



General Public Comment Received

Name of Sender	Distributed prior to hearing	Distributed after the hearing
Alex Gravenor		X*
Tristen Miller		X*
Emma Meyer		X*
Zachary Aboud		X*
Steve Siz		X*
Michael Arnold		X*
Peter Stradinger		X*
Nicholas Smith		X*
Joanna Kaufman		X*
Katalyn Voss		X*
Aron Ashland	X	
Dale Francisco	X	
Candice Leung	X	
Melissa Cunningham	X	
Tracey Willfong-Singh	X	

*Received after cut-off for September 6, 2023, meeting.

State Street Advisory Committee Meeting of: October 2023

Calvin Weinstock	X	
Jennifer Abella	X	
John Dagger	X	
Aron Ashland (2 comments)	X	
Stephanie Ingoldsby	X	
David Gaultiere	X	
Robert Nielsen	X	
Aron Ashland (3)	X	
Helen Stoll	X	
Fedor Manin	X	
Jennifer Griffin	X	
Deanna Sutherland	X	
Anisa Garrett	X	
Jacob Lesner-Buxton	X	
Rosa Lopez	X	
Molly Pearson	X	
Skylar Covich	X	
Bob Burnham	X	
Jim Marston	X	
Art Ludwig	X	
Nick Koonce	X	
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Greta Walters

From: Alex Gravenor <blazingkin@gmail.com>
Sent: Wednesday, September 6, 2023 9:56 AM
To: SSAC Secretary
Subject: SSAC Sept 6th public comment
Attachments: Bicycling_and_the_Economy-Econ_Impact_Studies_web.pdf

You don't often get email from blazingkin@gmail.com. [Learn why this is important](#)

EXTERNAL

Hi, SSAC. I saw a study about how important bikes are for the economy. It's pretty comprehensive and well worth the read. Many of the lessons are applicable to State St. Please take a look and consider how we can welcome bikes along the length of the entire promenade. You can find it attached to this email.

Thanks!
Alex Gravenor



Advocacy **Advance**



Tools to Increase Biking and Walking

Bicycling Means Business:

The Economic Benefits of Bicycle Infrastructure

By Darren Flusche

Policy Director

League of American Bicyclists

This report is a product of Advocacy Advance — a partnership of the League of American Bicyclists and the Alliance for Biking & Walking.



Bicycling Means Business

The economic benefits of bicycle infrastructure

By Darren Flusche, League Policy Director

Originally released June 2009, updated and expanded July 2012

Bicycling means business.

From revitalizing a disinvested avenue in Memphis to pumping money into the economies of small towns along the Great Allegheny Passage, bicycling is breathing economic life into America's communities. From quantifiable health benefits in Iowa to health insurance cost savings for Bicycle Friendly Business Quality Bicycle Products in Minnesota, bicycling is boosting America's economic health. From Portland, where the city built its entire bicycling network for the cost of one mile of urban freeway, to Baltimore, where bicycling projects create twice as many construction jobs per dollar as road projects, cities are discovering that bicycling investments are a cost-effective way to build infrastructure and create jobs.

These benefits add up. Every year new studies demonstrate the economic impacts of bicycling – recent examples include Iowa, Minneapolis, Vermont, and Wisconsin.

This report highlights the impact the bicycle industry and bicycle tourism can have on state and local economies, discusses the cost effectiveness of investments, points out the benefits of bike facilities for business districts and neighborhoods, and identifies the cost savings associated with a mode shift from car to bicycle. The evidence demonstrates that investments in bicycling infrastructure make good economic sense as a cost-effective way to enhance shopping districts and communities, generate tourism and support business.^{i ii}

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Introduction: Why is bicycling good for the economy?

Each year several new studies come out that help make the case that investments in safe and attractive bicycling pay economic dividends. We've added dozens of sources (and about 10 pages) to this report since it was originally released in 2009.

The research can get technical, but the principles are simple:

- People who ride bikes buy bikes. This puts people to work in bicycle shops and apparel stores.
- People who ride bikes buy other things, too. Bike-accessible business districts benefit by catering to these customers.
- People on bikes are also more likely to make repeat trips to their local stores.
- People who ride bikes on vacation buy food, have travel costs, and pay for lodging. Bicycling tourists bring millions of dollars to cities and towns across the country that wouldn't otherwise end up there.

All that spending means jobs -- and tax revenue -- for communities. But people who ride bikes also *save* money.

- With the money saved from lower travel costs, people who ride bikes have more of their money to spend on local businesses.
- People who ride bikes can save their companies money on health insurance costs.
- Developers, cities, and individuals can save money on parking costs by providing space-efficient, low-cost bike parking instead of expensive car parking.

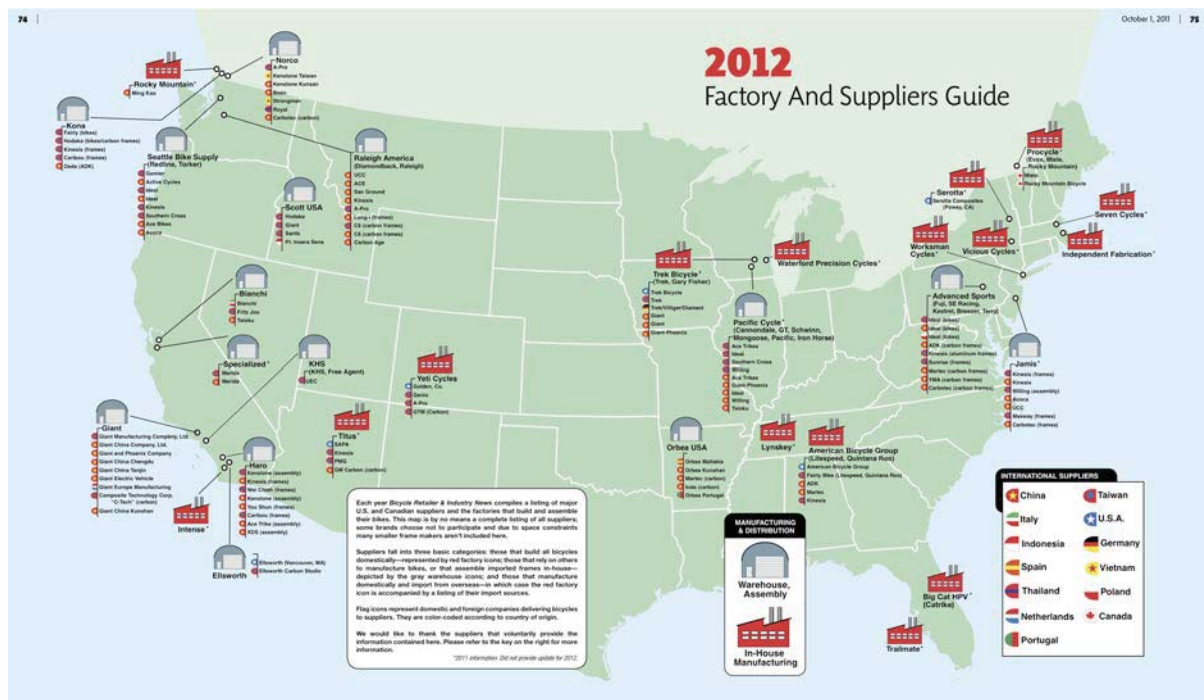
The best way to attract people who ride bikes and accrue all of these benefits is by building infrastructure that makes it more attractive for people to ride. Building that infrastructure creates jobs, and it does so extremely cost-effectively. In fact, there's no better job-creating bang for your transportation buck.

- Road projects are materials-intensive. Much of a road project budget goes to materials. By contrast, bicycling and walking projects are labor-intensive. Bicycling and walking project create more jobs per dollar than road projects.
- A built-up city can add capacity for new bicyclists much less expensively than new capacity for drivers.

National Economic Impact Studies

Regions that have invested in bicycling have seen tangible economic impacts. Studies show that the bicycle industry, bicycle tourism, and the health benefits from bicycling create jobs, economic activity, and cost savings.

Today bicycling manufacturing is a \$6 billion **national industry**.ⁱⁱⁱ But the economic benefits associated with riding extend far beyond that number. The nation's 60 million annual recreational bicyclists spend \$46.9 billion on meals, transportation, lodging, gifts and entertainment. One study estimates that the spill-over effects of all bicycling-related activities could be as large as \$133 billion, supporting 1.1 million jobs and generating \$17.7 billion in federal, state, and local taxes.^{iv}



A map of bicycle manufacturing factories in the United States, 2012, produced by Bicycle Retailer and Industry News (BRAIN)^v

State Economic Impact Studies

The bicycling industry and bicycle tourism measurably benefit state, regional, and local economies. **Wisconsin** accounts for 20 percent of the bicycle manufacturing in the U.S. Overall, according to a 2005 study, the bicycling industry – manufacturing, distribution, retail, and other services – contributes \$556 million and 3,418 jobs to the Wisconsin economy. In addition, a 2010 study found that bicycle recreation and tourism contributes \$924 million to the state’s economy and estimates that “the potential value of health benefits from reducing short car trips and increasing bicycling total \$409 million.”^{vi}

Inspired by the powerful Wisconsin report, the Iowa Bicycle Coalition commissioned the University of Northern Iowa to produce an economic impact study of its own in 2011. The report, “Economic and Health Benefits of Bicycling in Iowa,” found that commuter and recreational bicycling in **Iowa** generates more than \$400 million in economic activity in Iowa, resulting in health savings of \$87 million.^{vii} (For more on the creation of this report, see page 8.)

Economic and Health Benefits of Bicycling in Iowa	
<i>Bicycle Commuters</i>	
Estimated bicycle commuters	24,921
Economic activity	\$51,965,317
Health savings	\$13,266,020
<i>Recreational Riders</i>	
Estimated riders	149,916
Economic activity	\$364,864,202
Health savings	\$73,942,511
<i>Source: Economic and Health Benefits of Bicycling in Iowa, University of Northern Iowa, Fall 2011</i>	

Minnesota has captured similar data. In 2009, the Minnesota Department of Employment and Economic Development found that bicyclists were the second most active trail users in the state after walkers/hikers. The value of all goods and services produced in the state attributed to bicycle riders’ spending came to \$261 million. This spending supported more than 5,000 jobs and helped generate \$35 million in taxes.^{viii}

Colorado has capitalized on its reputation as an outdoor recreation destination to attract tourists and active residents, and manufacturers who want to be close to their customers. A study commissioned by the Colorado Department of Transportation in 2000 determined that bicycling contributed \$1 billion to the economy from manufacturing, retail, tourism and bike races. Retail and manufacturing employ 1,213 people with an annual payroll of \$34.1 million. Half of all summer visitors at Colorado ski resorts spend time bicycling. Of those 699,000 people, 70 percent are from out of state and 40 percent said they would have altered their vacation destination if bicycling were not available. ^{ix}

Even a small state like **Vermont**, where locals joke that summer lasts just two weeks, biking and walking provide a significant boost to the local economy. The “Economic Impact of Walking and Biking in Vermont,” by Resource Systems Group, Inc., Economic and Policy Resources, Inc., and Local Motion Advocates shows that in 2009, biking and walking created at least 1,400 jobs, \$41 million in wages and \$83 million in revenue. In addition, the health and property value benefits could bump that up by more than \$400 million. The researchers tapped into data from the Vermont Agency of Transportation on road project expenditures, accessed statistics on visitor spending related to biking and walking events, used economic models from the Victoria Transport Policy Institute and correlated information from Walk Score with real estate sales. Bicycling advocates at Local Motion distributed more than 150 surveys to bicycle- and pedestrian-related businesses across the state.

Economic Impacts of Trip Spending by Bicycle Riders in Minnesota	
(thousand \$)	
Trip spending by bicycle riders	\$427,478
Output (net of imports)	
Direct Effect	\$298,331
Indirect Effect	\$107,469
Induced Effect	\$93,128
<i>Total</i>	\$498,928
Gross State Product	
Direct Effect	\$152,418
Indirect Effect	\$56,289
Induced Effect	\$52,536
<i>Total</i>	\$261,243
Employment (# of jobs)	
Direct Effect	3,736
Indirect Effect	733
Induced Effect	795
<i>Total</i>	5,263
Employee Compensation	
Direct Effect	\$87,468
Indirect Effect	\$30,931
Induced Effect	\$26,743
<i>Total</i>	\$145,142
State and Local Taxes	\$35,845
<i>Source: Economicact of Recreational Trail Use, Ernesto Venegas, Ph.D., 2009</i>	

Benefits to Vermont included:

- Construction and maintenance of bicycle and pedestrian infrastructure projects and programs brought \$17 million in funding to the state, resulting in more than 230 jobs and \$10 million in wages.
- Bicycle- and pedestrian-related businesses brought in more than \$56 million in revenue, generating more than 1,000 jobs and \$26 million in wages.
- Forty major events related to biking and walking attracted more than 16,000 participants who brought with them 45,000 additional family and friends. \$9.5 million in revenue and 160 jobs, which resulted in \$4.7 million in wages.
- Using models from the Victoria Transport Policy Institute, RSG calculated that the vehicle miles avoided by the 68 million miles walked and 28 million miles biked resulted in as much as \$85 million in consumer and public health savings.
- The property values of homes in walkable neighborhoods were \$6,500 higher than those in car-dependent areas. Add all those homes together and walkability added more than \$350 million to the local economy.^x

Maine has also seen the benefits of attracting bicycling visitors. Since 1991, the top-ten Bicycle Friendly State has made a concerted effort to improve its bicycle infrastructure by widening shoulders and creating shared-use paths, generated \$66 million a year in bicycle tourism as of 2001.^{xi}



*Maine makes a concerted effort to attract bicycle tourists.
Photo: Bicycle Coalition of Maine*

Québec, Canada has also seen a measurable impact of bicycle tourism on its economy. In 2000, province-wide spending by bicyclists totaled \$166 million. The Québec bicycle industry generated sales over \$181 million, supporting 2,800 jobs and generating \$17.2 million in tax revenues for Québec and \$13.6 million in national taxes. To draw tourists and encourage cycling, Quebec developed a network of 2,702 miles of bicycle paths and roadway routes called **La Route Verte**, which is promoted as the “best bicycle route in the world.” In 2000, when only part of the route was complete, La Route Verte cyclists spent a total of \$95.4 million, corresponding to approximately 2,000 jobs and \$15.1 million in tax revenue for Québec and \$11.9 million for the Government of Canada.^{xii} In 2005, bicycle tourists spent \$83 per day, more than other tourists’ average of \$66.^{xiii}

Developing an Economic Impact Study

Policy-makers increasingly demand hard numbers on the impacts of proposals before making significant investments or undertaking major policy changes. Savvy bicycling advocates understand this and are responding by working with professionals to produce such numbers.

For example, advocates in Vermont assisted with data gathering by distributing surveys to businesses throughout the state (page 6). In Iowa, the Iowa Bicycle Coalition saw the need for an economic impact study and found the resources to commission one by University of Northern Iowa.

Mark Wyatt, the Coalition’s executive director, attended the National Bike Tour Directors Conference in Madison and heard Amanda White, the associate director of the Bicycle Federation of Wisconsin, speak about her state’s economic impact study. Wyatt took the Wisconsin report to the University of Northern Iowa, authors of an earlier economic impact study of RAGBRAI, the statewide bicycle ride. They gave him a proposal. Wyatt submitted the proposal to Bikes Belong to apply for a research grant that was available for this sort of work. They received the grant and commissioned the study. Once completed, the Bicycle Coalition helped publicize the results.

Wyatt learned some good lessons that can help others following this path:

- Use an academic institution to do the study. University researchers have more credibility than advocacy organizations. Wyatt says, “It’s always great to hear that Dr. Sam Lankford is reporting bicycling is worth \$x.xx, rather than the advocate.”
- Use an existing model. Iowa used the Wisconsin report as a template. That allowed them to make an apples to apples comparison with another state.

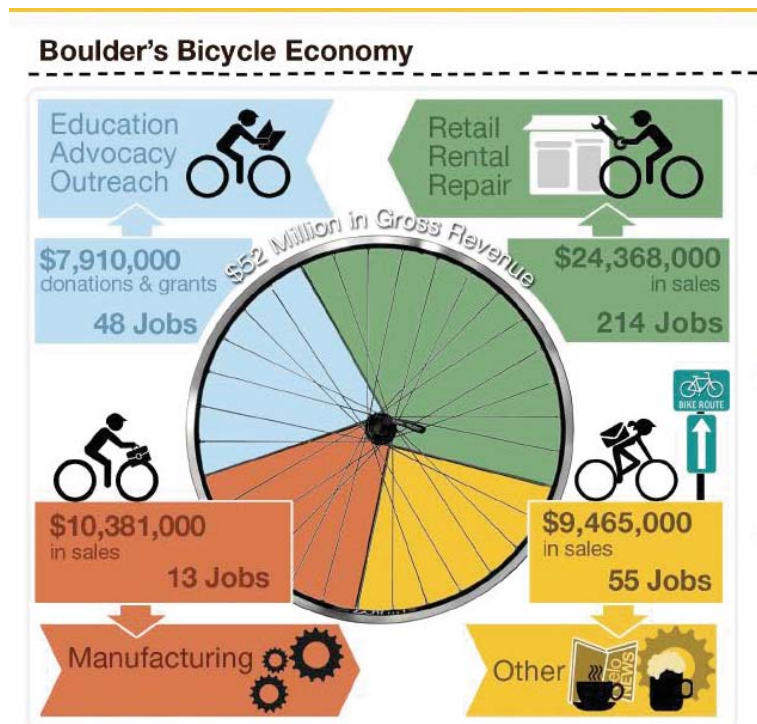
Regional and City Economic Impact Studies

One of the most celebrated examples of regional economic impact is **North Carolina's Outer Banks**. By a conservative estimate, the Outer Banks generates \$60 million in economic activity through bicycle tourism. The one-time investment of \$6.7 million on bicycle infrastructure has resulted in an annual nine-to-one return. The types of visitors drawn to bike on the Outer Banks add a boost to the economy with their ability to spend money. A study on the Outer Banks shows bicycle tourists tend to be affluent (half earn more than \$100,000 a year, 87 percent earn more than \$50,000) and educated (40 percent have a masters or doctoral degree). Expenditures by the 680,000 annual visiting bicyclists support 1,400 jobs in the area. The quality of bicycling influenced vacation planning: More than half of survey respondents said bicycling had a strong influence on their decision to return to the area. The facilities themselves were well-received, too: Two-thirds of respondents said that riding on bike facilities made them feel safer and three-quarters said that more paths, shoulders and lanes should be built.^{xiv}

Some locations focus more on quality of life for their residents than on tourism. **Portland, Oregon**, which has been designated a Platinum-level Bicycle Friendly Community by the League of American Bicyclists, in part for its investments in infrastructure, saw \$90 million in bicycle-related activity in 2008. Nearly 60 percent of that activity came from retail, rental, and repair. Manufacturing and distribution, bicycle events, and professional services (bike messengers and coaching and legal expertise) made up the rest.^{xv}

Boulder, CO, another Platinum Bicycle Friendly Community, sees \$52 million in economic activity from the city's bicycle industry, which supports at least 330 full-time jobs.^{xvi}

These communities show the impact that relatively modest investments in paths, expanded shoulders, and trails can have on the local economies by attracting visitors, residents, and businesses.



Business Districts and Business Impacts

Often the decisions about whether or not to build bicycling infrastructure come down to neighborhood, or even block-by-block, considerations. What's the economic impact on neighborhoods and business districts? Surveys of business owners, demand for retail space, and demand for bike parking confirm that businesses benefit from investments that attract people on bikes.

Along **San Francisco's Valencia Street**, two-thirds of merchants said that new bike lanes had a **positive overall impact on their business**. Two-thirds of the merchants also supported more traffic calming measures on the street. All of the merchants said they could be supportive depending on the project.^{xvii}



*Ample parking in a small space means more customers for local business.
Photo of Valencia Street, San Francisco, CA by Andy Clarke.*

A 2009 study of **Bloor Street**, a commercial street in **Toronto, Ontario** showed that encouraging bicycling is good for business: people who had biked and walked to the area reported that they spent more money in the area per month than those who drove there. The study concluded that the addition of bike lanes would be unlikely to harm local business and predicted that commercial activity on the street would increase.

Critics sometimes express concern that eliminating on-street car parking to make room for bike lanes would harm local business. However, business districts are discovering that attracting customers requires more than a few on-street car parking spaces. Three-quarters of merchants surveyed on Bloor Street believed that business activity would improve or stay the same if a bike lane replaced half of the on-street parking.^{xviii}

Green Dividend

The majority of the economic impact studies mentioned in this report refer to states. But cities are doing their part as well. Joe Cortright, senior policy advisor for CEOs for Cities, has published a series of reports called the “Green Dividend,” in which he analyzes the savings that city-dwellers realize from shorter commutes and access to transit and, often, favorable bicycling conditions.

Portland. As a result of policies to encourage bicycling and maintain urban density, which reduce auto-dependency, Portland residents save on transportation costs and have more money to spend on things they value (like locally-brewed beer!). Compared to the distance and time spent commuting to work in the median American city, Portlanders travel 2.9 billion fewer miles and spend 100 million fewer hours, saving \$2.6 billion a year.

New York City. The average person in a large US metropolitan area drives 25 miles a day. In New York City the average is nine miles. New Yorkers thus drive 48 billion fewer miles than average, with annual savings of up to \$19 billion.

Chicago. Chicago area residents drive an average of 2.2 miles less per day than those in the median large city. According to Cortright, this alone saves Chicagoans \$2.3 billion.

A study of **greater Portland** also found that bicycling customers spend more per month. “Customers who arrive by automobile spend the most per visit across all of the establishments, but cyclists spend the most per month,” writes Kelly Clifton, associate professor at Portland State University. “These results suggest that marketing to cyclists is likely to generate a positive expenditure return for businesses in the right context.”^{xix}

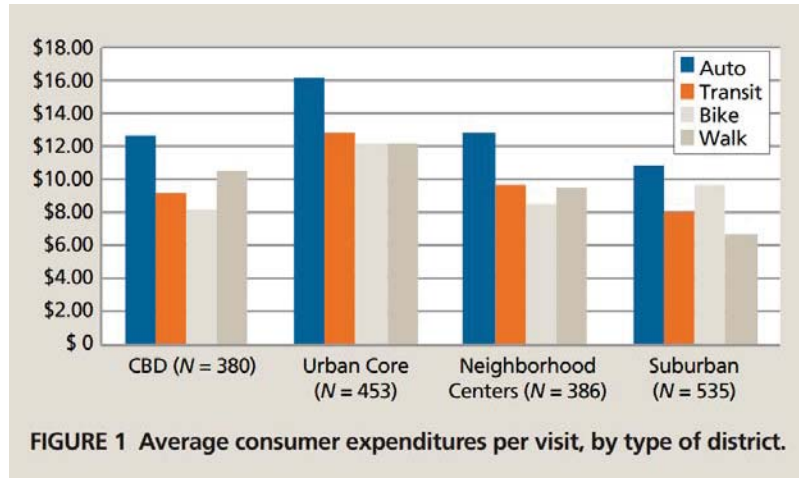
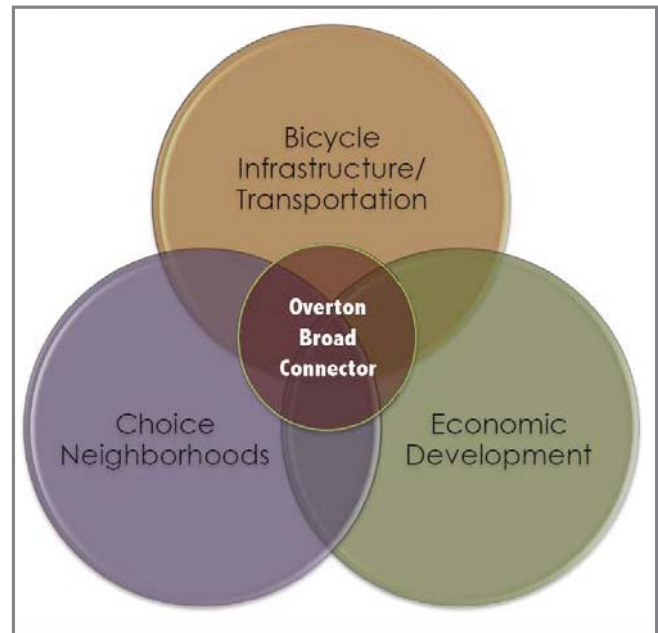


TABLE 1 Average Customer Expenditures by Mode of Travel and Type of Establishment

Mode	Establishment	Trips per Month	\$ per Trip	\$ per Month	N
Auto	Bar	1.6	25.55	40.21	88
	Convenience	9.9	7.98	79.37	543
	Restaurant	2.2	18.74	41.16	409
	Total	4.5	13.70	61.03	1,040
Bike	Bar	4.9	14.08	68.56	42
	Convenience	14.5	7.30	105.66	63
	Restaurant	3.5	12.08	42.52	48
	Total	7.1	10.66	75.66	153
Transit	Bar	1.8	19.54	35.35	13
	Convenience	10.9	6.91	75.62	53
	Restaurant	3.5	11.52	40.68	36
	Total	5.7	10.15	58.16	102
Walk	Bar	3.1	22.17	68.42	53
	Convenience	12.6	6.13	77.34	254
	Restaurant	2.6	16.74	43.77	131
	Total	5.9	11.25	66.22	438
Total	Bar	2.5	21.78	53.59	196
	Convenience	10.9	7.36	80.40	913
	Restaurant	2.4	17.39	41.78	624
	Total	5.0	12.60	63.46	1,733

NOTE: N = number of respondents.

In **Memphis, TN**, bicycle lanes are part of the city's Broad Avenue Arts District initiative, which has revitalized a struggling commercial and residential area. The revitalization of Broad Avenue began with a focus on attracting arts-related businesses. However, according to local business leaders, the popularity of the project exploded when the focus was expanded to include bicycles. The bike lanes include "temporary" bike lanes, painted by volunteers and kept by the city, and plans for the Overton Broad Connector cycle-track. Local leaders now talk about the ABCs of becoming an urban magnet: Art + Bikes + Community.



The vision behind the Memphis Broad Avenue Arts Business District and the Overton Broad Connector connects bicycle infrastructure, vibrant neighborhoods, and economic development.

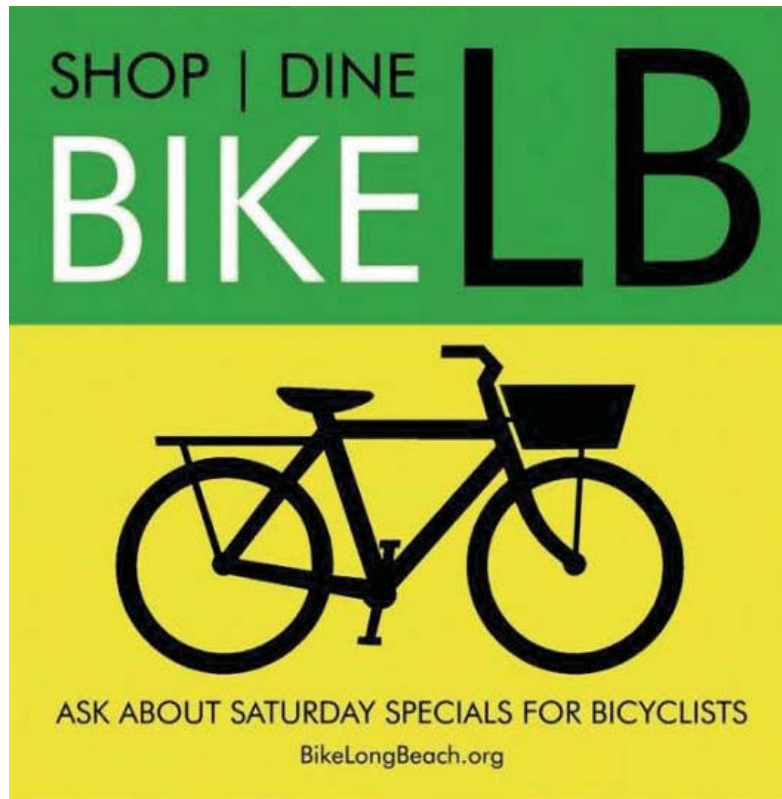
Business owners on Broad Avenue see the connection between bike lanes and business growth. "The lanes slowed down traffic and people started noticing the businesses more," said Pat Brown, co-owner of T Clifton Gallery on Broad Avenue. "Our business revenues have grown on average 30 percent per year – yes, an art-related business in a tough economy."^{xx} "It was probably one of the best things to happen for my business," Katelynn Meadows, owner of Sweetly, told the Commercial Appeal about the new bike lanes in front of her children's clothing store.^{xxi}

Since the beginning of the project, the district has seen 16 new businesses, 29 property renovations (17 at blighted locations), and 40,000 visitors to the Arts Walk.^{xxii} Restaurants have reported a growth in business from bicycle riders. The Memphis Food Truckers Association recently began weekly Food Truck Rodeos on Broad Avenue.

Volunteers paint a bike lane in Memphis' Broad Avenue Arts District. The lane has helped spark interest in the revitalizing community. The district has already seen new and expanded businesses. (Photo courtesy of Livable Memphis)



The understanding that bicycling is a fast and cheap way to cultivate business is spreading. **Long Beach, CA**, is pioneering Bicycle-Friendly Business Districts, commercial areas in which the merchants encourage customers and employees to bike to the area to shop and dine. Bicycling is incorporated in the district's operations, events, and promotions.^{xxiii xxiv}



One hundred and fifty Long Beach businesses participate in the Bike Saturdays Discount Program and give discounts and promotions for bicyclists every Saturday.

Working with Business Improvement Districts (BIDs)

Advocates can work with BIDs to improve/increase bike access to shops and restaurants. They should advocate for bike racks and bike corrals, provide valet bike parking at festivals and farmers markets, organize community bike rides and events, and promote the “*Bike Local-Shop Local*” message, said Andy Hanshaw, executive director of the San Diego County Bicycle Coalition, at the 2012 National Bike Summit.^{xxv}

Bike Corrals

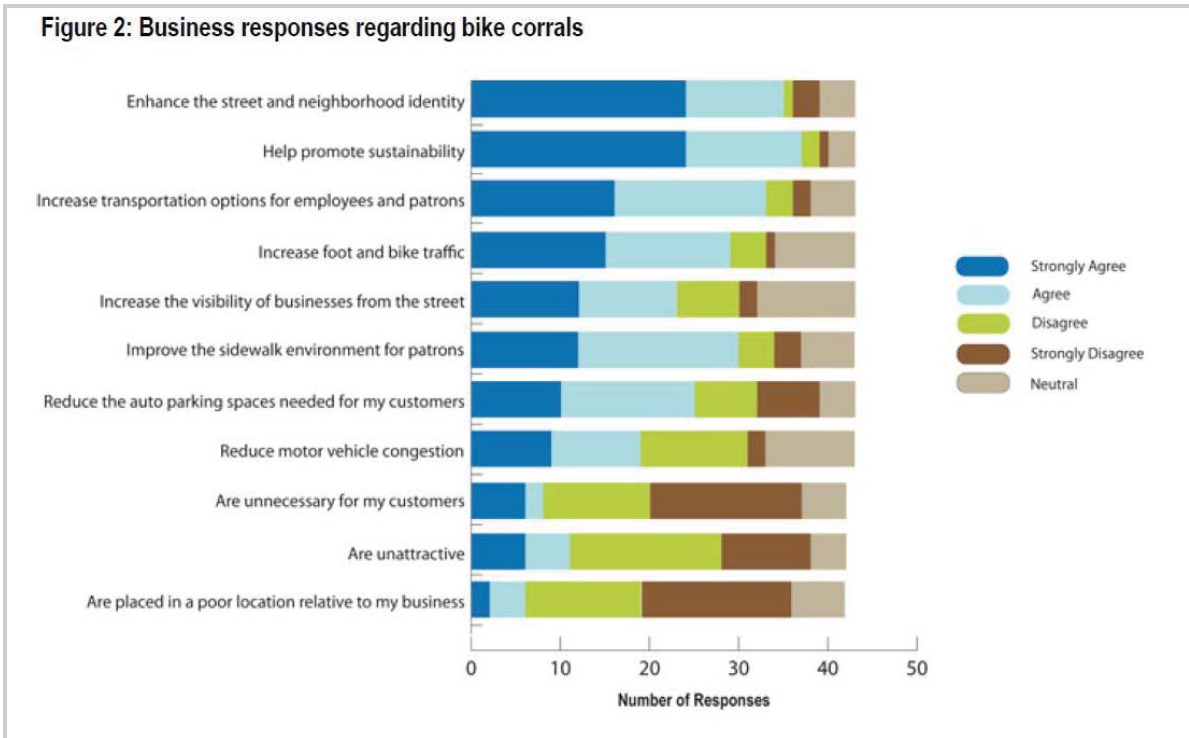
Businesses that attract people on bikes need to accommodate them. Cities like Columbia, Mo., Washington, D.C., Pittsburgh, Pa., Brooklyn, NY, and Chicago, Ill., have used space on the street to install bike parking in what are known as bike corrals. Bike Corrals provide up to 12 bicycle parking spaces in place of one car parking space. They are typically installed in front of businesses that request them.

The high demand for bike corrals by business that are willing to give up on-street car parking in return for plentiful on-street bike parking is a clear sign that businesses benefit from bicycling investments. The City of **Portland, OR**, has not been able to keep up with the demand from businesses since they launched their bike corral program in 2004. In 2011, they had 72 requests for corrals.



A study of Portland's bike corrals revealed that near-by businesses appreciate the bike corrals as a pro-business amenity. A majority of businesses responding to a survey said that bike corrals enhance the street and neighborhood identity, help promote sustainability, increase transportation options for employees and patrons, increase foot and bike traffic, increase the visibility of the businesses from the street, and improve the sidewalk environment for patrons.^{xxvi}

Figure 2: Business responses regarding bike corrals



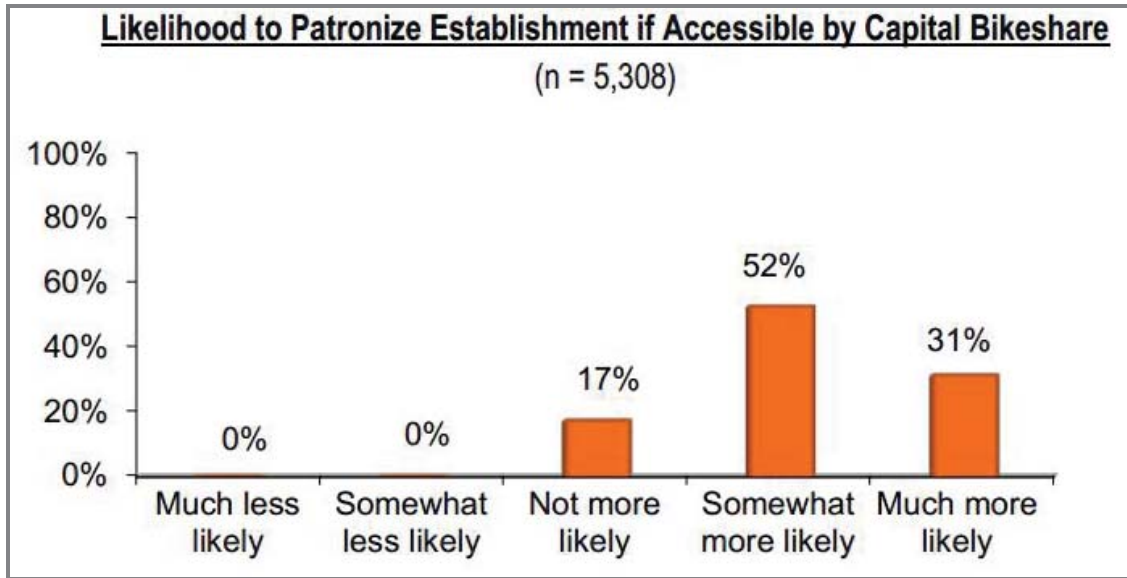
A survey of Portland businesses near bike corrals shows that they create neighborhood identity, promote sustainability, provide transportation options, and increase foot and bike traffic.

The City of Chicago also notes that businesses like bike corrals because their storefronts become more visible, lots of bikes parked out front makes the business look popular, they attract the attention of bicyclists, drivers, and pedestrians, they open up the sidewalk to foot traffic, and they provide a buffer between vehicles and people at sidewalk cafes.^{xxvii}

Bikeshare

Investments in bikeshare programs also benefit businesses. In a recent survey of Capital Bikeshare users in the **Washington, D.C.**, metropolitan area, 83 percent said that they are more likely to patronize a business if it is located near a Capital Bikeshare station. Users that said they were “much more likely” also tended to take more bikeshare trips overall. Capital Bikeshare is helping many customers access businesses. In less than two years, the Capital Bikeshare system saw two million trips on their fleet of 1,500 bicycles at more than 165 stations in the District of Columbia and Arlington County.

Bikeshare members are more likely to patronize a business if it is located near a bikeshare station, like this one at the Safeway grocery store on 17th Street in Washington, D.C. (below). Photo: Bike Snob NYC



Bicycle Friendly Businesses

Individual businesses are making investments to be bicycle friendly to attract

17

customers, enhance employee wellness programs, create an appealing identity, and accrue the economic benefits, too. The League's Bicycle Friendly Business program recognizes the efforts of companies to promote bicycling — and the response has been impressive.



Map of Bicycle Friendly Businesses, 2012.

As of spring 2012, 409 companies in 42 states and the District of Columbia have been designated Bicycle Friendly Businesses for their efforts to encourage bicycling. Another 111 businesses received honorable mention. Collectively, these businesses employ over 630,000 workers and draw countless customers.

Bicycle Friendly Businesses do things like provide bike parking, choose bike-accessible locations, and provide incentives for their employees to ride to work. The list of Bicycle Friendly Businesses includes the General Mills plant in Albuquerque, NM, the Microsoft offices in Richmond, WA, and Boise, ID, the Google offices in Pittsburgh, PA, and Random House offices in New York City. It also includes small businesses like 212 Market Restaurant in Chattanooga, TN (40 employees), Peace Coffee in Minneapolis (20 employees), and Wiebenson & Dorman Architects in Washington, DC, (2 employees).^{xxviii}

That these companies make investments to become bicycle-friendly shows the difference that it can make on the bottom line.

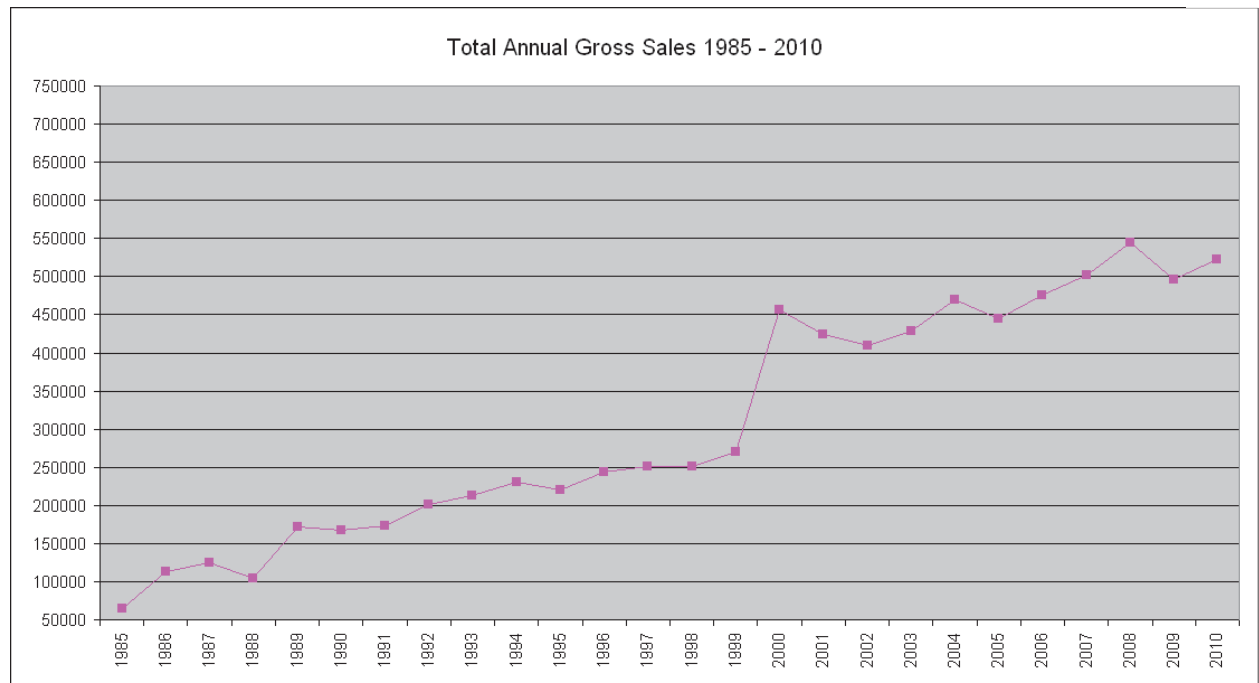
Bike Businesses

There are particular and direct economic benefits for bicycle shops. When more people ride, there are more customers for bike shops. There are nearly 16,000 bicycle

retail shops in the United States, which employ more than 70,000 people. Bike shop employment numbers for states and congressional districts are available on the 2012 National Bike Summit webpage.^{xxix}

Many bike shops have benefited directly from federal investments in bicycling facilities. Moore's Bicycle Shop in **Hattiesburg, MS**, for example, saw a dramatic spike in sales when the **Longleaf Trace** multi-use trail was built using federal Transportation Enhancement funds.

"For the first 16 years [of my business] it was a one-man operation with the occasional part-time employee," wrote James Moore, owner of Moore's Bicycle Shop. "Things started to change in 1994 after our region received a Transportation Enhancement grant to create the Longleaf Trace multi-use trail. As a direct result of this federal investment in our local community, my small business has generated an additional \$175,000 in sales tax for the state of which \$31,500 (18%) was returned to the city of Hattiesburg."^{xxx}



Sales figures for Moore's Bicycle Shop in Hattiesburg, MS. Note the spike in 2000 when the Longleaf Trace was constructed and drew bicyclists to the area. Graph courtesy of James Moore.

Trails

Longleaf Trace isn't the only trail that has impacted its nearby economy. Trails draw visitors, customers, and residents to their regions, supporting businesses and boosting real estate values.

The 132-mile Great Allegheny Passage, which connects **Cumberland, MD to McKeesport, PA (near Pittsburgh, PA)**, draws visitors from all over the country to businesses along its route. Surveyed business owners attributed an average of one-quarter of their gross revenue directly to trail users. Two-thirds said that they saw some increase in gross revenue due to their proximity to the trail. “Trail users from 670 unique postal codes were surveyed; this included nearly every state in the continental United States and parts of Canada,” according to the Great Allegheny Passage Economic Impact Study. “On average, these overnight trail users spent \$98 a day in the trail communities and on lodging. Over one-third of the overnight trail users reported household incomes of \$100K or more.”^{xxxix}

Elsewhere in Pennsylvania, along the Schuylkill River Trail, which follows the Schuylkill River from **Pottsville to Philadelphia, Pa**, 78 percent of surveyed trail users said that they had purchased “hard goods,” like bikes, accessories, and clothing in the past year to use on the trail. Most were bicycle-related purchases and they averaged \$406. The trail has converted many early skeptics. Thirty-seven percent of trail users said that their opinion of the trail had changed – 92 percent now say that “feel more favorable toward the trail than they had previously.”^{xxxix}



More studies on the impacts of trails and paths can be found at the National Trail Training Partnership^{xxxix} and the Rails to Trails Conservancy,^{xxxix} including a comparison of over a dozen trail economic impact studies.^{xxxv}

Organized Rides & Bicycle Tourism

Organized rides and races are often major events, drawing thousands of people to the host communities. Once there, riders need food and lodging, and often need ride-related supplies. All of these purchases, by people who wouldn't otherwise be there, boost the local economy.

The Registers Annual Great Bicycle Ride Across Iowa, better known as RAGBRAI, is one of highest profile bicycle rides in the United States. It is an annual seven-day bicycle ride across Iowa. It calls itself the "oldest, largest and longest bicycle touring event in the world."^{xxxvi} For nearly 40 years, the economic impacts of this ride have been felt by the communities along the route.

In 2008, they were quantified by a researcher at the University of Northern Iowa: Total direct spending (dollars paid for services by travel parties for the event) while in Iowa for the event was estimated at \$16,908,642 (8,802 travel parties paying an average of \$1,921) in Iowa... The total direct, indirect and induced spending for RAGBRAI in 2008 is somewhere in between \$24.5 and \$25.7 million."^{xxxvii}

RAGBRAI may be the best known, but it is not the only ride to bring important dollars into local communities. In 2011, the National Bicycle Tour Directors Association, now the Bicycle Tour Network, conducted a pilot study of 11 large bicycling rides and events. Spending related to the 11 events reached over \$32.5 million. The survey shows why communities are so eager to attract these visitors: 57% of rider had household incomes over \$100,000.^{xxxviii}



Economic Impact

Total:

Event-related purchases	\$14,582,547.36
Bicycle shipping expenses	\$ 510,064.10
Travel to/from event	\$ 9,321,762.22
Personal spending at event	\$ 6,110,698.67
Support spending at event	<u>\$ 2,070,526.35</u>
Grand Total	\$32,595,598.70

In a more wide-ranging survey, Bikes Belong found the following:

- More than **1,700** U.S. recreational road riding events were organized in 2008
- More than **1 million** Americans participated in recreational road riding events in 2008
- Total 2008 revenue from recreational road riding events topped **\$240 million**
- Two-thirds of these '08 rides were tied to a cause, raising nearly **\$200 million**
- Riders spent nearly **\$140 million** on food, lodging, and other purchases at these events^{xxxix}



Ride in Sioux City, photo by Sioux City Chamber of Commerce^{xl}

Home Values

Many communities have recognized the broad appeal of bicycle facilities and the impact they can have on real estate values. **Arlington County, Va.**, a silver-rated **Bicycle Friendly Community**, has set the goal of ensuring that all residents live within a quarter-mile of a bike facility and has currently achieved 90 percent coverage.^{xli}

Bob McNamara, a Senior Policy Representative for the National Association of Realtors (NAR), a 1.2 million member professional organization, emphasized the importance of transportation choice at the 2009 National Bike Summit. Realtors sell not just houses, he said, they sell communities. Increasing transportation choice increases livability.^{xlii} In 2008, NAR revised its policy statement on transportation to call for the consideration of all transportation types, including bicycling, in every transportation project.^{xliii}

By mapping real estate transactions, researchers have been able to show that bike facilities can have positive, statistically significant impacts on home values. The design identifies the value placed on home proximity to urban bicycle greenways with a statistical formula that controls for other housing features. A study of home values near the **Monon Trail in Indianapolis**, Ind. measured the impact of the trail on property values. Given two identical houses, with the same number of square feet, bathrooms, bedrooms, and comparable garages and porches – one within a half mile of the Monon Trail and another further away – the home closer to the Monon Trail would sell for an average of 11 percent more.^{xliv}

A study of property values near **trails in the State of Delaware** found that properties within 50m of the bike paths sell for \$8,800 more than other similar homes. The average sale price was \$197,000.^{xlv}

Bicycling's sister travel mode is walking. Often, good environments for one are good for the other. It turns out that walkable places are desirable places. Just look at real estate prices. An economic analysis of a sample of neighborhoods in the Washington, D.C. metropolitan area by the Brookings Institute found that: "More walkable places perform better economically. For neighborhoods within metropolitan Washington, as the number of environmental features that facilitate walkability and attract pedestrians increase, so do office, residential, and retail rents, retail revenues, and for-sale residential values."^{xlvi}



Conclusion – A Good Investment Within Reach

Bicycling is popular across America among all types of people. Communities that have fostered that popularity by providing bicycle infrastructure for transportation and recreation have seen considerable economic benefits by attracting businesses, tourism, and active residents.

Neighborhoods become more desirable when traffic slows down and residents have more transportation choices. Businesses can encourage shopping among loyal, local customers by making getting there by bike more appealing. Individuals benefit from increased levels of fitness and health that result in real cost savings and employers have healthier employees who miss fewer days of work.

There are so many good economic impact resources coming out that we can't fit them all in one update. Stay tuned for more information on efficiency and cost-effectiveness, job creation, cost savings, parking & congestion, household cost savings, public health, and benefit/cost analyses.

ⁱ Garrett-Peltier, Heidi, “Estimating the Employment Impacts of Pedestrian, Bicycle, and Road Infrastructure,” http://www.bikeleague.org/resources/reports/pdfs/baltimore_Dec20.pdf; “The Cost Effectiveness of Active Transportation Investments,” <http://www.bikeleague.org/blog/2011/02/the-cost-effectiveness-of-active-transportation-investments/>; Valuing Bicycling’s Economic and Health Impacts in Wisconsin, [www.bfw.org/uploads/media/Valuing_Bicycling_in_Wisconsin_Final_Report_January_2010\[1\].pdf](http://www.bfw.org/uploads/media/Valuing_Bicycling_in_Wisconsin_Final_Report_January_2010[1].pdf); Bike Corrals, http://bikeportland.org/wp-content/uploads/2010/05/PDX_Bike_Corral_Study.pdf; Minnesota Trails, http://www.tourism.umn.edu/prod/groups/cfans/@pub/@cfans/@tourism/documents/asset/cfans_asset_167538.pdf; Physical Activity and the Intertwine, <http://bikeportland.org/wp-content/uploads/2011/02/IntertwinePAObesityAssessment.pdf>; Costs and benefits of bicycling investments in Portland, Orego, <http://www.zora.uzh.ch/43289/1/Gotschi1.pdf>.

ⁱⁱ Garrett-Peltier, Heidi, “Estimating the Employment Impacts of Pedestrian, Bicycle, and Road Infrastructure,” http://www.bikeleague.org/resources/reports/pdfs/baltimore_Dec20.pdf; “The Cost Effectiveness of Active Transportation Investments,” <http://www.bikeleague.org/blog/2011/02/the-cost-effectiveness-of-active-transportation-investments/>; Valuing Bicycling’s Economic and Health Impacts in Wisconsin, [www.bfw.org/uploads/media/Valuing_Bicycling_in_Wisconsin_Final_Report_January_2010\[1\].pdf](http://www.bfw.org/uploads/media/Valuing_Bicycling_in_Wisconsin_Final_Report_January_2010[1].pdf); Bike Corrals, http://bikeportland.org/wp-content/uploads/2010/05/PDX_Bike_Corral_Study.pdf; Minnesota Trails, http://www.tourism.umn.edu/prod/groups/cfans/@pub/@cfans/@tourism/documents/asset/cfans_asset_167538.pdf; Physical Activity and the Intertwine, <http://bikeportland.org/wp-content/uploads/2011/02/IntertwinePAObesityAssessment.pdf>; Costs and benefits of bicycling investments in Portland, Orego, <http://www.zora.uzh.ch/43289/1/Gotschi1.pdf>.

ⁱⁱⁱ <http://nbda.com/articles/industry-overview-2010-pg34.htm>

^{iv} This study uses a Multiplier Effect to estimate impact.

Outdoor Industry Foundation, “The Active Outdoor Recreation Economy,” 2006. <http://www.outdoorindustry.org/images/researchfiles/RecEconomypublic.pdf>

^v *Bicycle Retailer and Industry News (BRAIN), Factory and Suppliers Map, 2012* http://www.bicycleretailer.com/downloads/Factory_10_1_11.pdf

^{vi} Bicycle Federation of Wisconsin in conjunction with the Wisconsin Department of Transportation, “The Economic Impact of Bicycling in Wisconsin,” Governor’s Bicycle Coordinating Council, 2005. <http://www.dot.wisconsin.gov/business/econdev/docs/impact-bicycling.pdf>

^{vii} Economic and Health Benefits of Bicycling in Iowa, University of Northern Iowa, Fall 2011 <http://iowabicyclecoalition.org/wp-content/uploads/2012/04/2012-Economic-Impact-Study.pdf>

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Greta Walters

From: Tristen Miller <tristent@mac.com>
Sent: Wednesday, September 6, 2023 10:53 AM
To: SSAC Secretary
Subject: State Street SSAC Public Comment - I support bikes on State

You don't often get email from tristent@mac.com. [Learn why this is important](#)

EXTERNAL

Hello SSAC Members!

I just wanted to share an example of pedestrians and bikes coexisting in a no-car environment on a commercial corridor. A few committee members were wondering about this, and here is a great case! This is from a car-free beautiful street from Berlin:



This picture is part of an article all about how Berlin is making a huge part of its downtown completely car-free (<https://www.fastcompany.com/90711961/berlin-is-planning-a-car-free-area-larger-than-manhattan>)

Walking replaces short trips, while biking replaces medium trips. The two work well together because unlike with cars, when/if a cyclist and pedestrian dies, it isn't fatal! Deaths usually occur in car crashes when they are going 30+ miles per hour, and because pedestrians hit their large metal grills or hoods. Bikes are significantly safer.

Here's the rest of that piece if you would like to read it:
Berlin is planning a car-free area larger than Manhattan

The citizen-driven plan that the city is considering now would create the largest car-free area in a city anywhere in the world.

In 2019, at a bar in Berlin, three friends were having a drink when they started considering a radical idea: What if the middle of their then car-centric city became essentially car free? Over the next few months, they kept talking about the idea and eventually created a group: Volksentscheid Berlin Autofrei, or People's Decision for Auto-Free Berlin. The goal, they agreed, should be to limit cars within the space inside the Ringbahn, a huge circular train line in the city. The space is larger than Manhattan—and if the plan can succeed, it would be the largest car-free area in any city in the world.



[Photo: courtesy Nik Kaestner] "It's as much about our immediate environment as it is about the environment at large," Nina Noblé, one of the founders of the campaign, told The Guardian. "It's about how we all want to live, breathe, and play together. We want people to be able to sleep with their windows open, and children to be able to play in the street again. And grandparents should be able to ride their bicycles safely and have plenty of benches to take a breather on."



[Photo: courtesy Nik Kaestner] Last April, they started gathering signatures in support of the campaign, ultimately getting 50,000 people to sign. The Berlin Senate, the city's governing body, is now considering the idea. By February, the city will decide whether to adopt the new law; in 2016, the same process led the city to adopt a different law to improve cycling in Berlin. [...]

Most bike lanes are an extension of the sidewalk, away from car traffic, so it's also easier to bike.



[Photo: courtesy Nik Kaestner]

Still, he says, many people who drive in Berlin are likely to say that the alternatives aren't yet convenient enough. "They'll say, 'I'm all in favor of transit—as long as you beef it up, and make it work for me, then I'll switch as soon as that happens,'" he says. The car-free campaign is based on the assumption that a bigger push is needed because people might not change habits on their own, even as services keep incrementally improving. "If you want to have an environmentally friendly, future-focused city that has cleaner air and more livable spaces for its citizens, and is climate friendly and accessible to all, not just car drivers, then you have to rip the Band-Aid off, so to speak," he says. "Create those conditions proactively, not eventually."

In some cases, people may not be convinced until they see changes happen. Berlin, which was largely destroyed in World War II, was rebuilt with wide, car-friendly streets that look more American than a typical European city. As in American cities, it can be hard to imagine how it might look, say, as bike-friendly Amsterdam instead. But even Amsterdam had to take concerted action to transform itself. While the Berlin campaign is trying to convince as many people as possible to support the idea now, "the goal is not to convince everybody this is going to work before you take the first step," he says.

"Probably what you need to do—and Paris has done this really well, and Barcelona—is to show people through examples what kind of a city you could create, and then to build support that allows you to do it in a more holistic way." Already, some neighborhoods in Berlin are building "Kiezblocks," large areas where traffic is limited, and more are planned. But the campaign organizers argue that the reality of climate change means that streets should be redesigned even more quickly. Kaestner says that people in Berlin are more likely to understand that the answer isn't just a shift to electric cars. "My biggest takeaway from Berlin, and Europe in general over the United States, is just that they have realized that this is not just a revolution toward electric vehicles, but toward the removal of vehicles in general," he says.

Thank you for reading, and thank you again for all the work you are doing to define the incredible future of State Street Promenade!

Tristen Miller
Strong Towns Santa Barbara

Greta Walters

From: emmameyer22@icloud.com
Sent: Wednesday, September 6, 2023 9:24 AM
To: SSAC Secretary
Subject: Car-free State St

There's been a lot of talk lately of the bike "problem." I don't see a problem; rather, I see an opportunity. We need to figure out how to embrace the bike usage on State, while discouraging the few bad actors. One way to not accomplish this is to create a zone where bikers will need to dismount and push their bikes. Not only will this be likely to be ignored, it disrupts the continuous path from the Upper East and West Sides to the beach. It also ignores the many types of new bikes, some of which are heavy, three-wheeled, meant to carry cargo, or children. Some of these are very inconvenient to push. I took some pictures of bikes on State that fit this description:





Do you really expect these parents to get out and push these heavy bikes, which are top heavy thanks to the kids riding up top, for over a block? I don't think so...

What about the little girl who may not even be able to do that herself?

It's great that families are out riding together. It's good for the environment, for learning, and means less cars on the road. Let's not try to get rid of this behavior.

Bicycle accessibility goes hand in hand with pedestrian accessibility.

- Emma Meyer

Greta Walters

From: Zackary Aboud <zack.aboud@icloud.com>
Sent: Wednesday, September 6, 2023 11:42 AM
To: SSAC Secretary
Subject: State Street Feedback - Sep 6

[You don't often get email from zack.aboud@icloud.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

EXTERNAL

Hi,

Please keep State Street closed to cars permanently. Set delivery windows if necessary where it could be opened. Use nice pavers and add bike lanes. Maintain the Spanish architecture aesthetic.

I would like the outside bars to be uniform in design.

Address cleanliness of bathrooms and loitering. Make families feel safe with police or security patrol.

Best regards,
Zackary Aboud
(805) 570-5474

Greta Walters

From: Steve Siz <stevesiz@gmail.com>
Sent: Wednesday, September 6, 2023 12:48 PM
To: SSAC Secretary
Subject: Public Comment Sept 6th 2023

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EXTERNAL

As we today speak about the history of transportation and State Street and focus on land development that generates less vehicle traffic, we hope to have future considerations that include a design that encourages the use of other modes of getting around.

While I think the efforts to increase the use of bicycles have been important, I feel that we are overlooking some important changes in how people are now currently getting around.

It took years and lots of funding to support our ongoing bicycle network, but **nobody is talking about the HUGE popularity of PEVs (plug-in electric vehicles...scooters, e-boards, one-wheel devices, etc.) Micro-mobility, last-mile options, and missing link transportation modes have exploded in the last 5 years.** We are now seeing a convergence of old and new technology, both positive and negative.

On State Street, we struggle with the friction of all these new modes of coexistence with pedestrians, but we also have seen the use of these modes greatly reducing the use of cars for the same trips (I have personally put on over 10k miles on these types of modes in the last 5 years, both for everyday commute, shopping, and recreation.)

My request for the SSAC is to expand the discussion into these types of transportation modes and how best to integrate them so that we can improve our temporary promenade and future-proof designs so that they can be flexible to new technology.

~ I believe current signage could be changed from "Bike Lane and symbols" to "Multi-Use Lane" and create visual buffers so that users can transition from different zones; to reduce friction and relative speed differences. Bicycle advocates are already feeling the pressure from these users and are starting to create a gate-keeping culture through restrictions and bans. (defending the bike infrastructure that they have been fighting to implement for decades) If we can lay out the roadway space with the use of proper engineering, the continuity and flow of mobility will be seamless and safe for all users.

Thank you for all your hard work.
Steve Siz

Greta Walters

From: Michael Arnold <michaelaarnold@gmail.com>
Sent: Wednesday, September 6, 2023 1:14 PM
To: SSAC Secretary
Subject: State Street Advisory Committee Comment

You don't often get email from michaelaarnold@gmail.com. [Learn why this is important](#)

EXTERNAL

I've lived in Santa Barbara, on and off, for a decade; I attended Santa Barbara High School in the early 2000s, left for college, then returned in 2018.

I've never seen State Street as vibrant and bustling -- despite the empty storefronts and the ascendancy of the Funk Zone -- as it is today. I credit that almost entirely to the street closure and attendant outdoor seating, music, and communal space. It feels almost like a European city, walkable and beautiful.

My friends and family universally agree: State Street must remain closed to cars. Please don't listen to the vocal minority.

Thank you,
Michael Adlai Arnold
1900 Chapala St, Apt 1, Santa Barbara, CA 93101
805 252 8916

Greta Walters

From: Peter Stradinger <emlprime@gmail.com>
Sent: Wednesday, September 6, 2023 1:17 PM
To: SSAC Secretary
Subject: State Street Advisory Committee

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EXTERNAL

To whom it may concern,

Since the opening of State street to foot traffic, I have found myself much more likely to spend time downtown. I work on State street between Canon Perdido and De La Guerra. I choose where I eat lunch by walking up and down a few blocks to see what suits my fancy that day. I take my team on pleasant walks for a few blocks for our 1:1 meetings. It's convenient to drift back and forth between the sunny and shady side of the streets without having to wait for traffic. Because this is so convenient, we'll often stop by places on the side of state street for coffee instead of heading off state street to Handlebar or Dune like we used to.

I also happily walk my dog and my puppy along State street (always with a roll of bags attached to the lease just in case) because the lack of street traffic makes it feel much more safe and less noisy.

I have very much enjoyed the time when we've had tables out in the street and we can eat dinner while people watching, listening to live music, and greeting our friends as they walk around. On Tuesdays I enjoy the farmer's market being downtown. I often plan my cooking around being able to resupply fresh mushrooms and other produce (seasonally) from the booths set up on State.

When the street first opened up to more foot traffic, I would often tell my friends that I was excited to see us moving toward the pattern of more continental and British cities where several blocks of downtown were entirely closed to motor traffic. I believe that would encourage more street art, street music, and dance. In an artistic community like Santa Barbara I am always excited to see more cultural development.

Please count my voice as being in favor of keeping State street closed to motor traffic. If there's an initiative to move towards closing more of the cross streets (like De La Guerra), I'd be in favor of that too. It's easy enough to go around if they're closed in two or three block increments.

Best regards,

Peter Stradinger

--

Malo Periculosam Libertatem Quam Quietum Servitium

Greta Walters

From: Nicholas Smith <smith.nickh@gmail.com>
Sent: Wednesday, September 6, 2023 1:54 PM
To: SSAC Secretary
Subject: SSAC Public Comments September 6 2023

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EXTERNAL

I want to support a carless pedestrian and cycling walkway through State Street from the beach promenade and Stearns Wharf to Sola Street. I also express my support for expansion along Anapamu and Anacapa encompassing the presidio and the beautiful and historic courthouse.

Expanding and making permanent a carless State Street as a safe space for public gatherings and cyclists would be a huge boon for Santa Barbara and it provides a truly unique local and tourist experience akin to large European carless spaces like Barcelona's Las Ramblas street and old town centers across Germany and France. A pedestrian area that could interconnect the popular economic locations of the beachfront, State Street, and Funk Zone would provide a clear and vibrant downtown that would rival any city in California.

I would also like to raise support for improved public transport to these areas that would help mitigate any loss in traditional parking spaces that would be a convenient option for locals to use instead of fighting for 90-minute street parking. Expanding bus routes to connect the East and West sides as well as the area around Upper State would further the usage and convenience of an improved State Street.

-- Nicholas Smith

Greta Walters

From: Joanna Kaufman <joanna.kaufman@gmail.com>
Sent: Wednesday, September 6, 2023 2:16 PM
To: SSAC Secretary
Subject: Future Considerations for State St.
Attachments: IMG_3087.heic

You don't often get email from joanna.kaufman@gmail.com. [Learn why this is important](#)

EXTERNAL

Esteemed Committee Members,

I am a resident of the Upper Eastside who walks or bikes on State St. multiple times a week with my family, which includes a young child. After reviewing the staff report I want to share my reflections on the considerations elaborated in the staff report.

Safe bicycle routes are family-friendly, safe, and a boon for economic development: As a parent, I appreciate the ability to ride with my child on State St. and not worry about getting hit by a car. It is not uncommon to see other families on the street with young children on bicycles, scooters, or on the back of a bicycle. It feels totally different than when cars were allowed on the street. It is night and day in terms of safety. Drivers would routinely exhibit poor judgement and risky behavior when driving down State St. Cars would routinely idle in the bike lane or cut off cyclists. Ironically, I captured the image below last night on the 400 block. See the car sitting in the bike lane. We expect drivers to implement flawless judgement, when instead we need to focus on roadway design that eliminates the potential for catastrophic accidents. Keeping bicycles away from fast-moving cars is the best solution. [Protected bicycle infrastructure activates the street, improves safety, and helps our local economy.](#) (Urban Institute, 2002)

Please don't ever let cars back on State St. Moving bicycle traffic to Chapala or Anacapa would change the experience for parents of young children. I anticipate a lot of families would fail to dismount or take alternate routes and still ride through the pedestrian area. It is challenging to push a bicycle up or down a street with a wriggling small human or two on the back. Despite the bad press on the ebike subject we should celebrate that kids want to be independent and on bicycles in their own city. If anything the problem with youth and e-bikes highlights the need for more spaces for this segment of our population (i.e. all-ages music venues). If they weren't on ebikes where would they be? What would they be doing?

Separated bicycle infrastructure is needed: I fully support separated bicycle infrastructure and continued exploration of traffic calming measures for bicycles and other forms of light electric mobility (scooters, one wheels, etc.) Cyclists and pedestrians alike will enjoy separated infrastructure. Also expand bicycle amenities throughout the downtown like bicycle lockers or better bicycle racks. The hitching post bicycle rack design should be [replaced with something more functional and more secure](#). The racks allowed as part of the bike corral are great. Let's see more of that.

Eliminate Parking and Improve Management of Curb Assets: Expanded sidewalks would enhance the ambiance of our downtown over on-street parking. Also, parking in our downtown shouldn't be free. Use of any open curb in our downtown shouldn't be free. Especially considering the abundance of parking a couple blocks out of the CBD. Concessions could be made for those with accessibility concerns. The city should use this to formalize management and monetization of curb space on side streets in the downtown to recoup revenue for the city. [By not doing this the City has been losing out on a lot of money.](#) (Governing, 2021)

It's easy to point towards street closures or a perceived lack of parking as an obstruction to economic development, but the reality is that [public safety & play and placemaking is a critical strategy to revitalize a downtown.](#) (Brookings,

[2023](#)) It's clear in the staff report that State St. has evolved multiple times throughout its history. This is the time to upgrade our city center to meet the demands of the new world rather than fighting it.



Cheers,
Joanna Kaufman
joanna.kaufman@gmail.com
909-816-3406

Greta Walters

From: Katalyn Voss <katalynvoss@gmail.com>
Sent: Wednesday, September 6, 2023 3:04 PM
To: SSAC Secretary
Subject: Public Comment - State Street Action Committee

You don't often get email from katalynvoss@gmail.com. [Learn why this is important](#)

EXTERNAL

To whom it may concern:

As a resident of Santa Barbara for the past 10 years, I strongly endorse maintaining State Street as a pedestrian walkway. Having an accessible public walking space downtown has been a wonderful improvement to the community. I've found that I spend more time on State Street, visit more businesses, and enjoy the downtown area much more in the current pedestrian zone as compared to when the street was open to cars. Please keep State Street a pedestrian zone!

Best regards,
Katalyn Voss

From: [Aron Ashland](#)
To: [Randy Rowse](#); [Robin Elander](#); [SSAC Secretary](#); [Alejandra Gutierrez](#)
Cc: [Kristen Sneddon](#); [Oscar Gutierrez](#); [Eric Friedman](#); [Meagan Harmon](#); [Bob Stout](#)
Subject: Choosing People over Cars
Date: Wednesday, September 20, 2023 1:14:16 PM

EXTERNAL

Leaders of SB/ SSAC-

This is an article about a city in Spain that has reduced its use of cars by design. Interesting. I like this quote at the end of the article. Kind of sounds like how we should think of Downtown and the promenade.

"But that still leaves countless towns and cities, on both sides of the Atlantic, where adopting Pontevedra's rallying cry of "[fewer cars, more city](#)" could resonate. And remember: Pontevedra didn't transform its streets all at once: The city began with its historic center and worked its way outward as residents warmed to Mayor Fernandez Lores' ideas.

That may be Pontevedra's greatest lesson of all: Once residents experience life in a car-free city, most of them seem to like it. A lot."

https://www.fastcompany.com/90952175/this-spanish-city-has-been-restricting-cars-for-24-years-heres-what-we-can-learn-from-it?utm_source=pocket-newtab-en-us

Thanks

Aron Ashland

[@theCuisery](#) [TheCuisery](#)

[@SBWineTherapy](#) [SBwineTherapy](#)

September 22, 2023

An open letter to the Mayor, City Council, and State Street Advisory Committee (SSAC)

This is an open letter to the Mayor, the City Council, and the State Street Advisory Committee (SSAC) about the State Street Master Plan. We wish to emphasize how important it is to complete a written **Requirements Document** before any further design work is done.

A **Requirements Document** lists all the real-world requirements a project will have to meet to be successful. This document could include such things as building code and zoning regulations, police and fire safety standards, stormwater management, residential density, and many other variables essential in the design of such a large, complex project.

An approved **Requirements Document** should precede any design work, because this document will create a framework that usefully limits which design choices may be made. The community has been asked for comments on what it wants for the future of State Street. City staff and the SSAC now need to work with the Mayor and City Council to achieve an approved **Requirements Document**. As an aside, the outside consultant's work should be put on hold until this document is approved by City Council.

A Master Plan is a design tool. But the Requirements Document comes first.

A Master Plan is the “road map” for a project that will be implemented over time, based on the logical sequencing of the overall work, community priorities, and available funding. Listing all the requirements that *must* be satisfied for the project to be successful will prevent design choices being explored that are infeasible because of regulations, lack of financial resources, or those choices not being desired by the community at large.

Two **broad categories of requirements** will be included in the **Requirements Document**. First, **Constraints**, such as code and regulatory requirements for general and ADA access. Second, **Desires**, such as visionary or “wish list” ideas that might make the area more usable and attractive for business, community members, and visitors.

A written and approved **Requirements Document** is needed to guide the SSAC and staff in creating the **State Street Master Plan**. From our perspective, the two biggest requirements that need to be resolved are first, transportation and mobility throughout the study area, and second, the identification and integration of needed housing on both public and private land, both to create a livelier downtown as well as to meet the state's requirements for new housing.

We believe that the **Requirements Document** must be completed now, before the City Council, SSAC, and the City's consultants move on to the next step: potential design changes to Santa Barbara's El Pueblo Viejo Historic District.

Sincerely,

Dale Francisco, Bill Mahan, Don Sharpe, Addison Thompson, Bendy White

From: [Candice Leung](#)
To: [SSAC Secretary](#)
Cc: Candiceleung8@gmail.com
Subject: Public comment in support of "Flat and Flexible" design scenario
Date: Sunday, September 24, 2023 10:44:32 PM

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EXTERNAL

Hello, I deeply appreciate and benefit the current pedestrian-friendly State Street that we have today, and I support the Flat and Flexible design scenario proposed by the SSAC. At least twice a week, I will go downtown to walk down State Street for my physical and mental health. The feeling of connection that I feel to the Santa Barbara community while I walk past others while smiling and nodding to them—it is healing. Eating and laughing with friends in restaurant parklets outside is an incredible and indescribable benefit that I cherish each time I'm on State Street. Not only do I hear my local friends sing the praises of these aforementioned experiences, but every single person who visits me from out of town falls in love with State Street's energy and layout. The pedestrian and bike-friendly State Street is one of the biggest reasons why I continue to live in Santa Barbara. I am a 24 year-old renter, and the cost of living is extremely high. If State Street was open to cars again, I would not be living here today. It is in the city's best interests to continue fostering higher walkability, accessibility, and community spaces to retain diverse Santa Barbara residents who not only feel priced-out, but also isolated. I am very hopeful and optimistic that the members of this board will continue the positive trajectory of building more pedestrian and bike-friendly infrastructure that will help not only me better access State Street, the Funk Zone, and our other incredible community hubs, but will also empower my neighbors, friends, and fellow citizens to interact with our city in a way that helps us keep us 'Santa Barbara Strong'.

From: Candice Leung
93103

****Please note that this email was sent by Candice Leung via Google form at StrongTownsb.org, so while the sender of this email appears to be info@strongtownssb.org, clicking "Reply" will in fact reply to Candice Leung's email address: Candiceleung8@gmail.com*

Greta Walters

From: Melissa Cunningham <info@strongtownssb.org>
Sent: Monday, September 25, 2023 10:29 AM
To: SSAC Secretary
Cc: melissa@movesbcounty.org
Subject: Public comment in support of "Flat and Flexible" design scenario

EXTERNAL

I am in support of the "Flat and Flexible" design because keeping cars off State Street is the most forward thinking, environmentally sound and progressive decision we could make. Santa Barbara could be a leading example, a model city about how to encourage independence from cars while building up business and making its downtown core accessible for all. It is such a simple solution- make outdoor dining flexible like they do in Europe- with tables and chairs that can easily be put away at night for cleaning or for special events like parades. Make the bikeway clear, marked and permanent with crossings for pedestrians. Utilize rickshaws and other electric wheeled people movers as your shuttle busses. It is still a "throughway" but without cars. It will remain a quiet yet bustling atmosphere where all people can access safe biking facilities, shops, restaurants, events and movies. We will never get anywhere in the fight against climate change if we don't make bold moves. We also will keep subjecting our residents and visitors to dangerous scenarios unless we create MORE safe biking infrastructure; just last week there were at least 3 deaths in our region caused by vehicles hitting people- on foot, on a bike and working on the side of the road. Stop supporting these death machines!

From: Melissa Cunningham
93105

****Please note that this email was sent by Melissa Cunningham via Google form at [StrongTownssb.org](https://strongtownssb.org), so while the sender of this email appears to be info@strongtownssb.org, clicking "Reply" will in fact reply to Melissa Cunningham's email address: melissa@movesbcounty.org*

Greta Walters

From: Tracey Willfong-Singh <info@strongtownssb.org>
Sent: Monday, September 25, 2023 2:04 PM
To: SSAC Secretary
Cc: traceysingh50@gmail.com
Subject: Public comment in support of "Flat and Flexible" design scenario

EXTERNAL

I strongly support the closure of State St to cars, and all efforts to make it a pleasant pedestrian & bike safe promenade. Cars will not bring anything good to State St. We are supposed to be working towards carbon neutrality. Let's realize that Santa Barbara has never been a big consumer town. Less is More. The rents are too high is a problem for any business. The stores that are around are great . There should be a light shone on what IS on State St NOW - lots of good stuff, it's not as bad as people gripe about . Homelessness is a problem. We need more law & order & tough on crime. Too many bad guys getting away with a lot... good luck & remember to strive to make SB GREEN Environmental leader

From: Tracey Willfong-Singh
93108

****Please note that this email was sent by Tracey Willfong-Singh via Google form at [StrongTownssb.org](https://strongtownssb.org), so while the sender of this email appears to be info@strongtownssb.org, clicking "Reply" will in fact reply to Tracey Willfong-Singh's email address: traceysingh50@gmail.com*

Greta Walters

From: Calvin Weinstock <info@strongtownssb.org>
Sent: Tuesday, September 26, 2023 12:09 AM
To: SSAC Secretary
Cc: calvindweinstock@gmail.com
Subject: Public comment in support of "Flat and Flexible" design scenario

EXTERNAL

Hello I am in favor of a permanent pedestrianized state street. As a lifelong Santa Barbarian and current UCSB student, I see how much potential our main boulevard holds. I love the extra space pedestrians and bicyclists receive. I do believe we need to modernize to make State better. First, laying brick to make state flat will help accessibility for all and look very attractive. Second, possibly a trolley/tram going up and down state. This will add a fun and efficient mode of transportation and could be free for disabled visitors. Third, updated amenities such a striped bike lane, more benches and outdoor seating not belonging to businesses, and water bottle refill stations. While these other ideas are nice, the bare minimum the city needs to do is to permanently keep state street for the people not cars. Thank you

From: Calvin Weinstock
93109

****Please note that this email was sent by Calvin Weinstock via Google form at StrongTownssb.org, so while the sender of this email appears to be info@strongtownssb.org, clicking "Reply" will in fact reply to Calvin Weinstock's email address: calvindweinstock@gmail.com*

Greta Walters

From: Jennifer Abella <info@strongtownssb.org>
Sent: Tuesday, September 26, 2023 12:17 PM
To: SSAC Secretary
Cc: jabella213@gmail.com
Subject: Public comment in support of "Flat and Flexible" design scenario

EXTERNAL

Dear Members of the Santa Barbara City Council, I am writing to express my strong support for prioritizing pedestrians and bicycles on State Street and keeping it as closed to cars as possible, in accordance with the "Flat and Flexible" design scenario proposed by the State Street Advisory Committee (SSAC). I was born at Cottage Hospital and attended SB public schools for the entirety of my primary and secondary school education. I was fortunate to attend UC Davis, located Davis, California and study abroad in the Netherlands which give me a unique forward thinking perspective of how human centered urban design and bike infrastructure can make or break the livability of a city. I have been a members of several bike and pedestrian advocacy groups in the East Bay Area, specifically Bike East Bay and Walk/Bike Oakland and continue to be a passionate advocate for projects invested in improving neighborhood safety and vitality. After more than a decade in the Bay Area, I now live in downtown Santa Barbara and cannot be more happy to enjoy a closed State Street. I have never seen downtown so vibrant or felt more safe walking and biking in the area. I strongly urge the council to keep State Street car free and be a model for the county, state and country to work towards a vision zero policy (eliminate all traffic fatalities). I believe that this approach aligns with the best interests of our community and offers numerous benefits to both residents and local businesses for reasons including, but not limited to: * Less pollution, both environmentally and noise: Cities are not loud, cars are. Removing cars from State St. makes so much sense from a public health stand point. It's also known that when you remove cars from a street, the tree canopy's will flourish without cars and tall trucks knocking into trees branches and with global warming, more tree cover is something urban areas desperately need. * Increased Bike and Foot Traffic Benefits Local Businesses: Studies have shown that areas with higher pedestrian and bicycle activity tend to experience increased footfall, leading to higher sales for nearby establishments. By prioritizing pedestrians and cyclists, we can help boost the local economy and promote sustainable transportation options. * Safety and Comfort for All: Keeping State Street closed to cars enhances safety for everyone. This approach creates a welcoming and comfortable environment for pedestrians, making it more enjoyable to explore and spend time in our downtown area. Safer streets are not only essential for residents but also for the many tourists who visit our beautiful city. I don't have a backyard, but I have State Street which essentially acts as a public Third Space where people can naturally congregate, run into friends and enjoy for free. * Equitable Access with Downtown/Waterfront Shuttle: I strongly advocate for the reinstatement of the downtown/waterfront shuttle to ensure equitable access to downtown areas. I rode this service as a youth all the time, and believe this is service is particularly crucial for individuals with disabilities or those who may have difficulty walking long distances. Providing a reliable and accessible shuttle service will help our city become more inclusive and accessible to all. * Mid-Block Crossings on the 400 Block: To accommodate pedestrians on the 400 block, which has two-way car traffic in each scenario, it is essential to introduce more mid-block crossings. People will naturally cross where they want to, with or without cross walks, so we might as well add more cross walks for drive visibility and ped safety! * Car-Impermeable Devices for Bike-Car Separation: I also urge the council to consider implementing permanent car-impermeable devices to separate bicycles and cars on the 400 block. I love the big planters which are both practical and beautiful, and while flexible elements like plastic bollards may offer some protection, they may not be sufficient in the event of a car running off the road. I just witnessed one being knocked down the other day, which emphasized the need for more durable and effective separation measures. Bollards save lives! In conclusion, prioritizing pedestrians and bicycles on State Street is an important matter of pubic health and safety. I want to see my city continue to thrive and have the courage to adopt a forward-thinking approach that aligns with the safety, economic vitality, and inclusivity of our city. I kindly request that the City Council take these factors into consideration when making decisions regarding the future of State Street. Thank you for your attention to these important matters, and I look forward to seeing our community thrive and make the

right decision to keep State St. car free. Sincerely, Jennifer Abella 1621 Anacapa St.

From: Jennifer Abella
93101

****Please note that this email was sent by Jennifer Abella via Google form at StrongTownsSB.org, so while the sender of this email appears to be info@strongtownssb.org, clicking "Reply" will in fact reply to Jennifer Abella's email address: jabella213@gmail.com*

From: [John Dagger](#)
To: SBCityCouncil@santabarbara.gov; [SSAC Secretary](#)
Subject: Success for the State St. Promenade
Date: Tuesday, September 26, 2023 7:08:01 PM

You don't often get email from jdagger12@gmail.com. [Learn why this is important](#)

EXTERNAL

Dear City Council and State Street Advisory Committee,

My name is John Dagger and I've been a resident of Santa Barbara for over 7 years. As an enthusiastic citizen and member of [Strong Towns Santa Barbara](#), I am delighted by the decisions to keep State St. car-free and preserve outdoor dining. That said, if you're like me, the "89% failure rate" of pedestrian malls being touted by groups like [Fix State Street](#) may have given you pause, as we of course don't want to ignore real-world data that suggests a different outcome.

I recently researched this figure and would like to share with you a number of caveats and counterpoints I found which altogether amount to a very different story when it comes to our city:

1. The source report, which can be found [here](#), was written in 2013, and the data spans as far back as the 70's. This means the findings largely pertain to a generation or two ago; most notably, they are entirely from a pre-Covid world, which ignores all of the experimentation in pedestrianization and urbanism that has occurred since.
2. It employs a specific definition of "pedestrian mall": pedestrian-only, no transit allowed whatsoever, and apparently no bicycles allowed either. This alone renders its scope potentially inapplicable to Santa Barbara.
3. It also applies a very narrow definition of "success" - the pedestrian zone can't ever be reduced in size or re-introduced to transit or bikes, and even if it remains untouched it has to meet a number of economic benchmarks.
4. Unsurprisingly, implementation matters a whole lot. Good transit options are crucial, and good design, thoughtful use of space, and coordination with businesses are additional hallmarks of a successful promenade. The failures typically neglect to take the next steps of planning for a positive and resilient environment and experience, which of course we should and are.
5. Finally, they summarize the indicators of a successful initiative as: "near or attached to a major anchor such as a university, situated in close proximity to a beach, designed to be a short length in terms of blocks, in a town/city with a population under 100,000, and/or located in a major tourist location". While State St. isn't particularly short, every single other criterion is true of our city.

The first three points suggest that the statistic is simply irrelevant to the question at hand. The fourth suggests that even if you take it at face value, the outcome is largely within our control. And the fifth suggests that there is quite possibly no place in the entire country better positioned for success than Santa Barbara. We should take this unique opportunity to be a leader and innovator in creating strong, safe, and enjoyable communities for people everywhere.

Thank you!

John Dagger
jdagger12@gmail.com
201-650-7570

From: [Aron Ashland](#)
To: [SSAC Secretary](#); [Randy Rowse](#); [Meagan Harmon](#); [Eric Friedman](#); [Oscar Gutierrez](#); [Robin Elander](#)
Cc: [Mike Jordan](#); [Alejandra Gutierrez](#); [Kristen Sneddon](#); [Siteline](#); [Bob Stout](#); [Ken Saxon](#); [Meghan Salas](#)
Subject: Last SSAC Presentation
Date: Monday, October 2, 2023 12:50:54 PM

EXTERNAL

SSAC members-

I deeply appreciate your dedication to our beloved city.

We stand at the precipice of transformation, and the decisions we make now will echo through our streets for generations.

I want to talk about the essence of what makes our city pulse with life. Remember those bustling days on the promenade when people watching was an art? That energy, that vibe is what we need to recapture.

As a restaurant owner, I've witnessed firsthand the heartbeat of our city - it's the patios. Restaurants, bars, breweries - they bring life to our streets. It's not just about commerce; it's about creating a living, breathing downtown. People want to be around people.

Retail is vital, yes, but it doesn't sustain that vibrancy. Patios, on the other hand, spill life onto our streets. They beckon people in, encourage them to linger, to connect. Remember those moments when downtown felt alive, not just busy? Patios were the heart of it all.

In the wake of COVID, our city found solace in these outdoor spaces. They became our safe havens, our creative canvases. We need to bring back the magic of those larger patios, the feeling of safety, the space for innovation. They are not just spaces; they are the essence of downtown's soul.

Theater/Arts-

I don't get up there very often so I don't have much comment other than largest patios possible to help feel as vibrant as possible

Homeless Heaven /Civic Zone-

or city hall, de la guerra plaza

Imagine a vibrant space, alive with families, dog lovers, and fitness enthusiasts. A place where children's laughter mingles with the occasional bark, where the clink of cutlery on large restaurant patios harmonizes with the rhythmic steps of exercise enthusiasts. This vision is not just a dream; it's a necessity.

We need to transform this area into a haven, a sanctuary for everyone. A dog park or an obstacle course would not just cater to our four-legged companions but also create a bustling social hub. Picture a playground where children explore, learn, and grow, their joyful voices filling the air.

And those restaurants facing De La Guerra? Let's give them the canvas to create. Large patios, vibrant and inviting, will not just be places to dine but pillars of defense against the encroaching darkness. They will beckon people, discourage the homeless from claiming the space, and infuse life into every corner.

But let's not stop there. An exercise area, a series of stations inviting everyone to move, to breathe, to be healthy. Imagine folks stepping, stretching, smiling - not just during an event but every single day. This

isn't just about exercise; it's about fostering a sense of community, of shared purpose and well-being.

We don't need temporary fixes; we need enduring solutions. We need a place where people are drawn not just during events but every day, every moment. Let's make this space pulse with life, not just for a while but for always. The current design might be fine during Fiesta but sunrise to sunset, every Monday through Sunday- I don't see this working as currently designed.

Restaurant Zone-

Outdoor dining isn't merely a business endeavor; it's the very pulse of our city. It's the laughter of friends, the whispers of families, and the clinking of glasses that create the symphony of life. We have a unique opportunity to redefine our downtown, to infuse it with vitality, and to make it a beacon for everyone.

But the current plans, the proposed 9 foot patios, fall woefully short. People are about 30" wide. Picture this: 9 feet, or even 12-15 feet, isn't enough space to foster a vibrant atmosphere. It's not enough for people to feel secure, to comfortably dine, and to linger. If we limit the patio space, we're essentially locking away the very essence that can breathe life back into our city. Please consider 15-20'.

People need space, both for their safety and their comfort. Patios must not feel cramped; they must be expansive, inviting, and dynamic. I urge you to imagine patios that stretch wide, accommodating bustling gatherings, happy conversations, and the simple joy of being outdoors. Let's not create mere dining spaces; let's craft experiences.

Two obstacles stand in our way: bicycles and the fire lane. Bicycles should not dictate our city's design; safety and inclusivity should. The fire lane, vital though it is, need not be an immovable barrier. Let's find a middle ground, a balance between safety and vibrancy. Some blocks might not require or might even preclude a ladder truck from being used- for example the tree canopy over the 400/500 blocks might not make a ladder truck needed during an emergency.

Look to cities like Boulder, where vibrant promenades are free from the rush of bikes, ensuring a safe haven for shoppers and diners alike. We must prioritize our people, our residents, our visitors. It's my understanding that zoning a couple of blocks as pedestrian would mean we wouldn't need a wide of a fire lane. Is this true?

Let the restaurants, with their lively patios, be the heartbeats of our downtown. Allow them to be the magnets that draw people in, not just during events, but from the moment a coffee shop opens until the last restaurant closes. This isn't just about commerce; it's about weaving the very fabric of community.

I've dedicated two decades to these blocks, understanding their pulse, their rhythms, and their aspirations. I'm no expert, but I am passionate, and I implore you to see beyond the blueprint. Let's not settle for mere bricks and asphalt; let's create a living, breathing downtown that resonates with life, laughter, and the warmth of community.

We cannot afford to sacrifice the vitality of our blocks for the convenience of a few. Our city deserves better. It deserves bustling patios, friendly faces, and a sense of security that only comes when people are present. We deserve a downtown that thrives not just during events but every single day, from sunrise to sunset.

Thank you for reading my thoughts.

Aron Ashland

[@theCuisery](#) [TheCuisery](#)
[@SBWineTherapy](#) [SBwineTherapy](#)

Greta Walters

From: Stephanie Ingoldsby <info@strongtownssb.org>
Sent: Saturday, October 7, 2023 12:26 AM
To: SSAC Secretary
Cc: sevenmoons@gmail.com
Subject: Public comment in support of "Flat and Flexible" design scenario

EXTERNAL

As someone who was born and raised in Santa Barbara I love the idea of a pedestrian and bicycle promenade. When I walked past the alleyway of the Granada with the beautiful lighting and mural it definitely felt like that is how State Street should feel. Warm lighting welcoming areas to sit. Plants and hanging flowers. I really enjoyed being able to safely ride from my house down the middle State Street to the oceanfront with my kids.

From: Stephanie Ingoldsby
93103

****Please note that this email was sent by Stephanie Ingoldsby via Google form at [StrongTownssb.org](https://strongtownssb.org), so while the sender of this email appears to be info@strongtownssb.org, clicking "Reply" will in fact reply to Stephanie Ingoldsby 's email address: sevenmoons@gmail.com*

Greta Walters

From: David Gaultiere <info@strongtownssb.org>
Sent: Tuesday, October 10, 2023 11:37 AM
To: SSAC Secretary
Cc: dgaultiere@gmail.com
Subject: Public comment in support of "Flat and Flexible" design scenario

EXTERNAL

State Street is the heart of our city and requires a new approach to community development. Strong Towns has the right vision to prioritize pedestrians and bicycles and reimagine the corridor as the hub for residence & business that it should be.

From: David Gaultiere
93109

****Please note that this email was sent by David Gaultiere via Google form at StrongTownssb.org, so while the sender of this email appears to be info@strongtownssb.org, clicking "Reply" will in fact reply to David Gaultiere's email address: dgaultiere@gmail.com*

From: [Robert Nielsen](#)
To: [SSAC Secretary](#)
Cc: robbynielsen@gmail.com
Subject: Public comment in support of "Flat and Flexible" design scenario
Date: Thursday, October 12, 2023 1:23:52 PM

EXTERNAL

I am in strong support of the Flat and Flexible design presented and believe the multi modal and hybrid plans amount to a near sighted compromise. To illustrate why compromises sometimes are not the answer, it feels like being asked to jump off a 30 foot building, saying no, and then getting asked to compromise by jumping off a 20 foot building instead. The city needs to have a long term goal of becoming more walkable and reducing its car oriented infrastructre. Every other street in this entire town permits cars, let's make State street the only one without fear of getting run over, air and sound pollution, or being relegated to the edges. In addition, more mid-block crossings are needed to accommodate pedestrians on the 400 block (which has two-way car traffic in each scenario). Permanent, car-impermeable devices to separate the bicycles and cars on the 400 block are also necessary; things that bend when run over (eg. plastic bollards) will not protect cyclists and pedestrians in the event of a car running off the road.

From: Robert Nielsen
93103

****Please note that this email was sent by Robert Nielsen via Google form at [StrongTownsSB.org](https://strongtownssb.org), so while the sender of this email appears to be info@strongtownssb.org, clicking "Reply" will in fact reply to Robert Nielsen's email address: robbynielsen@gmail.com*

Greta Walters

From: Aron Ashland <aronashland@gmail.com>
Sent: Monday, October 16, 2023 10:04 AM
To: SSAC Secretary; Randy Rowse; Mike Jordan; Eric Friedman; Meagan Harmon; Kristen Sneddon
Cc: Oscar Gutierrez; Alejandra Gutierrez; Sitaline; John Palminteri; Bob Stout; Robin Elander
Subject: Design Considerations from my experience

I'm writing this before I see your presentation so I'm obviously not trying to step on anyone's toes but I don't believe I'll be able to participate next week and I think these things are important to say, as early in the process as possible now that I think I know the direction. I also want to apologize because I don't have time to pretty this one up so it's a little rough.

thanks Aron

Good News- it sounds like El Paseo will become lot of housing, I would like to amend my comments on the Civic Center or the area around De La Guerra plaza but basically the 700, 800, 900 blocks.

Councilman Jordan mentioned once something about potentially the promenade might allow the city to be more flexible with housing if there was a large area downtown for people to move around outside. The current bicycle highway prevents this any longer but I think I know what he meant. That brings me to one my first of points I hope you will consider in your design decisions.

First, with all those people being at the footsteps of city hall, De la Guerra plaza and effectively, the center of the promenade or civic center. I think this means we should look at it a bit differently. While still serving the functions for Fiesta, music and other fun things- I believe it now should also serve as something like a park would for the residents in what hopefully will be the former El Paseo. First things that come to mind are dog park or area for them to go to the bathroom and possibly socialize with other dogs in the area. Exercise equipment for humans, a possible grass area and more trees in at least one of the blocks. I'm sure I'll think of more uses but a playground for children (maybe a smaller version of Gwendolyn's playground?)

Second, If we are going to have a vibrant promenade- we need to make sure the middle of what was the street, is where the people are. The last design I saw seemed to push people back to what was essentially a sidewalk. Don't listen to me, look at the successful Pearl Street. They have 4 blocks where there are trees, flowers and most importantly PEOPLE in the middle of what used to be the street. **To make a successful promenade, we need to encourage this and watch the magic happen. People socializing is what makes an area vibrant- not driving by, not riding by, not skating by- but standing and hugging and smiling and talking- please don't restrict this to "sidewalks" like we had before the promenade. It's not good enough!**

If the 500 block and hopefully the 400 and 600 blocks become the "entertainment" blocks then make them the BEST entertainment blocks they can be.

This can only be accomplished if you make the 500 and 600 blocks pedestrian. People should be meeting, hugging and playing in the middle of at least the 500 and 600 blocks but hopefully more. Plants trees in the middle of the street, put a playground, rezone it but basically do whatever it takes to make it safe and inclusive for everyone to stand in the middle of what used to be where only cars were allowed! Bollards, obstacles but basically without needing police- make it so bikes can't ride through the area. I'm not talking about bumps or signs. If there are trees and planters its the way, they can't ride there or it wouldn't be very dangerous because they'd be going so slow out of necessity.

To make a successful promenade, we need to encourage this and watch the magic happen. People socializing is what makes an area vibrant- not driving by, not riding by, not skating by- but standing and hugging and smiling and talking- please don't restrict this to "sidewalks" like we had before the promenade. It's not good enough!

Second way to make the entertain blocks as good as possible, the patios need to be as deep as possible. I don't think there will be much going past property lines once the design is completed so it really comes down to depth. There are many reasons as a restaurateur that I believe this is crucial for the ultimate success of the businesses that end up on those blocks. ADA, umbrella bases, wide table bases because outdoor patios aren't typically as level as indoor floors, wind, rain, cold, heat, highchairs, table service equipment like water pitcher, tea pitchers, coffee thermos to service an outdoor area adequately, garbage can potentially, heaters, misters if hot summers become the new normal.

The patios need to allow the space to have adequate ADA accessibility and since you can't give them width (like past their property line) then give them depth. What else will this do? It will allow for the businesses to show off their creativity. For example, when I ran Sandbar, the smartest thing the ownership did was install a fire pit in the front. It was the only thing like it (except for Casa Blanca, now closed) on State and it was like moths to a flame. The lesson I learned from all the years of running one of the most successful patios on State Street was that it really isn't that warm here. During the day, but much of restaurant business happens at dinner time. We NEED space for heaters and potentially fire pits. I think that Sandbar will build another one because they know how successful the first one was. I think many businesses will follow suit. That will be good for the city, if there were 6 or 8 business with unique, HLC approved:) fire pits then I believe the city would also win because downtown would feel safer and more inviting which helps everyone, not just the individual businesses. They are going to have to spend lots of money to get an HLC approve fire pit but it might be worth it. I just don't believe that with ADA and other constraints you'll get anything as fun and interesting as that if you only allow 9 foot deep or 12 foot deep patios.

We only have 3 restaurants that i can think of that have been on State more than 10 years, that is a TERRIBLE record of success. Please Change this pattern and put the small businesses in a position to succeed.

also- the 400/500/600 blocks are flatter so they will naturally be better outdoor seating areas- whether for a business or bench or some other cool thing to sit on. (this might be true of the 1100 or 1200 block- State begins to flatten out again)

How important will it be to have a bicycle freeway in front of their apartments for former El Paseo area when they could walk their bike to other side of the building and get on Chapala and commute just as easily? I bet they rather have grass or a dog run or a playground than a bicycle short cut to the beach? We can't ask bicyclist and more importantly e-bicyclists to move over one block to COMMUTE?

The design needs to encourage people to be outside, whether on a patio eating or drinking, or sitting on a bench or possibly at a picnic table. The more things you can include in the design to "naturally" get people outside without an event- the more successful the area will be. People want to be around people but even people reading while sitting under a tree. Have you been to UCSB's campus. What if we had pockets of grass and trees on middle blocks or in areas where we don't have businesses that would use the street like the side of world market, bank of America, etc. Anything is better than empty space, waiting for an emergency that hopefully never comes. Don't leave the middle of the best part of our city and our economic center EMPTY. Please find another way- Boulder did it, Santa Monica has a 10 foot access lane on some blocks, Palo Alto or Los Gatos did it? We need the people in the middle of the street to compete with ALL the other cities who will now have outdoor dining with Newsome signing the outdoor dining bill. We have the best weather- lets put out the best possible outdoor dining product we can.

Hopefully I'll be one of the businesses left standing but the underpass, El Paseo and this eventual construction is going to be a lot for any business to withstand, especially after the last 3 years of unprecedented terribleness. At the very least, I hope you leave all businesses that are left after all this in positions to be successful and prospers in ways that i've not seen the city allow in my 20 years of living here.

Thank you for your time and service to our amazing city. I know you can get this right. Still the best city in the WORLD, but we sure can get better!

Aron Ashland

[@theCuisery](#) [TheCuisery](#)

[@SBWineTherapy](#) [SBwineTherapy](#)

Greta Walters

From: Aron Ashland <aronashland@gmail.com>
Sent: Monday, October 16, 2023 5:54 PM
To: SSAC Secretary; Eric Friedman; Mike Jordan; Alejandra Gutierrez; Oscar Gutierrez
Cc: Randy Rowse; Meagan Harmon; Kristen Sneddon
Subject: Article about Placemaking

I'm not sure I had heard of the term before this article but I hope you'll take the time to read this. Interesting points.

I agree that much of this counter-intuitive.

<https://www.pps.org/article/learning-from-knights-soul-of-the-community-leaning-toward-the-future-of-placemaking>

Thanks

Aron Ashland

[@theCuisery](#) [TheCuisery](#)

[@SBWineTherapy](#) [SBwineTherapy](#)

Greta Walters

From: Aron Ashland <aronashland@gmail.com>
Sent: Monday, October 16, 2023 4:59 PM
To: SSAC Secretary; Randy Rowse; Meagan Harmon; Eric Friedman; Kristen Sneddon
Cc: Oscar Gutierrez; Alejandra Gutierrez; Mike Jordan; Robin Elander; Bob Stout; John Palminteri
Subject: Santa Barbara is so beautiful, we no longer need words

For Pilot Program and Permanent Promenade consideration: A world class place to take pictures to match the world class beauty of Santa Barbara.

We have pictures and videos with AMAZING cameras in everyone's pockets.

My idea is to build a large hashtag for people to take a picture with at the intersection of State and De La Guerra.

The large hashtag (#) would sit just past the "cross walk", a little closer to City Hall (seen in the picture). I believe this would need to be about 4-5' tall. Have some sort of base. Maybe over time it would get more robust if necessary. I'm not sure exactly where it would need to be placed to get the optimum pictures but it might need to be even a little further back from State, but an architect could probably tell you in second.

- we need to be careful that we aren't putting people in harms way while they take a picture of our beautiful city. So thought needs to go into where

people will stand to get a picture of their friends standing next to the Hashtag but not a brain buster.

The El Paseo's sidewalk lends itself to cool shots like the one I've attached so people with dogs might take one of themselves and one of just their dogs so we might win with people and animals in photos of our beautiful city.

How to help this work.

1. Someone from the city or DSB or Chamber connect with the music venues and Theaters in town and beg them to make a fun part of playing in SB (a new tradition) is to take a picture with the hashtag. It could become one of the things bands and Actors do to promote their event or appearance at SBIFF.

- this will make the fans of that band who attend the show want to take a picture where their favorite band took a picture. Stand where they know they stood. People driving by on the freeway might pull off if they know their band was stood there. If we're really lucky, they'll make a trip to come stand and take a picture where their favorite band, actor, comedian, or whoever stood. If that happened, then we made a positive difference in the making downtown more vibrant.

2. Then we change the paint on the hashtag monthly- I made it pink for breast cancer but purple for alzheimer's, rainbow for pride- we could easily change the look of it every month or two depending on ideas the might help bring awareness.

If we're really lucky then some people might like a band that took a picture and later in the year want support pride month and come back to Santa Barbara, in part because they wanted to take a picture.

They call this User Generated Content and simplified means that's people do the marketing for you, in this case, us or downtown. This kind of stuff can, no guarantees, but can create a buzz about when it gets painted each month so people know how soon they have to get here to take a picture.

The more people that do it, the more people that will want to do it. It's the FOMO that has been created by Social Media. Just embrace it

All this gets people posting something positive and beautiful about our great city. That's it, but the cool part is they do the work for us. I think we need an economic developer and other key city employees to help much of the city's

businesses but especially downtown. All that being said- if this happened to work the way other iconic spots have worked in other cities, it really could make a difference in how many people get off the freeway when driving from SF to LA. Its up to the businesses to get the people to walk in their doors but as a city we need to increase the amount of people who are visiting downtown. Staying in our hotels would be great but if not, at least grab a t-shirt or margarita. Maybe they fall in love and stay a while?

Here is the best part, if it works, we will have people coming to town to market our beautiful city to all their friends. This will make our lives easier and hopefully bring some vibrance back to the promenade. We get to pick a great looking spot that makes sense to try this ideas with not much potential for disruption or negative outcomes- however there is a chance we're out \$500 in wood. That's a pretty inexpensive test. Maybe \$1,000 in wood with inflation but seriously cheap for something that could make a difference. We already have the one thing the other cities can't get- our city is BEAUTIFUL. Let's show it off!

3. I would make it out of wood to start and then if it works, have a local artist start making one that will be more permanent out of metal and launch the new design to be installed as part of the new promenade or De La Guerra. The the artist's fans might come take pictures too.

4. We could get really smart and have a local architect design it, local craftsperson make it and then rotate between local artists to paint it or change the appearance every other month- constantly increasing the amount of people who know about the hashtag but combining the reach of all of them could be powerful with the help of bands and actors. We should be open to some artist putting flowers all over it or another artist painting hearts for the Heart

Association. Let's be open minded and make it



fun.

I think this could serve the city well both in the short term and for future considerations on State also.

I've included a picture of my dogs and about where I think the Hashtag should be placed.

Thank you for reading this.

Aron Ashland

[@theCruisery](#) [TheCruisery](#)

[@SBWineTherapy](#) [SBwineTherapy](#)

Greta Walters

From: Helen Stoll <info@strongtownssb.org>
Sent: Friday, October 6, 2023 11:31 AM
To: SSAC Secretary
Cc: helenstoll22@gmail.com
Subject: Public comment in support of "Flat and Flexible" design scenario

EXTERNAL

I walk and bike State Street several times a week either for pleasure or to get to work on the wharf. I want to continue to have a robust car free section of the street. I love vintage siting the shops and restaurants or just walking it for exercise and to see what's going on in town. Dedicated bike lanes will make everyone safer and I hope the higher powered e-bikes are either restricted to walking or have enforced speed limits. I've seen great pedestrian/bike zones in other cities recently and I know Santa Barbara could outshine them all with some smart changes.

From: Helen Stoll
93105

****Please note that this email was sent by Helen Stoll via Google form at [StrongTownsSB.org](https://strongtownssb.org), so while the sender of this email appears to be info@strongtownssb.org, clicking "Reply" will in fact reply to Helen Stoll's email address: helenstoll22@gmail.com*

Greta Walters

From: Fedor Manin <fmanin@gmail.com>
Sent: Thursday, October 19, 2023 11:48 AM
To: SSAC Secretary
Subject: comment on proposed State Street configuration

You don't often get email from fmanin@gmail.com. [Learn why this is important](#)

Dear State Street Advisory Committee,

I just read the staff report on the proposed configuration for State Street. As a downtown resident, I think the ideas for the section from Carrillo to the 101 are great. However, I don't quite understand the rationale behind reopening the stretch from Carrillo to Victoria to traffic. Quoting from the staff report, "The Create State team recommends that the initial design be configured in a way that requires less active management, programming, and construction cost."

I'm guessing (though it would be nice to understand this more explicitly!) that the reference to "active management" has to do with the fact that a promenade has to be opened and then closed to vehicle traffic at various times of day and that "construction cost" is a reference to stormwater management. If so, I have no problem with a permanent traffic lane (although I think it's worth considering putting in forced turns at every block, if only to save people from themselves since it won't be a great street to drive down in any case). That said, in my experience the blocks of State between Figueroa and Victoria are some of the most vibrant, second only to the blocks between Haley and Ortega, with so many restaurants and the Granada Theater. I don't see how it makes sense to open two lanes there to vehicular traffic, even if only for deliveries and "transit of all types". After all, what does "transit of all types" include? MTD buses? hotel shuttles? taxis? Uber? It would make zero sense to reroute MTD buses from Chapala and Anacapa Streets to an inevitably incredibly slow cruise down State Street. As for the other suggestions I listed, they are point-to-point vehicles and can use a single one-way lane with an adjacent loading zone.

I hope that city staff and the committee will consider changing the recommendation.

Cheers,
Fedor Manin
UCSB Mathematics

Greta Walters

From: Jennifer Griffin <jgriffin@ilrc-trico.org>
Sent: Thursday, October 19, 2023 12:10 PM
To: SSAC Secretary
Cc: jestrada@sbmtd.gov; Hillary Blackerby
Subject: Letter for the Monday State Street Advisory Committee Meeting
Attachments: State St Letter.pdf

You don't often get email from jgriffin@ilrc-trico.org. [Learn why this is important](#)

Hello,

Attached is my letter that I would like submitted for the upcoming State Street Advisory Committee Meeting. I am sorry that I can not attend in person that day due to another commitment.

I would also very much like to offer support, as the Executive Director of Santa Barbara's longest existing cross-disability non-profit in Santa Barbara, in any way that I can as this committee navigates what to do with this project. Please let me know how I can be involved or of assistance.

Thank you,
Jennifer

--

Jennifer Griffin
Executive Director

Independent Living Resource Center, Inc
423 W. Victoria St.
Santa Barbara, CA 93101
805-963-0595 x112
jgriffin@ilrc-trico.org
www.ilrc-trico.org



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FAX: (805) 752-1261
VP: (805) 464-3203

Ventura Office

702 County Square Drive #105
Ventura, CA 93003
Phone/TTY: (805) 650-5993
FAX: (805) 650-9278
VP: (805) 256-1036

Subject: Advocating for Enhanced Accessibility on State Street Revamp

Dear Committee Members

My name is Jennifer Griffin, I am the Executive Director of the Independent Living Resource Center. I was also born here and have raised my family in our beautiful city. As a concerned and engaged member of our community and as a person with a visual disability, I am writing to express my strong support for prioritizing accessibility in the upcoming State Street revamp project.

The vibrant heart of our city, State Street, is not only a hub of commerce and culture but also a place where diverse communities converge. It is vital that this central space be accessible and welcoming to all residents, regardless of their physical abilities or age. As a resident who is passionate about making our city more inclusive and forward-thinking, I believe that enhancing accessibility is a crucial step in this direction.

I understand that accessibility encompasses various aspects, such as accessible parking, public transportation, and parklets that cater to people with disabilities and older adults. It's important to ensure that everyone can easily access the services, amenities, and opportunities that State Street offers. By doing so, we can promote a sense of inclusivity, equality, and belonging within our city.

I also want to emphasize that while compliance with the Americans with Disabilities Act (ADA) sets a minimum standard, our city has the potential to surpass these basic requirements and become a model of accessibility for other communities. By investing in accessible infrastructure and design, we not only enhance the quality of life for residents but also set an example for other cities to follow.

I urge you to consider these important factors as you plan the State Street revamp. As a lifelong member of this community, I am dedicated to the betterment of our city, and I believe that prioritizing accessibility is a step in the right direction.

I appreciate your dedication to the well-being and progress of our city and thank you for your attention to this vital matter. If there are any opportunities for community involvement or if you would like to discuss this further, please do not hesitate to contact me via the provided contact information.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Griffin".

Jennifer Griffin
Executive Director
jgriffin@ilrc-trico.org

Greta Walters

From: Deanna Sutherland <dsutherland@ilrc-trico.org>
Sent: Thursday, October 19, 2023 12:17 PM
To: SSAC Secretary
Subject: State Street

You don't often get email from dsutherland@ilrc-trico.org. [Learn why this is important](#)

Dear Committee Members,

My name is Deanna Sutherland and I am an employee of the Independent Living Resource Center (ILRC). ILRC has provided advocacy and services to assist people with disabilities and older adults to maintain their independence since 1976.

I am writing to urge you to prioritize accessibility when considering options to revamp State Street. As a person with a disability who uses the downtown corridor, there are several utilities that are essential to my ability to successfully access the businesses and services located in this area, such as accessible parking spaces, public transport along State Street, and accessible parklets. Without these resources, I experience significant challenges attending medical appointments, running errands, reaching the Amtrak station, and more.

In addition, I want to emphasize that compliance with the Americans with Disabilities Act (ADA) represents only the bare minimum in accessibility standards. I urge you to seek out resources that will enable you to surpass these minimum requirements. By doing so, you will transform State Street into a truly welcoming and accessible environment for people with disabilities and older adults.

Thank you for your attention to this vital matter. Please contact me if you would like more information.

Sincerely,

--

Deanna Sutherland

Administrative Manager
Independent Living Resource Center, inc.
423 W Victoria St.
Santa Barbara, CA 93101
(805) 963-0595 x107
dsutherland@ilrc-trico.org

Out of Office on Wednesday's

Greta Walters

From: Anisa Garrett <agarrett@ilrc-trico.org>
Sent: Thursday, October 19, 2023 4:42 PM
To: SSAC Secretary
Subject: Transportation & Mobility Letter

You don't often get email from agarrett@ilrc-trico.org. [Learn why this is important](#)

Dear Committee Members,

My name is Anisa Garrett and I am an employee of the Independent Living Resource Center (ILRC). ILRC has provided advocacy and services to assist people with disabilities and older adults to maintain their independence since 1976. I am writing to urge you to prioritize accessibility when considering options to revamp State Street.

As a person who supports individuals with disabilities that use the downtown corridor, there are several utilities that are essential to their ability to successfully access the businesses and services located in this area. Such as accessible parking spaces, public transport along State Street, and accessible parklets. Without these resources, they experience significant challenges attending medical appointments, running errands, reaching the Amtrak station, and more.

In addition, I want to emphasize that compliance with the Americans with Disabilities Act (ADA) represents only the bare minimum in accessibility standards. I urge you to seek out resources that will enable you to surpass these minimum requirements. By doing so, you will transform State Street into a truly welcoming and accessible environment for people with disabilities and older adults.

Thank you for your attention to this vital matter. Please contact me if you would like more information.

Sincerely,
Anisa Garrett

--

Anisa Garrett

pronouns: she/her/hers

Youth Advocate

Independent Living Resource Center, Inc.

423 W Victoria St.

Santa Barbara, CA 93101

805-963-0595 x106

agarrett@ilrc-trico.org

<https://ilrc-trico.org/>

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**I am out of office on Tuesdays*

Greta Walters

From: Jacob Lesner-Buxton <jlesner@ilrc-trico.org>
Sent: Friday, October 20, 2023 8:48 AM
To: SSAC Secretary
Subject: Access on State Street

You don't often get email from jlesner@ilrc-trico.org. [Learn why this is important](#)

My name is Jacob Lesner-Buxton and I am the system change coordinator of the Independent Living Resource Center (ILRC). ILRC has provided advocacy and services to assist people with disabilities and older adults to maintain their independence since 1976.

I am writing to urge you to prioritize accessibility when considering options to revamp State Street. As a person with a disability (or older adult) who uses the downtown corridor, there are several utilities that are essential to my ability to successfully access the businesses and services located in this area, such as reliable public transit. Since the State Street Shuttle stopped running in 2020 I have experienced significant challenges reaching the Amtrak station, I have had to spend \$15+ on taxis, whenever I need to take the train for work or to visit my family.

In addition, I want to emphasize that compliance with the Americans with Disabilities Act (ADA) represents only the bare minimum in accessibility standards. I urge you to seek out resources that will enable you to surpass these minimum requirements. By doing so, you will transform State Street into a truly welcoming and accessible environment for people with disabilities and older adults.

Thank you for your attention to this vital matter. Please contact me if you would like more information.

Sincerely,

Jacob Lesner-Buxton

--

Jacob Lesner-Buxton
System Change Coordinator

Independent Living Resource Center, Inc.
423 West Victoria St.
Santa Barbara, CA 93101
Website: <https://www.ILRC-Trico.org>

If you or someone you know with a disability would like assistance in securing a vaccine appointment or needs someone to talk to about vaccine options please call

(805) 963-0595 x 105

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October 20, 2023

Dear Committee Members,

My name is Rosa Lopez and I work for Independent Living Resource Center, we are a Non- Profit in town that assists anyone who has a disability. I have heard from our consumers about not feeling safe walking or traveling on State Street because it is open to everyone now. I do not have a disability but I even felt unsafe walking in the street on State Street, you have this group of bike riders who have no respect for pedestrians, people who use wheelchairs, people pushing their babies in strollers. Even when you cross State Street some bikers feel they own the street and do not follow the rules or obey the stop lights. I personally have almost hit some riders a couple of times. I used to love taking the shuttle some days from my work home, I would grab it on State Street and take it all the way down to Cabrillo and then transfer to the Zoo and walk the rest of the way home to the Eastside. I also think you should bring back the State street and Cabrillo shuttles. I feel we are in a better place now and all restaurants can continue to thrive with inside seating only or only have a few outside tables. I do feel that State Street should stay opened up. It was good before and could have stayed that way if it wasn't for the covid pandemic. It was safer before and I believe more people enjoyed State Street and bikers needed to stay in their bike lanes. There are too many people on State Street who just want to mess around. I was born and raised here and Downtown was so much better before. We need to do major changes to get it that way again. Too many closed businesses, very sad.

Thank you for your time,
Rosa Lopez

Greta Walters

From: molly pearson <mollypearson99@gmail.com>
Sent: Friday, October 20, 2023 9:39 PM
To: SSAC Secretary
Subject: Public comment for October 23 State Street Advisory Committee Meeting, agenda item 3A

Dear State Street Advisory Committee members,

Please consider the following comments related to the Create State team's mobility plan and recommendations, to be presented at the October 23, 2023 meeting:

- As recommended in the October 18 staff memo, State Street should continue to function as critical infrastructure for bicyclists and other people-powered vehicles both to travel through and to access the downtown area. Although it is not explicitly stated, a State Street cycling route appears to be the safest option, consistent with the City's Vision Zero commitment. In this context, a State Street cycling route should be designed for efficient movement of bicycles at a safe speed, and should avoid having dismount zones unless absolutely necessary for special, non-recurring events.
- The proposal for the City Center District identifies a "large event" component, with potential exclusion of bike infrastructure during those events. However, it's not clear what size and types of events are anticipated. My concern is that creating large public spaces can lead to unintended consequences if the city lacks the resources to program, maintain, and provide adequate law enforcement. The vital city center that is envisioned will only happen if the space is actively managed and maintained, and people feel safe and comfortable using the space. Having people move through the space, including on bicycles, provides a level of safety by having more "eyes" on the ground.
- State Street has been and continues to function as the key transportation corridor for the City, from the 00 to the 4200 block. Is there a reason to continue calling it a promenade or a paseo in the context of this planning process? Please consider simplifying the language to call it what we have always called it – State Street or, more specifically, lower State Street. Continuing to call it a promenade or a paseo conveys the message that it is or will become a pedestrian-only mall, which creates confusion and misunderstandings.

Thank you for your consideration and for your ongoing support of this planning effort.

Molly Pearson

Greta Walters

From: skylar covich <covich7@gmail.com>
Sent: Saturday, October 21, 2023 3:06 PM
To: SSAC Secretary

[You don't often get email from covich7@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Dear Committee Members,

My name is Skylar Covich and I am an employee of the Braille Institute. I also serve on the Access Advisory Committee, and am a totally blind resident of the Mesa, living with my wife and 2-year-old son. I enjoy frequent walks along the State Street Promenade for restaurants, concerts, or to move around downtown without worry about traffic crossing streets; sometimes with family and friends and sometimes by myself. In general I favor most aspects of the current promenade. I do strongly support funding for the Waterfront Shuttle, independently of whether or not cars are allowed in that area. People with a disability, older people, and small children can benefit a lott from this kind of transportation.

I am also writing to urge you to prioritize accessibility when considering options to revamp State Street. As a person with a disability who uses the downtown corridor, there are several utilities that are essential to my ability to successfully access the businesses and services located in this area, especially public transport along State Street, and accessible parklets to avoid sidewalk blocking. For others I know with a disability, accessible parking spaces and dining tables for those with difficulty walking are also vital. Without these resources, I and my friends, colleagues and clients who are disabled and or older experience significant challenges attending medical appointments, running errands, attending events at the Grenada theatre, reaching the Amtrak station, and more. I want to emphasize that compliance with the Americans with Disabilities Act (ADA) represents only the bare minimum in accessibility standards. I urge you to seek out resources that will enable you to surpass these minimum requirements. By doing so, you will transform State Street into a truly welcoming and accessible environment for people with disabilities and older adults.

Thank you for your attention to this vital matter. Please contact me if you would like more information.

Sincerely,
Skylar Covich

--

Skylar J. Covich, Ph.D., Political Science Connection Point (Access Technology team) Lead, Braille Institute

Greta Walters

From: musicorp@cox.net
Sent: Saturday, October 21, 2023 6:57 PM
To: SSAC Secretary
Subject: My Comments Re Shuttle for Meeting 10/23/23

Dear State Street Committee Members:

I am totally blind and depend on public transportation to move freely and independently around Santa Barbara. For many of us who do not drive, there IS, and HAS BEEN, a genuine need for many years for viable public transportation to connect downtown with the Amtrak Station, Stearn's Wharf, and the entire waterfront area with its many trip generators,--motels, restaurants, museums, wine-tasting venues, etc. Even with the State Street Promenade projected to remain in place, I propose a viable shuttle route that would include: Beginning at Stearn's Wharf and continuing north on State Street and under 101, left onto Gutierrez, then North onto Chapala Street to Sola, east on Sola to Anacapa, south on Anacapa to Gutierrez back to State and south back to Stearn's Wharf. There already are existing bus stops along Chapala and Anacapa, and more could be easily added for passenger convenience to access State Street and the downtown side streets between Chapala and Anacapa.

The fare structure should be comparable to the main MTD bus lines, with transfers allowed to move fluidly among the main lines and the Shuttle. As previously done, A shuttle along the water front should connect the Santa Barbara Zoo and Bird Refuge to the Harbor and West Beach, again with transfers allowed between it and the Downtown Shuttle, along with those transfers onto the regular lines as proposed above.

I hope you will take these ideas into consideration in drawing up a viable proposal to present to City Council, hopefully to raise this issue to a higher priority for immediate inclusion into the 2024 budget.

I welcome your thoughts in replying to this email.

Sincerely,

Bob Burnham, Vice-Chair
Access Advisory Committee

State Street Advisory Committee

The city of Santa Barbara has made it a priority to bring more people downtown with the hope that many of them will not use a car as their main transportation option.

This committee has been working on a plan to revitalize State Street by attracting more pedestrians.

These are both great projects, but we need to be cognizant that to attract pedestrians and nondrivers to the downtown it must have viable and accessible transit options. I find it hard to believe that drivers would give up their car to move downtown if there's no accessible transportation.

I moved downtown 29 years ago mainly for all the access to urban opportunities that were available with the existing transit system. The MTD has a great system with a catchment area ranging from West Goleta to Carpinteria. In addition, we have buses that serve the North County and Ventura in addition to Amtrak service. Up until the city abruptly canceled the MTD shuttle we had a great system that allowed visitors, residents, and workers the ability to travel from the MTD transit center, access State Street shopping, stop at the Amtrak station and then continue to Stearns wharf, the harbor and the zoo and all the hotels on our beautiful waterfront.

The last few years have been quite different once the shuttle was canceled. Many people, including me, are not able to visit waterfront activities or be able to shop and carry merchandise from many of the stores on State Street. There are many hundreds of workers who service the tourist industry on the waterfront, restaurants, hotels, and other attractions. They also do not have transit for their jobs.

This committee and the city Council must work with MTD to bring back a new and improved shuttle system with access to the transit center, downtown, Amtrak station and waterfront activities.

The old shuttle had a very reduced fare and did not allow for transfers to the main MTD system. I suggest we look at charging full fares for the shuttle with a transfer available. This will make it easier for nondrivers and vulnerable elderly and even ambulatory pedestrians a way to access our vibrant downtown and waterfront. The way it stands now it could be a mile and ½ or more walk to get from one end of downtown to the waterfront activities which denies access to many people.

Some members of this committee do not want any vehicle traffic on the Promenade but see the need for some kind of mini transit. If that is to be the final decision, I suggest that we still look at the fully accessible MTD shuttle that would run down Chapala and Anacapa Street to the waterfront and the amenities to be found there.

We often get feedback that the city cannot afford the shuttle. I find this myopic and an affront to the civil rights of those who can't travel without a shuttle. Please help the disabled, vulnerable elderly, visitors and the ambulatory pedestrians be able to resume access to the city's great opportunities.

Thank you for your time.

Dr. Jim Marston

Assistant Project Scientist, Geography Dept. UCSB

Greta Walters

From: Art Ludwig-Oasis Design <oasis@oasisdesign.net>
Sent: Sunday, October 22, 2023 11:12 AM
To: SSAC Secretary
Cc: Heather Deutsch
Subject: Input for Mon meeting: Support for Keeping State Street Car Free for Healthy Active Transportation and Civic Vitality

You don't often get email from oasis@oasisdesign.net. [Learn why this is important](#)

Dear State Street Advisory Committee—

Thank you once again for making state street the safest and most inviting street in the City, for walking, biking, and engaging with the full spectrum of humanity in our community.

The plans to put large amounts of housing in the Carrillo commuter lot and Paseo Nuevo with minimal parking are the exact sort of housing solutions we need, and **it is imperative that the barriers to living without a car are lowered, starting with State Street**, so that these are big steps forward towards healthy, affordable active transportation— and not big steps towards gridlock and impossibility of on street parking.

On state, the air is noticeably less polluted than on adjoining streets, car noise less intrusive, and the actual hazard of traffic death or injury much less (though it is noted that teens on e bikes often feel unsafe, or at least startling).

Suggestion for an art installation: real time pollution monitors at State and Carrillo, and in front of paseo Nuevo, with interactive screens that show the difference between the two.

Car-free State Street is a delicate, but essential baby step towards a healthy and secure future for Santa Barbara and humanity.

Santa Barbara faces an unstoppable, steep population increase due to state housing mandates. Whether you welcome or hate the idea of more people joining us here, there is no question that if they all require cars, it will have a huge negative impact on the SB quality of life. Ease of driving, parking, biking, walking, and breathing would be degraded for all residents.

The most vitally important measure the City can take is to **make it more and more viable and appealing to live in the City without a car.**

State Street, amongst all its other key features, is ambassador for car-free transportation to existing and new residents.

Moreover, an increasing percentage of happily car-free residents is our best chance to lower our carbon footprint and model an effective response to the existential hazard of climate change.

My suggestion and request is that the City keep State Street—

- Car Free
- Open to bicycles
- Flexible,
 - so that the parameters can be tuned to find the optimal balance between the needs of all stakeholders; pedestrians, wheelchair users, kids trying out bikes or trikes the first time, cyclists trying to get somewhere, business people, tourists.
 - Try enforcement/ education/ outreach to reign in speeding e bikes. I feel like an achievable increment in behavior on the part of a few dozen e bike frequent flyers could double satisfaction with the state of State Street.
 - I support at least trying trolleys

I moved closer to state street and spend much of my life in Santa Barbara on state and the Cabrillo bikeway. I have navigated multiple times a day, in every condition, every iteration of state on foot, bike, e bike, and bicycle. Each nuance of change to parkette width, road paint, re-surfacing, temporary closures, light timing and enforcement affects the degree to which State feels more pedestrian, bike, vendor, homeless person, or storefront-focused.

Please keep State substantially like the status quo, and leave flexibility to dial in the optimum balance for all users by adjusting these parameters.

Yours,

Art Ludwig



Greta Walters

From: nick kfe.net <nick@kfe.net>
Sent: Sunday, October 22, 2023 1:29 PM
To: SSAC Secretary
Subject: SSAC Written Public Comment for 10.23.23

State Street Advisory Committee Members,

Rethinking the Downtown and Waterfront shuttles would provide far greater benefit to the entire community than the proposed micro transit solution. The micro transit solution will cost more than the State Street shuttle that was discontinued because of budget constraints and the micro transit will serve far fewer people. It makes no sense.

MTD provides a great system of public transportation unless you want to get to lower State Street or anywhere along the waterfront. There may be other gaps but I can't think of any so vital. Whether or not you have mobility challenges, this is problematic for anyone living, working or visiting along the waterfront. It is equally problematic for those who arrive in our town by Greyhound or Amtrak and wish to utilize our public transit system beginning from the waterfront.

More concerning is the suggestion that only 25% of the micro-transit vehicles would be wheelchair accessible, compared to 100% of MTDs shuttles waiting to be put back in service. Micro-transit **may arguably meet the minimum** Americans with Disabilities Act (ADA) requirements for program accessibility. Micro-transit **certainly does not provide an equivalent experience** for the mobility challenged to ride along and engaging with others in the community, or even with more than one member of their own family.

It seems to me there is an opportunity to solve a number of problems, for a wide array of people with one new MTD line, utilizing the existing MTD Electric Shuttles, and a smaller price tag. A line that would serve the entire waterfront from the harbor, to the zoo, and up to the Granada Theater and back. Such a line could provide riders opportunities to transfer to most other lines at the transit center, as well as to the UCSB/SBCC express line near the harbor, and the Montecito or Carpenteria lines near the Cabrillo Pavilion.

Nick Koonce, Wheelchair User, Accessibility Advocate,
Director, Independent Living Resource Center of the Tri-Counties,
Member, Access Advisory Committee for the City of Santa Barbara,
Member, Building and Fire Safety Code Board of Appeals for the City of Santa Barbara

STRONG TOWNS

SANTA BARBARA

Dear State St Advisory Committee:

My name is Sullivan Israel and I am writing on behalf of the local non-profit Strong Towns Santa Barbara.

We have written to you several times to express our support for a completely car-free State Street, at least from Haley to Victoria. To support our view, we provided facts on the economic, safety, aesthetic, and sustainability impacts of a pedestrian and bike only promenade. We also sent you and the SSAC the Bike Study we conducted, which found that not only were many cyclists spending money at local businesses and from various age groups, a large percentage were doing so due to the feeling of safety on the promenade. This sense of safety, and indeed the statistically proven [decrease of car collisions on the promenade](#), is something which will be eliminated if even a few blocks are opened to cars.

Rather than reiterate all of these points in this letter, we would like to explain a recent outreach campaign carried out by some of our members. You may have noticed some postcards received as public comment sent in by members of the public; these postcards were written by attendees of the Santa Barbara Farmers Market this past Saturday. In just a few hours, over 70 locals wrote and signed letters supporting maintaining a fully car-free State Street on postcards addressed to both you and the SSAC. Many of the comments you'll read on the cards come from people who have never sent in a public comment before, or have never attended a city meeting. However, they represent the views of the vast majority of your constituency.

We know this because the city conducted a survey with over 5,000 responses and found that 80% of locals want to keep State St. closed to cars. This 80% does not want just the 500 or 600 block to be the promenade with the rest returning to how it was pre-pandemic; rather, they support keeping and/or enhancing the incredible space we have already created to its full extent.

Please remember: no matter what you hear today in the form of public comment, or what you read via email, surveys and data have repeatedly shown that an overwhelming majority of this town wants to see the State Street promenade live on. We wanted to help these people voice their opinions, and in a single sitting at the Farmer's Market - with frankly very little effort on our part - we quickly found people flocked to our small table to fill out postcards and show support.

Santa Barbara can create positive change while responding to real-world trends. [An article published in The Economist](#) earlier this year explored the phenomenon that

young people in America are choosing to get their driver's licenses later than previous generations, and are less likely to purchase a car overall. In other words, we have passed peak car ownership in this country as people become more concerned with their impact on the climate as well as the impact owning a car has on their wallet. As this trend continues, cities need to respond by building spaces more friendly to walking, biking, and public transit, as well as housing focussed on those modes.



Our table (top) and members of the public filling out postcards (bottom)

Finally, we'd like to leave you with a [recent video about the success of Montreal's car-free streets](#). We are far from alone in reimagining our public spaces post-pandemic, and other cities can offer inspiration for us.

Let's continue to provide a safe, economically productive, and enjoyable space in the heart of our downtown!

Signed:

Sullivan Israel, *Local Conversation*
Leader

Marie Hébert, *Member*

George Nicks, *Member*

Kira Pusch, *Member*

Tristen Miller, *Member*

Peter Smith, *Member*

John Dagger, *Member*

Joanna Kaufman, *Member*

Luca D'Agruma, *Member*

Jason Chapman, *Member*

Gordon Blasco, *Member*

Douglas Ridley, *Member*

Ben Parnas

John Semancik

Finnegan Israel

Emma Meyer *Cal Poly Urbanists*

Rebecca Vincent

Emily Foley

Grace Vazquez

Colleen Reynolds

Blythe Wilson

Sheridan Green

Kiaya Batkin

Zoe Klement

Aaron Posternack

Emma Roeller

Gabe Starkey

Brian Legal

Kat Ackerman

Ethan Keller

Sophia Keane

**And the other 160 members of
STSB**



Members of STSB gather for our 1st General Meeting