

STAFF REPORT
COUNCIL MEETING DATE:
August 27, 2012

ITEMS FOR COUNCIL CONSIDERATION:

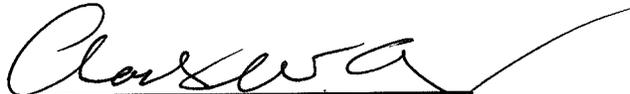
COAST Safe Routes to School Program Update

Report prepared by: Erin Maker, Environmental Coordinator
Department: Public Works



Signature

**Reviewed by
Public Works
Director:**



Signature

**Reviewed by
City Manager:**



Signature

ACTION **NON-ACTION** **STAFF RECOMMENDATION:**

Recommendation: That the City Council receive and file the Coalition for Sustainable Transportation's annual report regarding activities to support alternative transportation in Carpinteria.

Sample Motion: I move to receive and file the annual report submitted by the Coalition for Sustainable Transportation on their activities in Carpinteria.

I. BACKGROUND:

The Coalition for Sustainable Transportation (COAST) is a non-profit organization that promotes convenient transportation alternatives in Santa Barbara County through advocacy, education and outreach. COAST, founded in 1993 by a group of volunteers active in alternative transportation, has since played a role in shaping the direction of transportation projects in the area; advocating for pedestrian and bicycle facilities in transportation projects. COAST is supported through partnerships with local government agencies, grants, and donations. The

organization works closely with local government to support grant applications for alternative transportation projects, as well as educating the community via their Safe Routes to School (Safe Routes) and Santa Barbara Walks programs.

The Safe Routes to School Program is a coordinated effort of 20 agency and community partners, including Santa Barbara MTD, Santa Barbara County Association of Governments Traffic Solutions, Santa Barbara Bicycle Coalition, and local law enforcement. The program focuses on decreasing traffic and pollution while improving health in children through education in pedestrian and bicycle safety, bicycle helmet distribution days, as well as fun activities such as walk and bike to school days.

II. DISCUSSION:

The City of Carpinteria entered into a partnership with COAST in July of 2011 to bring their Safe Routes to School Program to Carpinteria schools. The City committed \$4,000 of Measure A funding to support the efforts of COAST in promoting alternative methods of transportation in Carpinteria. This financial contribution helps satisfy the City’s commitment to supporting alternative transportation which is required through Measure A. Entering into a partnership with COAST will also give the City a competitive edge when applying for alternative transportation funding opportunities in the future.

During Fiscal Year (FY) 2011/2012, COAST sponsored a *Walk to School Day* in October and a *Bike to School Day* in May. There was no participation in the *Walk to School Day* by Carpinteria Schools due to the program’s recent introduction in Carpinteria. However, the *Bike to School Day* had an impressive number of students participate in the newly introduced program. Carpinteria Schools that participated in the *Bike to School Day* were Aliso Elementary, Carpinteria Family, and Carpinteria High Schools. The table below displays the number of students from each school that participated.

COAST Safe Routes to School Program
Bike to School Day, May 2012

School	# of Students
Aliso Elementary School	175 Students
Carpinteria Family School	35 Students
Carpinteria High School	75 Students

In addition to these events, COAST conducted several training events at the schools. At Aliso Elementary, this included two safety assemblies - a pedestrian themed assembly (a walk around the block) for second graders and a bicycle safety assembly (a bike rodeo) for fourth graders. Bicycle helmet distribution days were also held at Aliso and Canalino Elementary, Carpinteria High, and Carpinteria Family Schools.

The program was in its inaugural year in Carpinteria and COAST expects to see higher participation in both events in the coming year, including the addition of other Carpinteria schools to the program.

ATTACHMENT A

Coalition for Sustainable Transportation Safe Routes to School Project

2011-12 School Year Report

Background:

In the Safe Routes to School Project, the Coalition for Sustainable Transportation (COAST) coordinates the efforts of 20 local agencies both public and private to enable children to walk or bike to school safely. The program includes quarterly SR2S Task Force meetings, school zone evaluations, school mobility counts, Walk and Bike to School Day, ongoing incentive programs, and safety trainings for children. These consist of a pedestrian and bicycle safety presentation, a bicycle rodeo on the school grounds for fourth graders, a walk around the block for second graders and bicycle helmet distribution and fitting for all children. We now serve the entire South Coast with 36 schools after the City of Carpinteria joined the program in fall of 2011.

Summary:

This past year, the program grew again as we added four schools in Carpinteria. Walk to School Day participation was 27 - an all time high, even though it rained. Bike to School Day was up from 23 last year to 27 this year with heavy promotion on our part and perfect weather. Overall, 29 schools participated in one or both event days. Twenty-three schools held safety trainings this year, up from 21 last year. There were 33 helmet events, up 5 over last year. Some schools needed two events to satisfy the demand. In-the-field pedestrian training, added four years ago, is in high demand. As in the previous years, mobility counts were widely held, allowing us to track changes over time. We made a significant effort to promote Walk & Roll programs that encourage students to walk or bike on a certain day, once a week or once a month. Ten schools participated this year (nine elementary and one junior high). We will continue to promote Walk & Roll programs next year.

Funding and Staffing:

COAST's SR2S project is funded jointly by the County of Santa Barbara and the Cities of Santa Barbara, Goleta and Carpinteria. The County and City of Santa Barbara contributed \$15,000 each and the Cities of Goleta and Carpinteria contributed \$4,000, for a combined \$38,000. With this funding, our SR2S coordinator, Kim Stanley, worked 22 hours per week year-round. She has now completed her fourth year with COAST and is in charge of both primary and secondary schools. In addition, Bob Zimels is assisting her with bicycle and helmet events. He is in charge of ordering, storing and hauling the helmets as well as keeping inventory (as Kiwanis bowed out of the program). Not a small task! Both will be staying next year.

Detailed Results:

Event Days: Walk to School Day and Bike to School Day

Twenty-seven schools participated in Walk to School Day in 2011, up from the year before, in spite of rainy weather. Counts of walkers are incomplete as not all schools submitted them. Participation in Bike to School Day is up from 23 last year to 26 this year, with 3,311 participants counted – a new record. Many schools make this a multi-

modal Walk & Roll day. Overall, 28 schools participated in one or both event days. Here they are:

School	W2SD Oct 2011	Bike to School Day May 2012
Adams	60	50
Adelante		
Aliso		175
Brandon	168	175
Carp Family School		35
Carpinteria High School		75
Cold Spring	53	76
Cleveland	109	87
El Camino	Yes	69
Ellwood	Yes	35
Foothill	131	170
Franklin	79	70
Goleta Family School	Included w/Foothill	Included w/Foothill
Harding	125	
Hollister	126	137
Hope	Yes	50
Isla Vista	yes	
Kellogg	yes	275
La Patera		
McKinley		
Monroe	Yes	300
Monte Vista	153	150
Montecito Union	Yes	159
Mountain View	Yes	181
Peabody	Yes	150
SB Charter	17	
SBCA		
Vieja Valley	87	93
Washington	Yes	75
Dos Pueblos HS		
Goleta Valley JH	120	225
SBJH	150	200
La Cumbre JH	Yes	217
La Colina JH	140	57
San Marcos HS		
SBHS		250
Grand total	n/a	3,386

Safety Trainings

Twenty-three schools held safety trainings this year – up from 21 last year. These typically include two safety assemblies, a pedestrian themed one for second graders and

a bicycle safety assembly for fourth graders, a walk-around the block and a bike rodeo. School helmet distributions rose from 28 last year to 33 this year. Estimated number of children served by safety trainings: 6,280. Number of children served by helmet events: 1,254.

Adams: assemblies, walk-around, bike rodeo, helmet distribution
Aliso: Entire safety package plus helmet event
Brandon: Safety assemblies, bike rodeo, walk-around, helmet distribution
Carpinteria High: Helmet event
Cleveland: Assemblies, walk-around, bike rodeo, helmet distribution
Cold Spring: Safety assembly, walk-around, bike rodeo, helmet distribution
El Camino: Safety assembly, walk-around, helmet distribution
Ellwood: Safety assembly, walk-around, bike rodeo, helmet distribution
Franklin: Entire safety package plus helmet distribution
Foothill/Goleta Family: Safety assemblies, bike rodeo, walk-around, helmet event
Harding: Assemblies, walk-around, bike rodeo, helmet distribution
Hollister: Assemblies, walk-around, bike rodeo, helmet distribution
Hope: Safety assemblies, walk-around, bike rodeo, helmet distribution
Isla Vista: Assemblies, walk-around, helmet distribution
Kellogg: Helmet distribution, pedestrian safety package
La Patera: Entire safety package plus helmet event
McKinley: Safety assemblies, walk-around, helmet distribution
Monroe: Safety package, helmet distribution
Monte Vista: Safety assemblies, walk-around, bike rodeo, helmet distribution
Montecito Union: Entire safety package, helmet event
Mountain View: Safety assemblies, walk-around, bike rodeo, helmet distribution
Peabody: Safety assemblies, walk-around, bike rodeo, helmet event
SBCA: Helmet distribution, assemblies, walk-around, bike rodeo
Vieja Valley: Pedestrian safety package, helmet event
Washington: helmet distribution

Participation at fairs and public events

Earth Day: Helmet distribution
Bike from Work Day: Helmet Distribution

Helmet Program

We fitted 1254 helmets on little heads at 33 school events, one festival, a preschool, and a CycleMAYnia event. This program is funded by private donations.

Walk&Roll Programs

9 schools conducted regular Walk&Roll days: Brandon, Cold Spring, El Camino, Ellwood, Cleveland, Hope, Kellogg, La Cumbre JH, Montecito Union. Most of these were held weekly and some were monthly. We continue to promote the program vigorously.

Hazard assessments

We conducted hazard assessments at two schools: Franklin and Montecito Union. These assessments are held upon request. The principal, parents, public works staff, COAST staff, and police walk the school zone during the morning or afternoon rush hour, identifying trouble spots and possible solutions. Afterward, COAST staff sends a report to all participants.

Mobility Counts

We now have mobility counts from 26 schools, spanning 4 years. Results are available upon request.

Overall participation rate in SR2S activities: 86%.

Percentage of participation by jurisdiction:

City of Santa Barbara: 14 out of 16 (88%)

County of Santa Barbara: 10 out of 11 (91%)

City of Goleta: 5 out of 6 (83%)

City of Carpinteria: 2 out of 4 (50% in the first year!)

Cash Contributions and Volunteer hours

Our program continues to make extensive use of volunteers and solicits contributions from non profits and businesses. Thus, every dollar the government provides leverages roughly another dollar in volunteer hours and private contributions. This makes our program very cost effective.

COAST Budget Items

Item	Event/Hours	Total # Events	Total # Hours	Hourly Rate	Total
Eva's hours	10 Hours/Week 10 Months/Year		400	\$16	\$6,400
School volunteer hours	20 per safety training	23	460	\$16	\$7,360
School volunteer hours	4 per W2SD and B2SD	54	216	\$16	\$3,456
Helmet fitters	10 volunteer hrs per event	33	330	\$16	\$5,280
Fairs and Festivals	8 hours per event	1	8	\$16	\$128
LCI and bike rodeo volunteers	2 per event	23	46	\$16	\$736
Total volunteer hours			1460	\$16	\$23,360
Cash grants and donations					\$12,500
In-kind donations*					\$500.00 (Est.)
Total					\$36,360

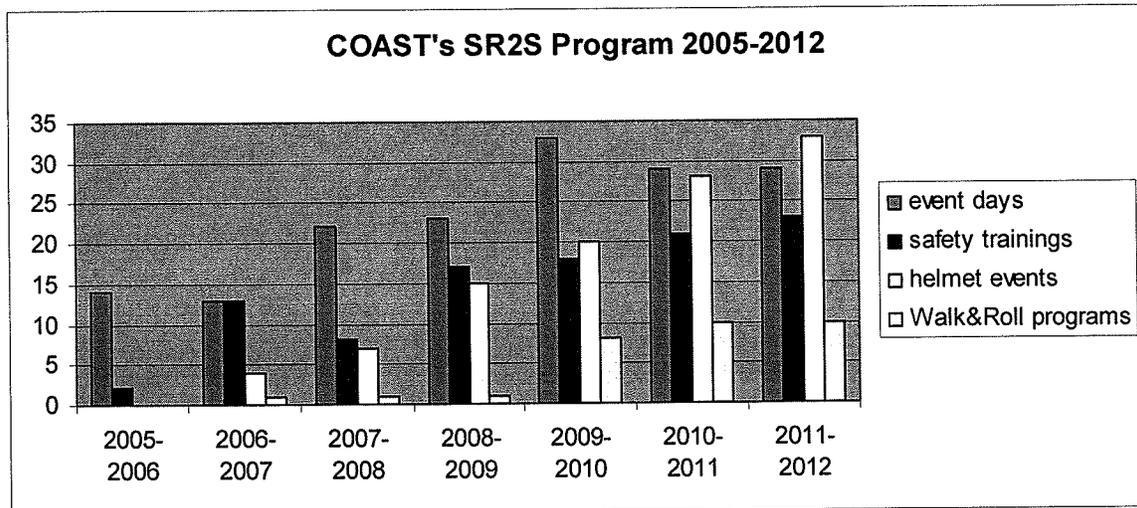
*Prizes donated by local merchants

Collaboration with other groups

Collaborating is another way for us to leverage our resources to maximum effect. We collaborate with law enforcement and **SBBC/BiciCentro** on our bicycle education program. We provide contact info to help them set up after-school bicycle classes.

Plans for next year

We are excited to plan for a major expansion of our program under a Measure A grant. Stay tuned!



Appendix: News from our newcomer, Carpinteria

We are excited to have Carpinteria on board! We spent a lot of effort there knocking on doors and trying to engage schools in a program that was new to them. Schools by their nature are usually reluctant to adopt any new programs, especially if they take instructional time. In the end however, our efforts paid off: We were successful at two out of four Carpinteria schools: Carpinteria High and Aliso. Carpinteria High participated in Bike to School Day with 75 riders and invited us to table at their Open House, in conjunction with the school's eco-club. Aliso became quite enthusiastic about the program. We'll let principal Holly Minear speak for herself; below is the article she sent to the Coastal View. The photos are also from Aliso School.

For next fall, we suggest that we convene a SR2S "Summit" for local government, police and schools to get the word out about the program and get the remaining schools on board.

Attached: Holly Minear's Letter of Appreciation

Hi Kim and Coastal View,

With the assistance of Kim Stanley and the Coalition for Sustainable Transportation (COAST), Aliso School participated in the annual Bike to School Day on Wednesday, May 9th. Aliso's four bike racks were completely filled on Wednesday with students' bikes and scooters. The bike racks are normally filled with one or two bikes, which is close to empty.

Our students were excited about coming to school on their bikes. When some second grade students were asked why biking to school was important, they stated it saved gas money, was a great way to exercise, and reduce pollution. The students were "right on" for the advantages of this program. Earlier in the school year, COAST provided low cost bike helmets for our students. On Wednesday, some students who rode their bikes to school were rewarded with bike bells and spoke beads to help spruce up their bikes.

Aliso School is considering designating one day per week as "Bike to School Day" to reduce car traffic and our environmental footprint and to increase students' activity levels. Aliso has a bike safety and bike rodeo for upper grade students scheduled on May 29th, which is also provided by COAST and Ms. Stanley. Aliso greatly appreciates the collaboration with COAST and Ms. Stanley.

Thank you,

Holly Minear

COAST

COALITION FOR SUSTAINABLE TRANSPORTATION

Walk-Bike-Bus-Rail

COAST provides advocacy, education and outreach to improve transportation options in Santa Barbara County, 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 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.

COAST Monthly Mixer

Please join us the second Thursday of each month from 5-7 PM at the El Paseo Restaurant in Santa Barbara.

Walking Wednesdays

COAST organizes monthly walking tours on the Fourth Wednesday of each month at 5:30 pm that are free and open to the public.

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, or you can go to the COAST website. Thank you!

COAST NEWS

COALITION FOR SUSTAINABLE TRANSPORTATION

SUMMER 2012

WWW.COAST-SANTABARBARA.ORG

Train Day 2012

By Dennis Story



Das Williams, Salud Carbajal, Grant House and many young fans celebrate Train Day

National Train Day 2012, hosted locally by COAST, was bigger and better than ever. There was a model of the Santa Barbara station and a train layout with running trains which mesmerized kids. Many families enjoyed a short train ride to Carpinteria and back. **Das Williams, Salud Carbajal, Helene Schneider** and **Grant House** all made the case for commuter rail in our coastal corridor. COAST will continue to be the champion for rail. Please visit our website to sign a petition for better rail service along the California Coast. In case you missed this year's event, be sure to join us next year!

Kim Stanley receives the Velo Wings Award



Kim receives her award from Jeremy Tittle of Salud Carbajal's office while Hillary Blackerby, Helene Scheider and Janet Wolf look on.

Our own Kim Stanley, Safe Routes to School Coordinator with COAST, was celebrated by the Bicycle Coalition for her work teaching young people the joys and skills of bicycling. She was one of three "extraordinary women" receiving the Velo Wings award "for giving flight to cycling programs in Santa Barbara County". Santa Barbara Mayor **Schneider**, 2nd District **Supervisor Wolf** and representatives from the 1st Supervisorial District and State Assemblyman **Das Williams** showered Kim with enough awards and commendations to fill a wall. Kim, you deserve every one of them! Congrats!

Bike to School Day 2012

By Greg Janee

Bike to School Day 2012 was a huge success. Said **Kim Stanley**, Safe Routes to School coordinator, "The kids had fun, they loved the prizes, and the numbers look good." We also had good participation in Carpinteria, a SR2S newcomer. An estimated 3,500+ kids took part in the event this year.

Here are some of the notes we got from schools:

From **Aliso School**: "Aliso's four bike rack were completely filled on Wednesday with bike and scooters...Earlier in the school year, COAST

provided low-cost bike helmets for our students...Aliso School is considering designating one day per week as Bike to School Day to reduce car traffic and our environmental footprint and students' activity levels ... Aliso appreciates the collaboration with COAST and **Ms. Stanley**."

From **Vieja Valley Elementary**:

"Thanks for the prizes **Kim**, the kids loved them! We had a great event, 93 walkers and riders out of 340 students. We had a snack for all of the riders and a small prize along with the ones

you brought. On Friday, the principal will host a special extra recess for kids who walked and biked all season. Thanks for your support, next year we plan to have bike/walk to school every month for the entire year."

Left: A full bike rack and many proud riders at Aliso School in Carpinteria



A very young rider and her first bike at Aliso School in Carpinteria



Bike to School Day is a national event for the first time this year. Locally, it has been led by COAST for about ten years and is now part of CycleMAYnia.

Meet the COASTers: Paula Perotte

By Eva Inbar

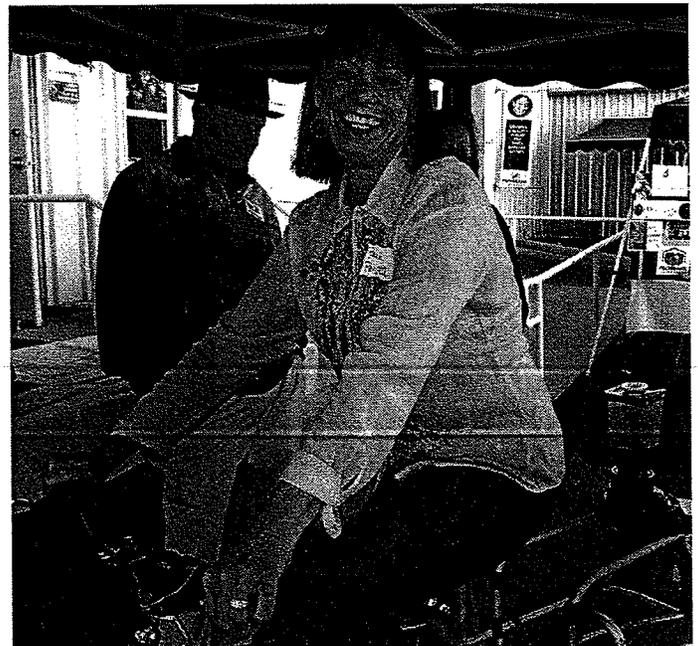
We welcome **Paula Perotte** as a new member of COAST. For 29 years Paula Perotte and her husband, Peter, have lived in Goleta, raising two daughters now 21 and 29. In 1995 she began her advocacy for Safe Routes to School: When completion of a county highway through her residential community brought more and faster traffic, she successfully lobbied for a STOP sign needed for safe crossing.

As a member of the California State PTA for 18 years, Paula worked with Assemblymember **Hannah-Beth Jackson** on legislation for "double fines in school zones" and **Pedro Nava** to reduce speed limits to 15 MPH and extend school zones to 1,000 feet (AB 321)

She's been an environmental advocate, especially for reducing single auto use and encouraging pedestrian and bike-friendly policies.

Paula has recently been elected to the Goleta City Council where she continues to advocate for Safe Routes to School and Complete Streets.

At left, she can be seen making herself a bike smoothie during a recent CycleMAYnia event.



Progress in the Eastside

By Caitlin Carlson

Spring has been busy for our Eastside Walks team. On May 8, the City Council voted to implement a road diet and install rapid flashing beacons plus medians on Milpas. This wrapped up a long and contentious process to improve pedestrian safety on Milpas that started with our Eastside public forum on November 16, 2011, following the death of young **Sergio Romero**. We thank the City for its robust effort on Milpas and are especially enthusiastic about the road diet. This opens so many possibilities! At the same time, we cannot stop at Milpas. The neighborhood and particularly Salinas Street also need help. After hosting several neighborhood walks around Salinas, we brought out a group of about 20 Eastside residents, mostly moms, to speak about Salinas during public comment at a City committee meeting. (See photo.) They heard the message loud and clear!

If you live in the Eastside, and are concerned about walking safety in your neighborhood, we hope you will get involved with Eastside Walks. We meet weekly on Tuesdays at 10am at the Eastside Library.



A Street is born

By Alex Pujo

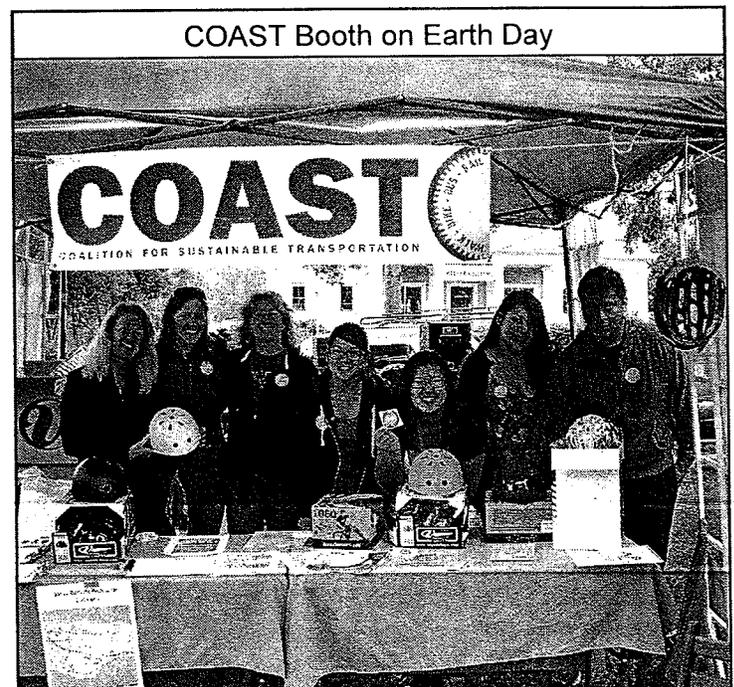
Santa Barbara to take control of Cliff Drive and Las Positas

In a dramatic 5-2 vote (**Francisco & Hotchkiss** opposed) a solid Santa Barbara Council majority voted on May 21 to begin a "relinquishment" agreement with Caltrans that will make State Highway 225 (Cliff Drive and Las Positas Road) part of the local street network. In the name of "self-determination" and "local control" the winning motion put Highway 225 on the same path that a generation ago turned Cabrillo into a Boulevard. A process to figure out improvements is about to begin: a long hoped-for Main Street for the Mesa is finally born.

Since 1993, neighbors have repeatedly asked Caltrans and the City to improve the design, high speed and lack of crosswalks on Highway 225 that have caused scores of collisions and four fatalities in 2004-09. The maintenance of this 4.6-mile road (\$367,000/year) in a budget-cutting year weighted heavily in the negotiations. Just a few weeks earlier Councilmembers **White** and **Murillo** were leaning towards "mañana" but, as Murillo came to accept, there will never be surplus money in the street fund. Mayor Schneider asked: "If not now, when?"

This vote proves again that local elections do matter. In November of last year **Cathy Murillo** replaced **Michael Self** on Council and, since then, changes in City transportation policies have been swift and sharp. The north end of Milpas (Cota to Canon Perdido) will be re-stripped with bike lanes and safer crossings; De La Vina at Figueroa will have improved crosswalks; Modoc Road at Portesuello (La Cumbre JH) will be drastically enhanced. In vote after vote COAST's message of "walk, bike, bus, rail" resonates loud and clear.

Last October COAST recognized Mesa Architects with the 2011 Barry Siegel Award for their successful advocacy for re-stripping Cliff Drive between Meigs Road and City College. We congratulate them again now for this new and significant milestone.



From left: *Diana Blanchard, Courtney Dietz, Kim Stanley and four wonderful UCSB students. We gave out 65 helmets and plenty of information about COAST.*

COAST

COALITION FOR SUSTAINABLE TRANSPORTATION

Coalition for Sustainable Transportation

P.O. Box 2495

Santa Barbara, CA 93120

COAST Board of Directors

Alex Pujo, President
Mark Bradley, Vice President
Eva Inbar, Treasurer
Greg Janee, Secretary
Dennis Story
Lee Moldaver
Roger Horton
Debbie Castanha
Deborah Schwartz

Advisory Board

Ed France
Steve Maas
Helene Schneider
Matt Dobberteen
Brian Fahnestock
Grant House

Staff

Caitlin Carlson (Project Director)
Katherine Holland (ASERT)
Kim Stanley (SR2S)

Raise Money for COAST when you shop online!

It's free! Just click on the "Shop to support COAST" button on the COAST website and you will find almost 700 stores, including Home Depot, Amazon.com, Target, Best Buy, E-Bay, Nordstrom's and many more. When you go through the i-give portal, these stores will donate a percentage of your purchase to COAST.

Coming soon: COAST's Summer Solstice Party

When: Saturday, June 23rd, 11:30 pm until the parade ends
Where: Business First Bank, 1035 State Street, corner Figueroa
Suggested Donation: \$20 or \$30 per couple
Enjoy good friends, food and drink with a great view of the parade!

Don't miss our next Walking Wednesday!

On Wednesday, June 27, 5:30 to 7 pm, we will take a tour of attractive affordable housing projects in the west downtown, led by two architects and one City housing authority rep. Meet at Garden Court, 1116 De la Vina.



COASTERS having Fun with the Team Bike Challenge

Here are three members of the COASTERS bike team that competed successfully in this year's team bike challenge. From left: Team captain **Greg Janee, Debbie Castanha, Caitlin Carlson.** Not pictured: **Kim Stanley and Tracey Singh.**

We thank our Individual Supporters

We thank these people who joined COAST or renewed their support during the past three months: **Jeff Carmody, Lee Heller, Mary Byrd & John Fisher, Jason LoCicero, Robert Rainwater & Brigitta Van Der Raay, Forrest Wilde, Martha Siegel, Dan Herron, Bob Zimels, Jan Keller, Steve Maas, Linda Krop, Ray and Linda Franco, John Kirk, Paula Perotte, Ken Radtkey & Susan Van Atta, Marc McGinnes, Charles Croninger, Rick Frickman.**

We thank our Major Supporters

We thank the **McCune Foundation, the Social Justice Fund of Ventura, the Santa Barbara Foundation, the Fund for Santa Barbara, the Orfaea Foundation, the Southern California Gas Company and the Goleta Valley Cycling Club** for supporting our major projects. Further thanks go to our business sponsors, **Deckers Outdoor Corp, Allen Associates and Citrix Online.**