



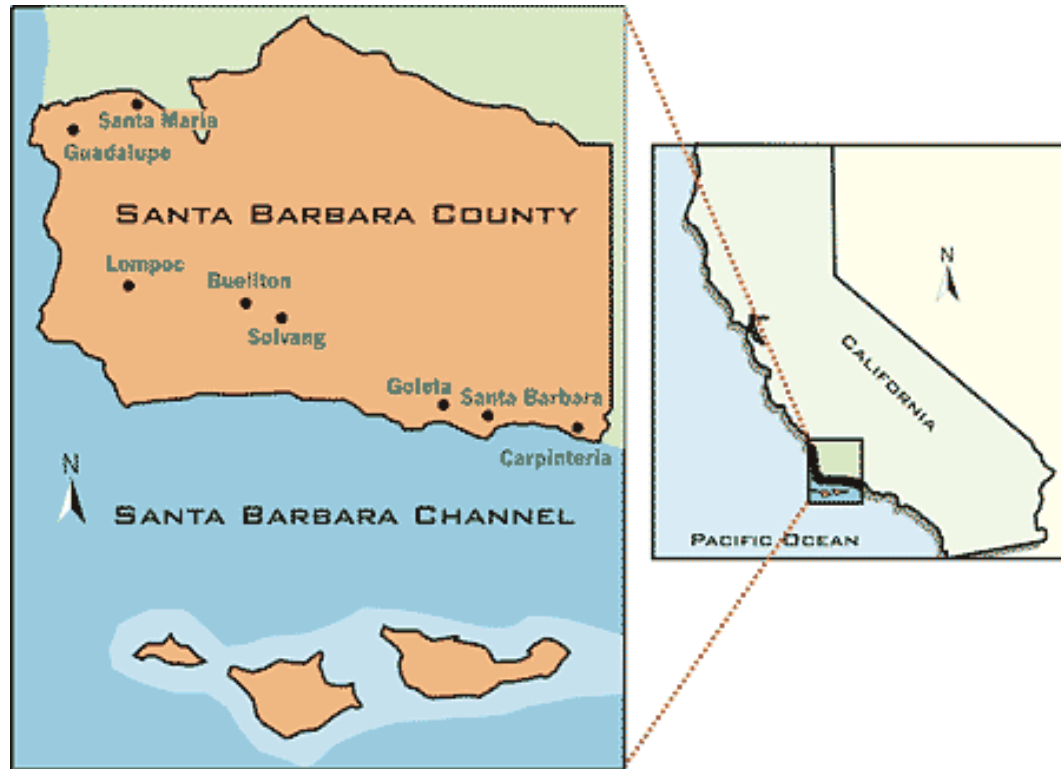
October 12, 2022

Welcome to the Region

Marjie Kirn, Executive Director
Santa Barbara County Association of Governments



Santa Barbara County Overview



- California's Central Coast
- Geographical region divided in two areas: North County and South Coast, with physical separation being the Santa Ynez Mountains
- 8 cities and County of Santa Barbara
- Santa Barbara County is served by a multi-modal transportation system of highways, roads, transit routes, railways, airports, bike lanes, and sidewalks that facilitate the movement of people and goods.

iles | 448,229 residents

Santa Barbara County Overview

HOME TO:

- U.C. Santa Barbara
- Infrared capital of the world
- Vandenberg Space Force Base

MAJOR INDUSTRIES:

- Agriculture
- Education
- Healthcare
- Technology
- Hospitality
- Tourism





Who We Are

“Many of the issues that face local governments and the people they serve such as **traffic, housing, air quality, and growth** extend beyond jurisdictional boundaries...”

A group of six people, including men and women, are walking away from the camera on a paved path. They are wearing white hard hats and high-visibility safety vests. The vests of the people in the foreground have the SBCAG logo on the back. In the background, there is a concrete bridge structure over a dry, rocky area with sparse vegetation. The scene is overlaid with a semi-transparent blue filter.

Current Priorities



The **EZBIKE** Project



Clean Air **EXPRESS**



BROADBAND STRATEGIC PLAN 2022

CENTRAL COAST ZEV STRATEGY



Regional Early Action Planning Grants 2.0



Central Coast Coalition



Central Coast Coalition
Moving California's Economy

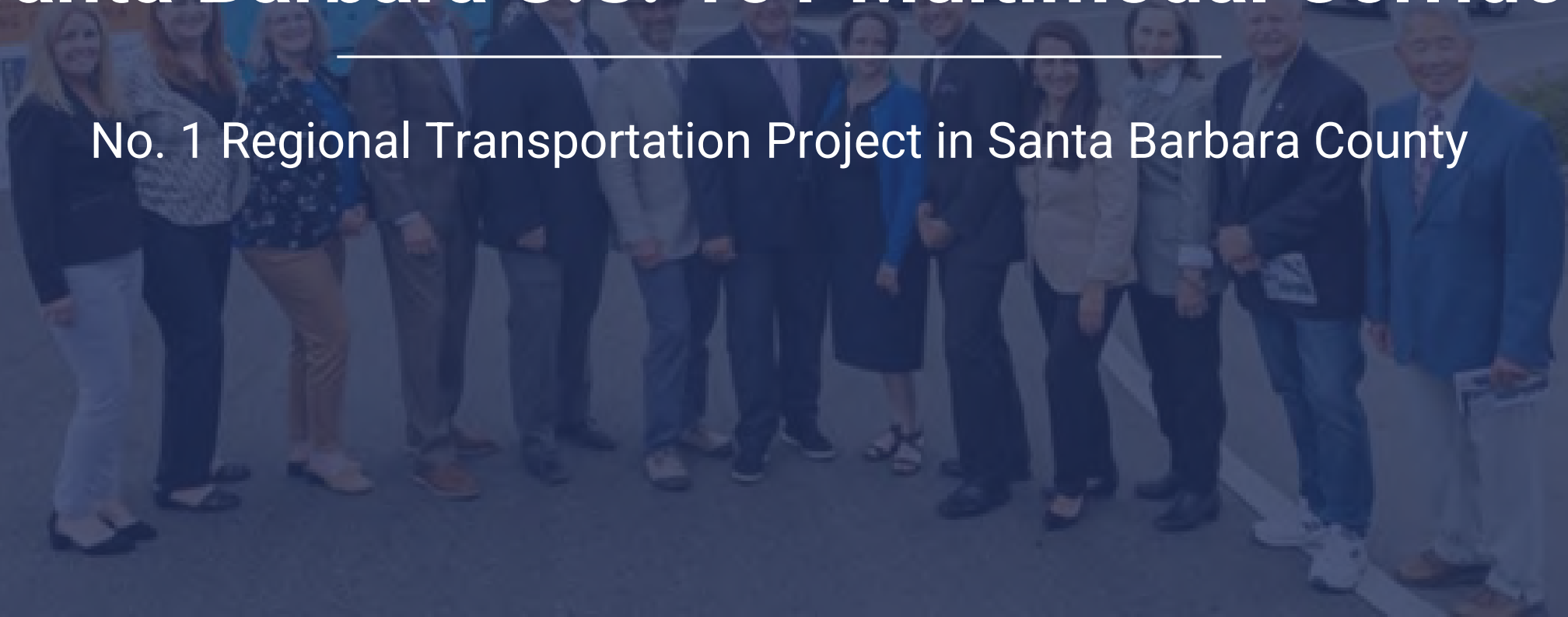
Overview

- Formed in 2010 to raise profile of U.S. 101 on California's Central Coast
- Five counties on Central Coast in partnership with Caltrans
- Coordination includes:
 - Legislative Advocacy
 - Highway 101 Business Plan
 - Electric Vehicle Strategy



Santa Barbara U.S. 101 Multimodal Corridor

No. 1 Regional Transportation Project in Santa Barbara County



Santa Barbara U.S. 101 Multimodal Corridor Project

Tackling unresolved congestion between
Ventura and Santa Barbara Counties –
“Lane and Train”

Addresses **Safety** and **Operational**
Improvements

Expands **Local Transit Service**
Opportunities and **Bicycle, Pedestrian, Rail**
and **Coastal Access**

State Investment: Proposition 1B, STIP &
SB1

Skin in the Game: Measure A, STIP &
RSTP



Santa Barbara U.S. 101 Multimodal Corridor

Corridor Status

- Innovative Project Delivery with CMGC
- Innovative Financing with TIFIA
- Four Phase Strategy:
 - Phases 1, 2 and 3 are completed with State & Local funds
 - Initial Phase 4 segments funded with SB1 Cycle 1
 - Remaining final segments ready for SB1 Cycle 3
 - Completion of corridor with Cycle 3



Innovating Financing | TIFIA

U.S. Department of Transportation

“

USDOT’s investment in the expansion of US 101’s HOV lane will **reduce barriers** to opportunity for low-income workers who rely heavily on this corridor to commute from homes in Ventura County to employment centers in South Santa Barbara County.

In addition to better **connecting this community** to existing employment opportunities, this investment will also generate 5,000-6,000 new **good jobs** in the region.

”



Polly Trottenberg
Deputy Transportation Secretary



Thank You!

Marjie Kirn, Executive Director
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