

## 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!

WINTER 2016

WWW.COAST-SANTABARBARA.ORG



The Barry Siegel Award has been called the “Academy Award of Sustainable Transportation in Santa Barbara.” Here is Kent Epperson, the winner of the 2016 Barry Siegel Award, with South Coast elected officials and representatives.

## Barry Siegel: The Man and the Award By Alex Pujó

Barry Siegel, a retired aerospace analyst and founding member of COAST, passed away on September 20, 2007. He was 74 years old.

Barry and wife Martha moved to Santa Barbara in 1993 at a time when Caltrans was planning to widen Highway 101 south of Milpas with a barren, off-the-shelf concrete corridor. Beyond aesthetics and environmental impacts, the project shocked the public by the obvious absence of regional transportation and land use policies beyond outdated, automobile-based standards.

“If we need six lanes now, when will we need eight?” As community groups peeked suspiciously at intimidating stacks of environmental and engineering reports, Barry took to them like fish to water. From then on, and for the next 14 years, Barry became Santa Barbara’s go-to source for data unspoiled by politics or bias.

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neers, Barry exposed the politics behind transportation plans, population projections and traffic models. Barry distilled technical mumbo-jumbo into simple concepts describing the elaborate maneuvers that decide where transportation funds end up. Barry had the ability to explain the inexplicable.

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Barry “followed the money” to the Santa Barbara County Association of Governments (SBCAG), “the cinched point in the hour glass”. State and Federal money goes on the top, but it must pass this political bottleneck in order to reach agencies at the bottom. Thus “The Siegel Re-

Continued on next page

## Barry Siegel Award, continued from p. 1

port” was born, documenting every SBCAG meeting from 1993 to 2007.

Barry participated in every ad-hoc transportation committee in the South Coast. His reports shifted decisions about transportation funding from the domain of Public Works directors, City Managers and Traffic Engineers into the public arena. He moved the conversation from the basement into the living room.

As part of the “101 Task Force”, Barry was influential in the funding of several multi-purpose projects in the corridor, including the redesign of Summerland’s frontage road, the Ortega Hill bikeway bypass, and the North Jameson bikeway that now bears his name.

To honor Barry’s memory, COAST established an annual award to recognize significant contributions to Santa Barbara County in the field of transportation. As we approach a new year, we invite you to email us (alex@pujo.net) your nomination for the 2017 Barry Siegel Award.

Award recipients:

2007: **Marc Chytilo**, recognized for successfully securing increased transit funding in North County, and greater funds for pedestrians, bicycles and transit in Measure ‘A’, the local sales tax for transportation.

2008: **Sherrie Fisher**, recognized for improving MTD relations with SBCAG and transit users.

2009: **Naomi Schwartz**, recognized for leading the Board of Supervisors and SBCAG through the 1993-97 Highway 101 widening controversy, and for improving public participation in transportation decisions.

2010: **Ralph Fertig**, recognized for founding the Santa Barbara Bicycle Coalition; bringing the Pro-Bike/Pro-Walk national convention to Santa Barbara; and life-long advocacy on behalf of bicycle riders and pedestrians.

2011: **Mesa Architects**, recognized for creating a sustainable vision for the Mesa; organizing the neighborhood and successfully lobbying for Cliff Drive improvements.

2012: **Matt Dobberteen**, recognized for his advocacy to improve bicycle and pedestrian infrastructure in Santa Barbara County, to secure funding for transit and commuter rail, and his leadership among Public Works officers.

2013: **Ed France**, recognized for founding Bici Centro and his stewardship of SBBIKE as its first Executive Director.

2014: **Grant House**, recognized for and leading the City of Santa Barbara on all major transportation efforts over the past 20 years as an advocate, Planning Commissioner and Councilmember.

2015: **Dick and Mickey Flacks**, for highlighting the connection between housing and transportation in their advocacy, and for their success in reducing parking and increasing transit funds in UCSB’s Long Range Development Plan.

2016: **Kent Epperson**, for his outstanding leadership at Traffic Solutions; for establishing the month-long events known as CycleMAYnia; and for bringing Open Streets (the local Cyclovía) to Santa Barbara.

## This is how Hillary gets around

One in a series on people who are going easy on the planet

By Eva Inbar



Meet **Hillary Blackerby**, District Director for Assemblymember Das Williams. Until a couple of years ago, she would drive every day from her home in the Oak Park neighborhood to her office on Anapamu Street. One day during CycleMAYnia, she enrolled as a novice rider in the team bike challenge and she was hooked. Today she cycles to work most days from West Beach where she now lives, braving the Castillo underpass. At work, there are two parking spaces for six people, so each week there is some negotiation about who gets to use them. Hillary’s low demands make her a popular co-worker. At home, her apartment comes with one parking space, and since Hillary and her partner share a car, this suits them just fine.

Hillary is truly a multi modal person. For meetings in Carpinteria, Goleta or UCSB, she finds the bus convenient. For trips to Los Angeles or San Diego, the train is perfect. For a visit to Yosemite, it’s the car. For most shopping trips, her bike with its big panniers works just fine. It helps that her neighborhood in West Beach is well connected and comes with a Walkscore of 70: This means it is very walkable and most errands can be accomplished on foot. It also has a bikescore of 91 which makes it “Biker’s Paradise.”

Through her work, Hillary is familiar with the many policy issues surrounding transportation. She also sits on the City’s Transportation and Circulation Committee, helping shape local policy. In her own life, she walks the walk. And she is particularly proud of one thing: “My bike doesn’t have gears.” She gets places all on her own power.

# Balancing Housing Policies for All

By Deborah L. Schwartz

The City of Santa Barbara's "Average Unit-Size Density" (AUD) housing program originated 10 years ago in the early stages of the City's General Plan Update. In response to public input about housing needs, Planning Commissioners John Jostes and Bendy White expressed concerns about zoning and policies encouraging large, luxury condominiums versus smaller, affordable residential units. With few rental units constructed over the past 40-50 years, the private sector did not have a financial interest in constructing smaller units without greater density allowances.



Artist's Rendering of an AUD project at 1800 Castillo Street

Between 2004-2006 this conversation expanded, pointing to a need to revise the Zoning Ordinance Variable Density standards to encourage smaller, more affordable units and lesser parking requirements that local workers and renters could purchase. Thus a new "Average Unit-Size Density (AUD) Incentive Program" became part of the GP Update from an outpouring of community members, organizations, and city officials concerned about housing the 'missing middle'.

Finalized in 2013, the AUD encourages rental and for-sale development (employer-sponsored and limited equity

housing cooperatives). It has an initial, trial period of 8 years or until 250 new housing units are constructed, whichever occurs first. This trial is applicable in the *High Density Residential* or *Priority Housing Overlay* zones. This program aims to encourage non-subsidized residential development. As of this article, there are 7 approved and permitted AUD rental trial projects for a total of 315 units. There has been some speculation and concern about on-street parking impacts. It's important to note that none of the

AUD housing units has become occupied yet, so it is premature to actually know what the parking dynamics will be.

In order to manage potential impacts while providing housing for local workers, the City instituted the "Adaptive Management Program." It is a planning tool to review and adjust programs periodically to protect community character and sustainable development policies. On October 27 the City Council and Planning Commission convened a special meeting to discuss and evaluate current data on AUD projects. City officials are looking at information as it becomes available in order to make informed decisions about what, if anything warrants amendment.

## Riding the Northern California Coast

By Dennis Thompson

I like to plan and enjoy moderate multi-day bike rides, and in October I took a four-day ride down the Northern California coast. My friend Paul and I rode about 180 miles, with the generous SAG support of our wives (and some riding by his).

Although October should be a safe month for weather, we began our ride on Route 1 at the coast below Leggett in heavy rain and worse winds! The rain felt like bullets on my face, and the wind felt like it was going to knock me over more than once.

After a night in a lovely 150-year-old Mendocino B&B, we had clear skies for a beautiful ride to Sea Ranch, our next stop. Sea Ranch is an icon of 1970's Bay Region architecture, and we were thrilled to stay in the Lodge designed by Charles Moore and his

partners.

The ride to Bodega Bay took us over moderate hills and past dozens of beautiful ocean coves. Every time we crossed a bridge at the mouth of a river, we had a fantastic downhill ride into a hairpin turn and up the other side!

On the fourth day, we entered Marin County, passed timeless barns and pastures and paralleled Tomales Bay into Point Reyes Station for lunch. We ended the ride after passing through the cool and shady redwoods of Samuel P. Taylor State Park.

Beautiful country, great food, and thrilling rides, and all in our home state. What more could you ask for?



Dennis and Paul at their Mendocino B&B



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*Please join us for a festive*  
**Holiday Happy Hour**

*Thursday, December 15th, 5-7 P.M.*

*at El Paseo Restaurant, 813 Anacapa Street.*

**McCune Foundation Annual Reception**

Some of our Eastside moms are having a good time at the McCune Foundation's Annual Reception for grantees. This year, the event took place at the elegant and historic Santa Barbara Club. We thank the McCune Foundation for including us and for making our work in the Eastside possible.



**We thank our Individual Supporters**

We thank these people who joined COAST or renewed their support during the past three months: **Deborah Branch, Valerie Watt, Jeff King, Nancy Mulholland, Daniel Girard, Lisa Valencia Sherratt, Mark Bradley, Robert Else, Linda Hill, Meredith McMinn, Kirsten Zecher, Gregory Mohr and Wendy Wittl, Sally Tannenbaum.**

**We thank our Major Supporters**

**McCune Foundation, Cottage Health, Sansum Clinic, and Santa Barbara 100** are supporting our major projects. Further thanks go to our business sponsors, **Allen Construction, Harrison Design Associates, Deckers Outdoor Corporation** and to our special benefactor **Stephen Murdoch.**