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RE: Recirculated Draft EIR for UCSB's proposed LRDP

The University of California, Santa Barbara has an enviable bicycle commute rate—50% students, and 9% faculty and staff choose to bicycle, using the most energy-efficient means of travel on our planet. It's quiet, doesn't pollute, takes 1/12 the infrastructure space of a car for travel and parking, promotes fitness, and costs little for the owner and our community.

We're pleased that UCSB's LRDP includes housing for all new students, staff and faculty on University land. This means that most trips to campus destinations can be responsibly made on foot or bike. Yet the Draft EIR Transportation section concentrates on how to accommodate more motor vehicles, not only to the exclusion of consideration of the effect on people who wish to bicycle instead, but also to the financial and environmental degradation of everybody.

We believe that the University can offer further cost-effective mitigations that will reduce motor vehicle trips made by new and current students/staff/faculty plus the non-university people who service their needs. In order to encourage more sustainable transportation, we suggest the following mitigation measures:

- Provide increased "individualized marketing" of transportation alternatives through the existing TAP office. (Since 2000, Australia has used it to effectively decrease car use by 4-15%, while increasing trips by foot, bike and bus.)
- Discourage freshmen and sophomore students from bringing cars to school.
- Include car sharing programs at all faculty/staff/student housing projects.
- Coordinate with the City of Goleta to provide safer bicycle access to the shopping and dining destinations of Calle Real, Old Town Goleta, and Camino Real Marketplace. Bike paths can be installed through Girsh Park, and along San Jose Creek via Goleta Beach.
- Improve and maintain existing bike paths on campus. Consider paving paths with a permeable material. Keep paths separated from motor vehicle roads whenever feasible.
- Provide secure, sheltered bicycle parking for overnight storage at faculty and staff units.
- Carefully consider the safe circulation of people on foot, bike and car on the Ocean Road intersections with the Isla Vista street connections.
- If the Pardall tunnel is removed, keep Pardall Road the major access route to campus from Isla Vista by continuing bicyclist priority across Ocean Road. That will support the Isla Vista Master Plan that emphasizes business development on Pardall. This is especially important before the proposed new bike ways running east from Ocean Road are constructed.



- Construct new housing before more students are admitted, and before new staff/faculty are hired.
- Consider construction of more on-campus housing than the LRDP's 6700 proposed increase of students/staff/faculty. This would mitigate pressure on housing for those servicing the new University people.
- For new housing, de-couple the cost of rental/purchase of units from car parking costs. Scale the cost of parking rental for units, increasing the price per vehicle for additional vehicles.
- Provide mechanisms to monitor all transportation mitigations for effectiveness, and either alter them or reduce University growth to keep conditions from deteriorating. Make the results available to the public.

The University is in a position to provide a model sustainable community development that others will emulate in the future. We ask you to consider the above measures that will serve to reduce dependence on motor vehicle use that is contributing to traffic congestion, accelerated resource depletion, inactivity, hardscape water runoff, and global climate change.

Respectfully yours,

A handwritten signature in blue ink, appearing to read "Ralph Fertig". The signature is stylized and fluid.

Ralph Fertig, President
Santa Barbara Bicycle Coalition