bickford, Ashleigh Brilliant, Mary Bucholtz, Marni&Michael Cooney, Brad Fiedel, John Kelley, Paul&Kathryn Relis, Michael Towbes, Maida Smith, Ed Maschke, Valerie Watt, Naomi Greene, Isabelle Greene Peter Hasler, Dawn Mitcham, Greg Mohr, Joan Moravec, Meredith McMinn, John Cinatl, Cass Ensberg&Tom Jacobs.**

We thank our Major Supporters

We thank the **McCune Foundation, the Fund for Santa Barbara, the Southern California Gas Company, the Goleta Valley Cycling Club and Santa Barbara Mountain Trail Volunteers** for supporting our major projects. Further thanks go to our business sponsors, **Allen Associates, Harrison Design Associates, Point2Homes and Deckers.**