

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. Check our website for schedule.

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!

COAST NEWS

COALITION FOR SUSTAINABLE TRANSPORTATION

FALL 2014

WWW.COAST-SANTABARBARA.ORG

12 Years of Safe Routes to School

By Kim Stanley and Eva Inbar

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 the late Congressman Oberstar famously said, it is about "changing the habits of an entire generation."

COAST's Safe Routes to School program started in 2002 under the leadership of **Jessica Scheeter**, our Executive Director at the time. She launched the program from scratch with a very small budget, relying heavily on partnerships and volunteers.

One Saturday, for example, Jessica held a prop making party at her house, inviting volunteers to cut the shapes of bushes, cars and trucks out of plywood and paint them. These were to be brought to schools for our bike safety rodeos where kids learn the rules and dangers of the road. Today, we call it "Safety Ville," and some of the original props are still in use. It helped that Jessica grew up in Marin County which developed one of the first successful models for Safe Routes to School in the country. "I met with the key players there and brought back a lot of great ideas," she remembers.

Fast forward to 2014. Our program is now one of the best in the nation. It is now funded by local government, Measure A, local foundations and caring individuals. We have three staff members: Coordinator **Kim Stanley**, who has been with us since 2007, and educators **Nancy Eckert** and **Barry Remis** who joined us in 2012



COAST's Barry Remis teaches kids at Family Bike Night at Adams School. Photo credit: City of Santa Barbara

when we won a major Measure A grant. 2013-14 was another banner year for us: We are now active in virtually all South Coast schools, K-12, from Carpinteria to western Goleta, covering 36 schools in six school districts. We are reaching EVERY child in our area several times during his or her school career with our message. That's over 10,000 children.

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.

If you want to find out how you can become active in Safe Routes to School, please check our website or e-mail Kim Stanley, kim@coast-santabarbara.org. Together, we can change the habits of an entire generation, one kid at a time.

A Cultural Shift in my Lifetime

By Greg Janée

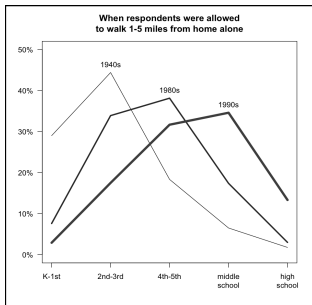
Growing up on the Mesa in the 1970s, I walked nearly a half-mile to my elementary school every day. I wish I could claim that as an achievement on my part, preferably due to strength or stoicism, but the fact is, all the kids in my neighborhood walked to school, and without parents at that.

Flash forward a generation to my own children. They, too, walked to their elementary school, but with me by their side. And replacing the long line of kids walking to school was now a long line of cars, for the most part holding one child each.

My personal experience is but one instance of a massive cultural shift that has taken place in this country over the last few decades. As dramatic visual evidence of this shift, consider the graph at the right. *Slate* magazine polled 6,000 readers, asking a number of questions related to childhood freedom (<http://slate.me/UWtTMU>). This graph shows how parental granting of independence to their children has been delayed over the decades, with the delay even accelerating in recent times.

The reasons for this shift are complex and perhaps

best left to sociologists to unravel. Fear (of perceived risks, not objective risks) is a factor, but it's not the only one. While COAST can't address this issue on its own, with our Walk To School Day event we draw attention to it, with the aim of demonstrating what has been lost and what can be gained by resisting the shift. Many parents participating in Walk To School Day remark, with nostalgia, how calm, quiet, and pleasant their school environment is that one day. The challenge remains to turn that one day into every day.



Get to Know Greg

By Rebecca Waid

COAST is excited to welcome our new president, **Greg Janée**. A resident of beautiful Santa Barbara for most of his life, Greg is an alumnus of La Cumbre Jr. High, San Marcos High School, and UCSB. After completing his undergraduate degree in Mathematics, and then his master's degree in Computer Science, Greg started working in industry as a software engineer and now works for UCSB as a computer science researcher.

Greg and his wife moved into a Goleta home where they have raised their twin daughters. An accidental perk to their home was the three block distance from the girls' elementary school. Greg took advantage of this, and walked his girls to school every morning for seven years. This was a wonderful time for him and his daughters;

the girls were alert and talkative, and excited to go to school.

Greg joined the COAST board in 2009. By that time, his girls had entered middle school. They and their friends rode their bikes to school routinely, now without dad. The girls always wanted to ride to school: to socialize, and for the real taste of freedom.

As president, Greg is an exemplary person to lead COAST since he lives a lifestyle that embraces sustainable and active transportation. As he comes into his new position, he has set a few goals for the organization. He would like more people to be drawn into alternative transportation not just for the sus-



tainability, but also for the undeniable health benefits: physically and psychologically. He anticipates COAST doing more studies/ analysis to affect public policy. As always, Greg is up for the challenge.

Ralph Fertig, 1940-2014

By Alex Pujo

The South Coast lost an exemplary citizen and devoted community leader when Ralph Fertig suddenly passed away on July 18.

Ralph studied art at Penn State and the Cranbrook Academy of Art before earning a master's in mathematics from the University of Michigan, studying photography with Ansel Adams, and finally earning a second master's degree in photography from the Chicago Institute of Design in 1970.

Ralph became known in Santa Barbara County since the mid-1980s as an effective advocate for trails and bike lanes. In 1991 he joined a group of local cyclists to improve local conditions and within a few months the group became the Santa Barbara Bicycle Coalition. In November 1991 he published a monthly newsletter that, for the next twenty years—a total of 240 issues—became the voice of the bicycle community.

Ralph Fertig was one of the founders

of Grassroots 101, the group that successfully opposed the Highway 101 widening south of Milpas in 1993 and directed its funding towards more sustainable multi-modal improvements in the 101 corridor. Ralph, ever thorough with data, patiently reminded us that most daily trips are shorter than two miles and, in its very essence, "all transportation is local."

Ralph made it his mission to attend every local transportation planning meeting to bear witness to the need of more space on the roads for bicycles, and he did this with perseverance, intellectual honesty and respect. He participated in ad hoc committees advising SBCAG on projects along the 101 corridor, and he attended most of the 100+ meetings and hearings that led to the adoption of the City of Santa Barbara new Circulation Element, a document that changed forever the local culture of automobile dependency prevalent at the time.

In 1998, Ralph single-handedly



brought the Pro Bike/Pro Walk conference to Santa Barbara, attracting 540 participants from around the country. He was involved with crafting the City of Santa Barbara's Bicycle Master Plan, Pedestrian Master Plan, and a regional Bikeway Signage Program.

Ralph was one of the founders of COAST in 2001. In 2010 COAST recognized Ralph with its biggest honor, the Barry Siegel Award. Efforts are currently under way to name a major South Coast bikeway in his memory.

Meet our wonderful Interns



Brenda Ramirez is a graduating senior at UCSB who is pursuing a degree in environmental studies with a minor in feminist studies. She likes to learn more about urban environmental issues and using that knowledge to help the community. Brenda is COAST's journalism and video journalism intern.



Tara Cseresznyak is an environmental studies student who aspires to graduate UCSB in 2016. She is passionate about writing and environmental journalism. Recreationally, she enjoys kayaking with her twin sister and spending time at the beach. Tara is COAST's social media and photo journalism intern.



Iulia Roman is a second year student at UCSB, studying Environmental Studies. She enjoys working with the community to promote sustainability and plans to study in the Netherlands this fall. Iulia likes to run, hike and participate in other outdoor activities. Iulia is COAST's event managing and design intern.



P.O. Box 2495
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Raise Money for COAST when you shop at Lazy Acres!

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!

You are invited to our
Annual Fall Gathering

Thursday, September 25, 5-7 P.M.

at the Spanish Garden Inn.

Please watch your e-mail for your personal invitation.

Join us again for this exciting event!

When: October 25, 2014

10 am to 4 pm

Where: Cabrillo Boulevard.

The street will be closed to traffic and open to people. Visit our website for more information. The event is coordinated by COAST with marketing support from Traffic Solutions.



We thank our Individual Supporters

We thank these people who joined COAST or renewed their support during the past three months: **Peter and Paula Perotte, Robert and Kathleen Rowley, Martha Siegel, Linda Hill, Neil&Suzanne Ablitt, Elisa&Joseph Atwill, Tracey Willifong, Bill Deneen, David Stone, Meredith McMinn, Mark and Katherine Bradley, Alex Pujo.**

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, Yardi and Deckers.**