

•• PROPOSAL FOR HOSTING A CONFERENCE ••

Santa Barbara



California Walking & Bicycling

•• *Santa Barbara is the perfect conference city* ••

Santa Barbara is a beautiful destination city nestled between the Santa Ynez Mountains and Pacific Ocean. In the 1920s, the city enacted strict architectural guidelines that emphasized a traditional Mediterranean style with numerous *paseos* that provide pedestrians pleasant walkways and public spaces away from motorized traffic. The building homogeneity confers a sense of belonging and harmony rarely found in cities today. Billboards, neon lights, and large signs are forbidden, reinforcing the emphasis on people, not cars.

•• **Santa Barbara emphasizes sustainable travel** ••

Santa Barbara prepared a Bicycle Plan in 1973, one of the first in the country. It has since been updated and bicycling continues to be an important mode of travel throughout the city. It's second only to the car and facilitated by miles of bike paths, bike lanes, bike lockers, bike racks on buses, promotional programs, and a system of signed bicycle routes throughout the area. Recent 2002 data show the success of transportation programs—20% of workers in the Santa Barbara area bicycle or walk to their jobs each day, double what it was a decade ago.

Santa Barbara has America's largest fleet of electric buses. For a quarter, you can ride the quiet Downtown Shuttle along the beach, to the end of Stearns Wharf, to the Harbor, and up bustling State Street.

•• **Santa Barbara is a small city with large city amenities** ••

People live here because they choose to live here. Santa Barbara offers most large city cultural and educational opportunities, but has less crime, congestion, pollution and better recreational opportunities. Even better, the people here recognize their quality of life, and work at maintaining and enhancing what they enjoy every day.

For over a century, Santa Barbara has welcomed visitors. Hospitality is a major community business. Over 400 restaurants serve the population with a diversity found few places. Nearly 100 accommodations of world-renowned resorts, large named hotels, budget motels, and intimate bed-and-breakfasts—plus a downtown hostel and beachside camping 10 miles away—offer something for all visitors.

•• *Our Host Committee is poised to sprint* ••

Our local Host Committee consists of individuals who work every day toward improving walking and bicycling conditions. They are the people who worked hard to bring and support the Pro Bike/Pro Walk 1998 conference in Santa Barbara. We will again work assiduously to craft a memorable and rewarding premier California conference. It will be a model and showcase for following years.



The Cabrillo Beachway runs for three miles along the ocean, passing the DoubleTree and Radisson hotels.

•• **Individuals are on the committee** ••

Ralph Fertig, Co-Chair. Ralph was the person behind bringing Pro Bike/Pro Walk 1998 to Santa Barbara. He organized a host committee to plan local activities including volunteers for registration, meeting room monitoring, staffing an information table, leading bike rides and walks, and mobilizing individuals to help. He has graphics and marketing background and has been active in the Santa Barbara Bicycle Coalition since its founding in 1991. He has published the newsletter *Quick Release* since then, and managed the Coalition's web site since 1995. He offers to help develop promotion material and web site content for the new conference.

Wilson Hubbell, Co-Chair. Wilson has been the alternative transportation coordinator for Santa Barbara County since 1995. An avid bicyclist, Wilson has improved facilities throughout our county, and is currently president of the Santa Barbara Bicycle Coalition. He will help obtain resources from the County.

Mary Byrd. Mary works for the Air Pollution Control District where she manages the "Santa Barbara Car Free" program designed to encourage visitors and residents to use means other than the automobile to get around our Santa Barbara region. She was instrumental in obtaining a \$5000 grant for the conference.

Kent Epperson. Kent is the director of Traffic Solutions, our regional TDM program. An active bicyclist, Kent previously worked for Denver's transit district, planning their upcoming bikestation and other projects.

Eva Inbar, Ph.D.. Eva is president of the Livable Streets Coalition, a local group dedicated to making conditions for walking and bicycling safer for school children and adults. Eva will work on conference pedestrian issues.

Ann Lawler. Ann is the principal in Lawler Consulting, a transit planning organization. She was largely responsible for organizing walks for the Pro Bike '98 conference. She is treasurer for COAST, a sustainable transportation organization in the Santa Barbara area. She will help coordinate pedestrian activities during the conference.

Jonathan Maguire. Jonathan is a dedicated member of the City of Santa Barbara's Planing Commission. He walks, bikes, and takes local transit whenever possible. Jonathan will help promote the conference within the City.

Dru van Hengel, Ph.D.. Dru is the mobility coordinator for the City of Santa Barbara. She was responsible for revising the city's *Bicycle Master Plan* in 1998, and takes a special interest in safe routes to schools. She works with others in the City's Transportation division to increase the 30% workers who currently use alternatives to the car for commuting. Dru will help obtain assistance from the City.

James Wagner. James is the coordinator of the University of California Santa Barbara's Transportation Alternatives Program. He works with 25,000 faculty, staff and students to promote smart transportation choices. Currently, 14,000 people bicycle to the university each school day, and thousands more walk or use transit.

•• *We have offers from two fine hotels* ••

With help from the Santa Barbara Conference and Visitors Bureau, a request for a quotation was sent out to local member hotels. Four responded, but only two have the conference and banquet facilities that we need—the DoubleTree and the Radisson. Both are located on Cabrillo Boulevard, along East Beach and the Cabrillo Beachway multipurpose path that runs three miles between the Bird Refuge on the east, and the Harbor on the west.



The Radisson Hotel, 1111 East Cabrillo Boulevard.

Their responses consist of several pages of detailed prices and conditions, too much to include here, but they can be supplied on request. Further, a visit from the conference team—or a representative—will clarify the situation.

•• **The Radisson Hotel** ••

The Radisson Hotel hosts conferences for up to 250 people all the time. It has 137 newly-refurbished rooms. The hotel is highly recommended. The Radisson quoted rooms with one bed at \$109 per night, and two beds at \$115, based on 125 rooms rented for two nights. Their published rate is \$149-\$205 per night. The Radisson has seven function rooms with 10,000 square feet space.

www.radisson.com/santabarbaraca

•• **The DoubleTree Hotel** ••

Those who attended Pro Bike/Pro Walk 1998 will remember the DoubleTree as the conference hotel, and know its excellent facilities and service. It has 360 rooms. They quoted rates of \$159 per night, based on 125 rooms rented for two nights. Their published rate is \$269-\$399 per night. They have multiple function rooms, including a 12,000 square foot ballroom and outdoor plaza with 20,000 square feet that can serve up to 800 people. Function room rentals are negotiable depending on catering arrangements and requirements. www.fpdtr.com/index2.html



The DoubleTree Hotel, 633 East Cabrillo Boulevard.

•• **It's easy to fly, drive, bike or take Amtrak** ••

The Santa Barbara Airport is eight miles west of Downtown Santa Barbara. It offers direct service from Los Angeles, San Jose, and San Francisco. Bus service with bike racks runs from the Airport to the Downtown Santa Barbara bus depot, two miles from the hotels. Highway 101 passes through Santa Barbara within a quarter mile of both hotels. Amtrak offers several trains a day traveling along the coast, including the Surfliners with roll-on bike service. For cyclists, the "Pacific Coast Bike Route" passes by both hotels.

•• **October & November are perfect times to visit** ••

Santa Barbara's rainy season runs from December to March. October typically has 0.4 inch of rain, and November has 2.0 inches. The summer coastal fog is gone and clear views of the Santa Ynez Mountains and Channel Islands are spectacular. Sunny days and cool nights are typical. Santa Barbara has the climate and topography that entice people into healthy lifestyle pursuits. Bicycling, running, walking, skating, and hiking are prime local activities.

•• *We have support to make it a great conference* ••

The Santa Barbara Bicycle Coalition will be the lead host organization for the conference. We've done it before and we're charged and enthused with the prospect of doing it again.

Amtrak California has offered a 10% discount to those traveling here by Surfliner trains that run between San Diego and San Luis Obispo. Their roll-on bike service makes it easy for half of all Californians to come here.

We have obtained a promise for a \$5000 gift from our Air Pollution Control District. It will come from next year's budget, so it will be available in July 2003; we have been personally assured that it will be funded.



During our Bike Week each May, 125 bicycle logo flags hang along State Street. Note the on-demand mid-block pedestrian cross walks.

The City of Santa Barbara is unable to offer funding now, but will send as many staff, police and officials as possible to attend. Mayor Blum can extend a welcome, and other promotions and staff resources will be available.

The Santa Barbara Bicycle Coalition offers a contribution of \$1000 to kick-start the process. Our Host Committee will endeavor to obtain further funding from local philanthropic organizations. We invite the selection committee—or its representative—to visit our community and see first-hand what will make the conference a premier success.

•• **More people will want to come to Santa Barbara** ••

Dan Burden, founder of Bikecentennial and the Bicycle Federation of America, calls Santa Barbara one his 10 favorite cities. Others have likewise cited Santa Barbara as an example of a vital, pedestrian-friendly and bicycle-friendly place. Years ago, parking was removed from State Street, sidewalks widened, landscaping added, and bike lanes installed. As a result, it has become a vibrant center that conveys a sense of place for residents and visitors.

What this all means is that more people will want to come here for a conference. We'll show them what we've done. We'll take them on rides and walks. We'll have our government planners, elected officials, and visionary nonprofit leaders explain how livable cities can be nurtured.

•• **Come early, stay longer, play hard, have fun** ••

We'll not only craft an invigorating conference for all participants, but we'll bundle up additional options for those wishing to bring spouses, friends and family, or just stay longer. The program might include trips to the Channel Islands National Park, wine country tours, bike trips, kayak excursions, off-road biking in the mountains, garden tours, deep-sea fishing, historic building tours, or just exploring Santa Barbara's Downtown. Plus, you'll find hundreds of other things to entice you to stay longer in the South Coast of our county—the California Riviera.



Santa Barbara Bicycle Coalition

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