

## 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: 11 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!



Ribbon Cutting for Zipcar in Santa Barbara April 18th, 2017

## Car Share Comes to Santa Barbara

By Deborah L. Schwartz

The new "sharing economy" is defined as "collaborative consumption as a phenomenon is a class of economic arrangements in which participants mutualize access to products or services, rather than having individual ownership." Those are a lot of words to describe what is part of a socio-economic paradigm shift. It is made possible due to virtualization and cloud services in the tech sector, and it is irreversibly changing our way of life.

I sat down with transportation experts, Rob Dayton and Peter Brown from City Transportation Planning, to discuss this paradigm shift and the new Carshare Vehicle Permit Program. The Program was enacted by the City Council after significant research to determine community interest, contracting with Zipcar after vetting their track record and flexible capacity to ramp up and down, based on usage. Zipcar, based in Boston, has 1 million "members" (enrolled users), and 12,000 vehicles worldwide! There are approximately 80-100 members using a Zipcar, typically within a 10-15 minute walk from a site. The transportation paradigm shift also reveals that on average for each carshare user who owns one car, that car is often "shed"; an owner has

two cars, one car is "shed". The term being used for this phenomenon is vehicle shedding or displacement.

Zipcar makes/models are Subaru Impreza, Honda Fit, and Honda CR-V. Curbs will be painted and signs posted to designate the "home base" for each vehicle. To start Zipcar vehicles will be located at City parking lots 6 and 10, Amtrak Depot lot, Cottage Hospital garage, and the corners of Sola and De la Vina, Figueroa and Chapala, De la Guerra and De la Vina, Micheltorena and San Andres, and Milpas and Gutierrez. Zipcar will monitor and evaluate usage to, in partnership with the City, identify optimal locations.

Zipcar offers business and residential memberships, so we hope that local businesses will offer this carsharing option to employees. More information is coming through City water bill inserts, online City News In Brief, etc.





## Family Bike Night at Vieja Valley School



Family Bike Nights, held in collaboration with SBBIKE, are very popular. This spring, we held one at Vieja Valley and one at Foothill School. There were safety presentations, bike skills classes, bike check-ups, low-cost helmets and a group bike ride. The school's parent volunteers were awesome! It truly takes a team to pull off such an event. Two events in one week left us exhausted, but looking at these happy riders made it all worth it.

## Evidence

By Kim Stanley

At Carpinteria Open Streets three young lads on bikes caught my eye. They were comfortable in the saddle, helmets well fit and appeared to be close friends.



I wondered if COAST's educational programs at the Carpinteria elementary schools had any influence on these kids' biking knowledge so I asked them a few questions. Soren Fourquean remembers when he participated in the 4th grade bike rodeo- he remembers the stop signs and riding right, but points out that his grandmother was the one who taught him all about bike safety. Diego Nieves remembers the "Bici Familia- Family Bike Night" at Aliso School where he got a free tune-up for his bike and rode the bike courses, but also states his key influences were his grandparents. Ivan Vargas does not remember any formal bike training. He learned on his own and cannot specifically re-

member being taught about the rules of the road, he "just knows them!"

When asked if they could choose to get to school in any way possible, what mode would they choose, they all three said:

BIKE. They all alluded to biking being fun, feeling the wind in your face, healthy, that biking was good for the earth and that it was fun to bike with friends. We talk about these reasons a lot in the Safe Routes to School program, but these boys

didn't just know it intellectually, they were living it. I think that's why they caught my eye.

As much as I wanted the evidence to point to the Safe Routes to School program, it turns out there were many factors involved, including their experience with Safe Routes to School and Bici Familia, but also adult family members, quiet, safe streets, places that are easy to get to, friends close by and the wind on their faces. It makes sense! As we move forward encouraging our youth to use active transportation we cannot rely on any one method to shift transportation choices. The solution is "complete streets" and education combined.

## Welcome Vanessa Rencher

Vanessa Rencher is the newest member of our awesome Safe Routes to School team. She will be teaching pedestrian safety to second graders. Vanessa lives in downtown Santa Barbara with her husband and 9-year-old twins. The kids attend Monroe School.

Here is Vanessa in her own words:

"I was born in Germany and grew up in both Germany and the U.S. I graduated from University of Maryland in Munich - ask me about it some time. Biking and the outdoors have been a large part of my life and now I enjoy it with my family. I am so excited to be joining the sustainable transportation community and educating kids on being safe while having fun outdoors."





# Storke Road Widening: Shock and Awe

By Alex Pujo

The City of Goleta's proposal to widen Storke Road south of Phelps to complete a full-blown arterial from El Colegio to Hollister caught local residents and transportation activists flat footed. Are cities still addressing the transportation needs generated by new developments by widening streets? Really? Doesn't current State law now require the study of vehicle miles travelled (VMTs) instead of the old-fashioned level-of-service analysis in the consideration of proposed projects and mitigations?



Bikers and walkers on the Storke Road Path

currently used by children and their parents on their way to Isla Vista Elementary School. Its replacement with bike lanes painted on the roadway is not an acceptable solution, especially when the road itself will become more dangerous and fast in a four-lane configuration.

"If you build it, they will drive" –a simple way to describe the effects of encouraging automobile use, and discouraging walking/biking. How

Many of us thought that these "capacity improvements" that defined the 1960-80's concept of transportation planning had gone the way of bell bottoms and shoulder pads. The trend has been in the direction of "road diets" (eliminating traffic lanes in favor of bike lanes and wider sidewalks) as done on upper De La Vina and Chapala streets, the top of Milpas, lower Cliff Drive, Shoreline and elsewhere.

It is troublesome when a road widening project is seen as a solution for an area where bicycle use is the number one mobility choice for a large segment of the population. Particularly egregious is the proposed removal of a bike path

safe is a bike lane painted on a fast, four-lane road compared to a separated bike path? Would you let your children use it, or would you feel compelled to drive them to school –thus adding to the problem?

Safety, especially the safety of children, should take precedent over automobile convenience. A degree of congestion –the 'lead car' slowing down the rest- is an acceptable alternative to the denial of a whole generation of future cyclists. Storke Road is an area where bicycle access has historically been prevalent. We believe that a complete re-evaluation of this project is in order. Please share your thoughts with your Goleta officials.

## Earth Day Festival 2017

By Eva Inbar

The 2017 Earth Day Festival was just perfect. There are so many people who worked hard to make it happen: **Joanna Kaufman** organized the whole thing and had all the supplies ready. Husband **Ben** helped with hauling and set-up. **Cass Ensberg** designed our booth. Both she and husband **Tom Jacobs** helped with set-up and take-down. **Alex Pujo** drove our table and chairs around in his golf cart. (He isn't even a golf player as far as I know.)



number of volunteers, one of whom was **Nancy Peka**, in the picture at right. Their colorful bike helmets and trivia wheel attracted a lot of families to our booth all weekend. We sold 77 helmets! The COAST board and friends staffed the booth throughout the weekend: **Greg Janee, Judi**

Our Safe Routes to School team consisting of **Kim Stanley, Nancy Eckert, Barry Remis and Jody Nelson** was perfectly organized and recruited a

**Shor, Mark Bradley, Lee Moldaver, Sally Tannenbaum, Doris Phinney, Eva Inbar, Larry and Jamie Bickford.**



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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!

## *You are invited to our Annual Solstice Party*

**When:** June 24, 11:30 to 2 pm

**Where:** Pacific Premier Bank (formerly Heritage Oaks Bank), 1035 State Street.

We will be watching the parade with front row seats. Lunch and drinks will be served. Watch your e-mail for more news!



*Don't miss our next Walking Wednesday on June 28.*

*More Riviera Gems with Karen Feeney*

Visit our website for more information

## **We thank our Individual Supporters**

We thank these people who joined COAST or renewed their support during the past five months: Gene Urban, Stephen Ferry, Martin&Elizabeth Stevenson, Ivor John, Betty Wells, Jules Zimmer, Edith Ogella, Ashleigh Brilliant, Martha Siegel, Bruce Tiffney, Michael Bennett, Barbara Lindemann, Paul&Cheryl Weakliem, Matt Dobberteen, John&Betty Gerig, Marc Chytilo & Nancy Weiss, Walmsley Leland, Betty Little, David Landecker, Carol Nash, Dave&Christine Bourgeois, Doris Phinney & Owen Patmor, Ken Radtkey, Maida&Duffy Smith, Jason LoCicero, John Cinatl, George Amoon, Greg Janee, Joanna Kaufman, Hillary Blackerby, Timothy Harding, Barry Remis, Dennis Thompson, Deborah Winant, Dennis Allen, Susan Horne, Eva Inbar, Gary Janka, Vijaya Jammalamadaka.

## **We thank our Major Supporters**

We thank the **McCune Foundation**, **Sansum Clinic** and **Stephen Murdoch** for supporting our major projects. Further thanks go to our business sponsors, **Allen Construction**, **Harrison Design Associates** and **Deckers Brands**.