



805.967.2500

[www.SBSCChamber.com](http://www.SBSCChamber.com)

Mailing Address: 5662 Calle Real #204, Goleta, CA  
Visitor Center: 120 State Street, Santa Barbara, CA

August 24, 2020

Jacqueline Cabrera  
Santa Barbara Foundation

Santa Barbara, CA 93101

Dear Jackie and the Better Together Foundation Committee,

On behalf of the Santa Barbara South Coast Chamber of Commerce, I am writing to provide support for the City of Santa Barbara's project proposal for a Cliff Drive: Urban Highway to Complete Street Transformation Project. The Chamber's mission is to foster a vibrant economy and improve the quality of life for all who live and work in the region.

Cliff Drive is the primary retail corridor in the Mesa community. The variety of goods and services, ranging from grocery stores and pharmacies to the nationally recognized Santa Barbara Community College and numerous elementary schools, bring a diverse mix of users to the Mesa. Currently, Cliff Drive acts as a barrier for pedestrians and bicyclists navigating these busy streets and intersections.

The proposed project will bring community-requested safety enhancements to the Cliff Drive corridor, increasing the safety, usability, and connectedness of the active transportation network in the Mesa neighborhood and greater Santa Barbara community. The addition of enhanced pedestrian crosswalks with pedestrian activated flashers, three new traffic signals, and a traffic separated multi-use path will make the area safer and more accessible for active transportation users and vehicle drivers.

Funding for this project will enhance the community's safety, accessibility, and regional connectedness and is consistent with the Chamber's mission to foster a vibrant economy and improve quality of life. Please consider the City of Santa Barbara's grant application for the Cliff Drive: Urban Highway to Complete Street Transformation Project.

Thank you for your consideration.

Sincerely,

Kristen Miller  
President/CEO  
Santa Barbara South Coast Chamber of Commerce  
[kristen@sbscchamber.com](mailto:kristen@sbscchamber.com)