

## 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's Participation in Sustainable University Now (SUN) Yields an Improved 2010 UCSB Long Range Development Plan

By George Relles



Students at UCSB. 52% of students bike to school and 18% walk.

In 2010 UCSB introduced its Long Range Development Plan (LRDP) which by 2025 would raise its current 20,000 student cap by adding 5,000 mostly grad students and 1,400 staff and 300 professors and nearly double the current campus academic space.

UCSB planned to mitigate the traffic commuting impacts by providing on-campus housing for newly added students, staff and faculty and enhancing on-campus bike networks. It also signed a joint agreement with The City of Goleta and SB County to provide some traffic mitigation funding.

A coalition of community groups, including COAST, formed Sustainable University Now (SUN) to deal with impacts not adequately covered by Goleta's and SB County's agreement. After much negotiation, in March of 2011 a legally binding SUN/UCSB Agreement was signed. SUN signers included:

Citizens Planning Association of Santa Barbara County (CPA)  
Coalition for Sustainable Transportation (COAST);  
League of Women Voters of Santa Barbara  
Santa Barbara County Action Network (SBCAN);  
SBCAN Action Fund (SBCANAF);  
Santa Barbara Audubon Society.

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# Vision Zero at Work

By Christine Nelsen-Thuesson

COAST is creating a Vision Zero strategy for Santa Barbara. But once in place, what does it look like?

In Sweden, my previous home and the country that conceived of Vision Zero, I experienced its implementation in the three chief areas of infrastructure, education and enforcement.

**Education.** I first heard about Vision Zero while preparing for the Swedish drivers license. Not only did I learn of the ambitious aim of zero fatalities and serious injuries, but also the responsibility of driving a potentially lethal machine. For example, a class on how drugs, alcohol, lack of sleep, and impaired driving is mandatory.

**Enforcement.** The day after popular holidays it is not uncommon to see police controls pulling over random vehicles for Breathalyzer tests. Safety cameras are quite pervasive *and* effective because slower speeds are vital to saving lives.



Vision Zero at work at Olovslund School in Stockholm

**Infrastructure.** After many years of inviting local police and city staff to see the traffic issues at the neighborhood elementary school, effective changes were put in place. The area around the school is now safer for children. A small road behind the school, once popular for drop offs by hur-

ried parents was closed, a newly painted 30 km (18 mph) speed limit reminder has been laid down on the stretch just in front of the school, and bulb outs, bike lanes and zebra crossings improved. School PTA and staff had proposed these very measures. Such collaboration between locals and officials is essential to the success of Vision Zero—those with day-to-day knowledge of the problems can inform decision-makers, leading to investigation and hopefully, remediation.

And it is working. The 2013 report by the Swedish Transport Administration reports 260 traffic fatalities in all of Sweden, down 9% compared to 2012 and the lowest annual total in modern time. Vision Zero works!

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## Get to Know Ana

By Tara Cseresznyak, COAST social media and photo journalism intern

Ana Rico, COAST's Eastside Walks Community Organizer, has been an Eastside local since she moved to Santa Barbara from Mexico at the age of seven. She attended Franklin Elementary School, Santa Barbara Junior High School, Santa Barbara High School, and is now completing her GED with Santa Barbara City College. As a mother of three, Ana faces difficulties while getting an education. It is challenging for her to find balance between work, school, and being a mother. However, the nexus between the three is what makes Ana such an amazing organizer - she is truly invested in the community. Ana has been a vital member of the COAST team for the past three years. She has identified many problem areas while living in the Eastside, and has advocated for their improvement. For her family's safety, and the safety of people living in her community, Ana works diligently to bring the Eastside



together to enact positive change. Since Ana became a team leader of Eastside Walks, the City of Santa Barbara has installed LED streetlights, wheelchair ramps, curb extensions, flashing beacons, and center refuges in her neighborhood. These accomplishments led Ana to realize that she had much more potential than she thought. Many others in the Eastside feel a similar sense of empowerment and have begun to make positive change in their lives. Not only is Ana going back to school but many others involved in Eastside Walks are doing the same. Local mom, Ericka Nava, went back to school while working full time, as well as Lupita Lopez, who balances school and motherhood with being PTA president. Ana has taken responsibility as a mother, wife, and leader for change to better her life for her children and the Eastside. Ana is an inspiration to all those around her.

# A Daring Downsize Sticks

By Rebecca Waid

Cass and Tom are architects and co-owners of Ensberg Jacobs Design. While the couple works full time, they also are heavily involved in the community including Mission Heritage Trail Foundation, the Architectural Foundation of Santa Barbara, Rotary Club, and COAST. They both play leadership roles in their organizations, and still find time to go on daily sunset walks with their dog, Max. With such a full schedule, most people are amazed to find that Tom and Cass share one car.

"All it takes is coordination", says Cass. "We sit down together on Monday and plan out our week." As very involved and busy professionals, planning their transportation in advance is key. Cass admits that it is tough when last minute work interferes with their agenda for the week. In these instances, Tom and Cass have learned to be flexible.

When their son, Jasper, moved away to Cal Poly San Luis Obispo to pursue Civil Engineering, one of their two cars went with him. They considered the

option of purchasing another car, but decided against it as a trial run. Now, seven years later, Cass and Tom have not purchased a second car. Tom is an experienced cyclist, and Cass wants to bike more. They are both serious about health; walking and biking is their way to integrate exercise into their daily routine.

They enjoy the benefits of the money saved from having only one car - less insurance, less gas, and less maintenance. And then there is the additional space in the garage and driveway. "I can plant a beautiful garden in place of an additional car," says Cass.

A daring transition yielded a lifestyle for Cass and Tom that is healthy, cost effective, and sustainable.



Cass and Tom with their dog, Max.  
Photo: Rebecca Waid

## SUN, continued from p.1

The Agreement provided significant provisions advancing COAST's mission. UCSB will be making specific reductions in the amount of on-campus parking, including eliminating at least one major parking structure and denying daytime, on-campus parking permits to staff and faculty living in on-campus housing. A new bus line will connect campus housing with the Camino Real Shopping Center and the University.

UCSB also agreed to better address the housing, energy and water needs and the ecological impacts of the increased population. In addition, The SUN organizations are now represented on key campus policy/oversight committees bearing on transportation.

In November 2014 the California Coastal Commission approved the final LRDP, preserving, embracing and enhancing the agreements contained in the SUN/UCSB Agreement.

## COAST's Safe Routes to School Launches a New Program

By Rebecca Waid

On January 28th, COAST launched its new 3-part 6th grade program for Safe Routes to School:

1. Classroom
2. Blacktop Skills
3. Road Riding.

COAST's Safe Routes to School team first gave an in-class presentation. Next, the sixth graders were given a bike

skills class. After, they went on a two mile bike ride on the road with six LCI instructors. The group rode from Kellogg Elementary School to Goleta Valley Junior High School. Along the way, many of the students pointed out their houses, and mentioned how close they were to school! Thank you to all of our volunteers who made this possible!





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It's easy. Just go to Smile.Amazon.com, then to Your Account and select Coalition for Sustainable Transportation as your preferred charity. A portion of your purchase will go to COAST at no cost to you. Thank you!

*Please join us for*

***Our new Season of Walking Wednesdays***

*Our first walk will be Wednesday, March 25, 5:30 to 7 pm, and will be led by Anthony Grumbine, one of our most popular docents.*

*For the route and meeting place, please check our website.*



Here is Anthony at one of our previous walks.

**We thank our Individual Supporters**

We thank these people who joined COAST or renewed their support during the past three months:

**Tracey Willfong, John Steed, Susan Van Atta and Ken Radtkey, Stephen Ferry, Johan and Christine Nelsen-Thuresson, Dorothy Littlejohn, Don Olson, Mary Anne Theilmann, Betty Wells, Jules Zimmer, Zack Gill and Jessica Scheeter, Margaret McMillan, Justin and Jill Swabash, Robert Adams, Matt Dobberteen, John T. and Betty Gerig, Marc Chytilo and Nancy Weiss, Betty Little, Roger and Eileen Horton, David Landecker, Michael Towbes, John Mealy, Cass Ensberg and Tom Jacobs, Dennis Thompson, Jim Balter, Robert Bernstein, Dawn Mitcham, Nancy Mulholland.**

**We thank our Major Supporters**

We thank the **McCune Foundation, the Fund for Santa Barbara, the Gildea Foundation, Cottage Health System, the Goleta Valley Cycling Club and Santa Barbara Mountain Bike Trail Volunteers** for supporting our major projects. Further thanks go to our business sponsors, **Allen Associates, Harrison Design Associates, Deckers.**