

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

COAST
P.O. Box 2495
Santa Barbara, CA 93120
Phone: (805) 875-3562
info@coast-santabarbara.org
www.coast-santabarbara.org

E-mail discussion list

Participate in discussions of local and regional transportation issues; receive notices of meetings and events. Subscribing is free. Just e-mail us and we'll add you.

COAST General Meeting

Our General Meetings discuss transportation issues affecting the Santa Barbara region. They are held the second Wednesday of each month, 12 noon to 1:15 pm. Due to renovations at our usual venue, our meeting locations are changing through the summer. Please check your e-blast and our website for the location of the next meeting.

Walking Wednesdays

COAST organizes monthly walking tours on the fourth Wednesday of each month March thru September that are free and open to the public. New walks are beginning this month! 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!

SPRING 2019

WWW.COAST-SANTABARBARA.ORG

New Town Goleta Safety: Celebrating Partnerships

By Eva Inbar

Meet Judi Shor and Steve George. Together, they chair **New Town Goleta Safety**, a volunteer citizens' group dedicated to improving pedestrian safety for people of all ages in the area of Calle Real and Fairview Ave in Goleta. Dr. Judi is a senior care clinical pharmacist with the **Center for Successful Aging** and Steve is a retired regional communications manager who moved to the **Encina Royale** senior community from Portland. They crossed paths in 2013, just when **COAST** was active in Encina Royale organizing meetings and walks under our **Safe Routes for Seniors** program. Since we were all interested in the same thing, we decided to work together.



Dr. Judi Shor and Steve George

Encina Royale is a retirement community of 360 units. People move there thinking they have all kinds of amenities within walking distance – banks, drug stores, supermarkets, restaurants, movie theaters. And they do, but walking on Calle Real and Fairview is often unpleasant or dangerous, especially for an older person. It's a shopping area built for cars. Undeterred, Steve set about changing this and teamed up with Judi to form "New Town Goleta Safety" in 2013.

The first few years were often frustrating. They heard about so many reasons why things couldn't be done, and if they could, they would take a very long time. "Many of our constituents are 80 or 90 years old, and they shouldn't have to wait another five or ten years," lamented Judi. Steve and Judi, however, were persistent. They met repeatedly with Public Works staff, City Council members and City Council candidates and attended numerous public meetings. They filed countless letters and e-mails, all well researched and well argued.

And slowly, things started happening, more than anyone would have thought possible. There will soon be a sidewalk on N. Fairview Ave at the Goleta library. The crosswalk on Calle Real and King-

ston Ave, where two seniors have died in the last ten years, will be fitted with a HAWK signal, similar to the one at the Goleta Valley Community Center. There will be a midblock crosswalk on Calle Real between Encina Lane and Kyle's Kitchen. Judi considers these two things their greatest accomplishments—to date. She and Steve organized a Transportation Forum at Encina that drew over 200 participants. COAST was present along with many other organizations.

For the future, Steve and Judi are full of plans. They want to see a Senior Zone designated around the Encina Royale complex, similar to a school zone. It's a trailblazing new idea pioneered in San Jose. And they are embarking on a major campaign to make the Fairview shopping center more pedestrian friendly. And they are campaigning for a crosswalk at the Fairview Center and the freeway bypass ramp where junior high school kids now cross, taking their lives into their hands every day. COAST will be supporting New Town Goleta Safety in any way we can.

For more photos and documents, please visit the blog section of our website.

Pedestrian Malls in the United States

By Robert F. Else

In the 60's and 70's, in response to increasing traffic jams and the desire to revitalize areas whose economic success had waned for various reasons, many mid-sized cities developed pedestrian malls. According to Wikipedia, in 2009 there were at least 75 pedestrian malls in the U.S. Most people know about the Pearl Street Mall in Boulder, the Third Street Promenade in Santa Monica, and the Church Street Marketplace in Burlington, VT., but there are many others. Wikipedia has links to pages about more than 50 U.S. malls in a good article at bit.ly/2MMbQvz.

The most astounding conversion many thought impossible was Times Square, the "crossroads of the world," closed to vehicles on a trial basis on Memorial Day 2009. Although opposed by many who feared Carmageddon and decreased business, the former river of cars became a river of people, and the pedestrian plazas became permanent in February 2010. The economic and quality-of-life benefits continue, heralded even by those who originally opposed it. The engaging 2016 book "Streetfight" by Janette Sadik-Kahn covers this and other urban innovations, and includes the mistakes as well as successes in these projects.

But not every pedestrian mall is successful, and many were undone and reverted to vehicle traffic. According to one graduate thesis, a key factor in the failure of St. Louis's 14th Street Mall was that cross-streets were interrupted, stifling the traffic grid, even though the mall was only 2 blocks long. But the success of many other, longer malls shows that traffic flow problems can be overcome; many successful plans include one-way streets parallel to the main mall, something Santa Barbara already has in place.



Church Street Marketplace in Burlington, VT

Many successful pedestrian malls started as small trials. One of the main lessons from "Streetfight" is that although careful planning is important, taking action and assuming some risks are crucial elements in moving forward. There are many ways to imagine various sections of State Street filled with pedestrians enjoying the shops, arts, dining, and interesting places to sit, relax, and people-watch; the absence of two lanes of cars creeping to the next stoplight would make the scene even more enjoyable. In our existing paseos, we already have a taste of how pleasant these oases can be. Could State Street be like this?

For more photos of US pedestrian malls, please visit our blog.

Sponsor Spotlight: Gary Gray, CPA

By Eva Inbar



Gary Gray, CPA, has been filing our nonprofit tax returns pro bono ever since we incorporated as a nonprofit organization. This is a huge help for us, and we are immensely grateful. Gary used to bring bicycle helmets to schools as a member of the Kiwanis Club when our Safe Routes to School program started operating in 2002. It was one of the club's public service programs. COAST and Kiwanis worked together for many years, until the helmet program became too big to be run by volunteers. At this point, Kiwanis handed the helmet program over to COAST's SR2S team. During the last school year, we fitted 1,791 helmets on kids' heads! You can see our distinctive helmets all over town. We have come a long way, and Gary Gray is the man who started it all.

Gary has remained a friend and supporter of COAST. He is now joined in his company by his nephew, Olexij, also a CPA. We thank Gary and Olexij Gray!

Pictured are Gary and Olexij Gray in front of their office on Carrillo Street.

Brandon School Says “Yes!” to Bike Education in PE

By Kim Stanley

Second and third graders at Brandon School just completed four sessions of bike safety education in their PE classes. Thanks to Goleta Union School District Superintendent, Donna Lewis and Brandon principal, Ryan Sparre for understanding that pedestrian and bike safety education are a high priority.

COAST instructors started each class with “Toe to Head”- a self-check which includes reminders like: “Check that your shoe laces are tied,” “Are you wearing bright colors?” and “Does your helmet fit properly?” Then we moved onto checking our bikes to make sure the bikes are safe to ride.

Then we get to the fun part - riding! The kids all learn “power pedal position,” so when that light turns green you’re ready to GO! They learn about riding on the right side of the road, how to signal a turn and how to scan behind you.

While these riders are not ready to ride to the beach by themselves, they are aware of the basic rules for staying safe out there on your bike.

Third grade teacher Lara Jacobs recently wrote, “My class has had two



COAST instructor Barry Remis asks, “What’s wrong with this helmet fit?”

[bike ed in PE] sessions and loved each one. I have been impressed with the instruction, age appropriateness, volunteers [staff], preparedness and materials COAST has provided.”

Bike education in PE is important because it allows us to work with kids on safety education over the course of

four sessions. The kids get a different lesson each session so they’re learning safe riding skills which translates into being more confident riders which usually translates into being more excited to ride their bikes! Go Brandon!

Kim Stanley is the Director of COAST’s Safe Routes to School Program.

Eastside News

By Ana Rico and Eva Inbar

Ana Rico, our longtime Eastside organizer, is a natural leader, but she has never had any formal training. Now, the McCune Foundation supported leadership training for Ana with the “Leading from Within” Institute in Santa Barbara. The course consists of monthly all-day sessions over a period of ten months. It’s intense! There are about 30 participants in the course, mostly from local nonprofits, a diverse group with ages ranging from 23 to 57. Organizations represented include La Casa de la Raza, Boys and Girls Club, Direct Relief, Sansum, Cencal and the Santa Barbara Scholarship Foundation. Students are assigned into groups of five so they can share information and learn from each other. Ana particularly enjoys the company of an attorney from Direct Relief who has 28 people working under her. She has many good suggestions for her. “It’s different,” Ana says. “I never thought I’d be doing something like this.”

As a mother of three, Ana had to make

arrangements for childcare to be able to take a whole Friday off. Our Safe Routes to School team would be delighted about this family. Ana’s eldest son, a SBHS junior, walks home from school and picks up his sister at SBJH on his way. They walk on home together. Ana recruited her mother to pick up her youngest daughter, a first grader at Cleveland Elementary. The walk takes about half an hour from Ana’s house to Cleveland and the footpath up the hill is steep. Ana was afraid it would be too much for her mom, but her mom is tough and hasn’t complained. Everyone helps.

This is how Ana can attend the Leadership Training which is opening new doors for her. Each session starts with



a poem and then people share what they think about it. “It’s really quite something,” Ana adds. “It makes you open up more than you usually do.” Go, Ana!



P.O. Box 2495
Santa Barbara, CA 93120

COAST Board of Directors

Mark Bradley, President
Eva Inbar, Vice President
Eve Sanford, Secretary
Greg Janée, Treasurer
Eddie Gonzalez, Director
Kate Deutsch-Burgner, Director
Doris Phinney, Director
Sally Tannenbaum, Director

Advisory Board

Matt Dobberteen
Kent Epperson
Brian Fahnestock
Ed France
Grant House
Hillary Blackerby
Alex Pujó
Helene Schneider
Rich Untermann

Staff

Kim Stanley (SR2S Director)
Nancy Eckert (SR2S Instructor)
Barry Remis (SR2S Instructor and Administrator)
Jody Nelson (SR2S Instructor)
Vanessa Rencher (SR2S Instructor)
Ana Rico (Organizer)

Raise Money for COAST when you shop at Amazon!

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!



Walking Wednesdays Return for Season 8 By Barry Remis

Get ready to lace up your shoes, stretch those legs, walk, stroll and learn! We have a full lineup of free, informative and scenic walks planned for our 2019 Walking Wednesdays season. Every 4th Wednesday from March through September starting at 5:30pm, we embark upon another fascinating walking journey into a new topic and locale, each with a guest expert leader.

We'll start in March by exploring the Chumash archaeological history of the Waterfront with Santa Barbara Museum of Natural History's Curator of Anthropology, **Dr. John Johnson, Ph.D.** Continuing along the Waterfront in April, we'll examine sea level rise impacts with the all-knowing **Dave Davis**, Water Commission chair and former City of S.B. Planning Director. May will take us out to the edge of Isla Vista to discover the newly restored North Campus Open Space with UCSB's **Lisa Stratton**, Director of Ecosystem Management.

As things heat up in June, we'll chill out with another Funk Zone tour, this time with Free Walking Tour SB founder **John Ummel**. In July, we welcome back **Anthony Grumbine** with a walk about architecture and history. In August, Sansum Clinic nutritionist and diabetes educator **Gerri French** returns for another health-minded walk, this time focusing on healthy and sustainable downtown restaurants (yummm). Our season winds up in September with a look at affordable housing options with the City of S.B. Housing Authority's **Rob Fredericks**. Check back on our website's Walking Wednesdays page and of course watch your inbox for updates and details.

COAST gives great thanks to our generous sponsors: **Allen Construction, Architectural Foundation of Santa Barbara Historic Walking Tours, Harrison Design, Sansum Clinic's Healthy People Healthy Trails program, and Stephen Murdoch**, who enable us to keep Walking Wednesdays free to the public.

Every month a new topic and decent leader give us a good excuse to get out there and walk while learning a thing or two. We look forward to your company, and that of all the friends you tell, so spread the word...Walking Wednesdays are back!