



County of Santa Cruz



HEALTH SERVICES AGENCY

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Public Health
Prevent. Promote. Protect.

Community Health and Prevention Programs

December 12, 2012

George Dondero
Executive Director
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue
Santa Cruz, CA 95060-3911

Regarding: 2012 Project Proposal for Regional Surface Transportation Program (RSTP) Funds

Dear Mr. Dondero:

Open Streets is a free public event that temporarily transforms roadways into open spaces for people to bike, walk, skate and more in a safe and enjoyable environment. Automobile traffic is temporarily diverted onto alternate streets in cooperation with local law enforcement and affected residents, as applicable. Open Streets is a national and international movement with over 80 US cities currently holding regular events (<http://openstreetsproject.org/>). Cities such as San Francisco, Los Angeles, Portland, OR, Boulder, CO and Missoula, MT have invested in on-going and highly successful Open Streets events. Government, transportation, health and parks agencies in these cities are lead partners in bringing Open Streets events to their local communities.

The Health Service Agency is requesting \$154,000 over two years in order to organize four Open Streets events. The events will happen in geographically diverse locations of Santa Cruz County including: Watsonville, Live Oak/Capitola, San Lorenzo Valley/Scotts Valley and/or City of Santa Cruz serving 28,000 participants total. Attached you will find the application packet, budget and letters of support. If you have any questions, please contact Dena Loijos at (831) 454-5018 or saskia Lucas at (831) 566-6569.

Thank you for your consideration.

Sincerely,

Dena Loijos, MPH
Health Services Manager

Enclosures 6 5

PROJECT INFORMATION FORM

If you have any questions about this application or would like an electronic copy of the funding request packet, please call or email Rachel Moriconi at 831-460-3203 or rmoriconi@sccrtc.org.

A. Project Information

- 1. Project Title:** Santa Cruz County Open Streets
- 2. Amount of RSTP Funding Requested:** \$154,000 (of a \$216,000 total budget)
- 3. Implementing Agency:** Santa Cruz Hub for Sustainable Living (formerly Hub for Sustainable Transportation)
- 4. Sponsoring Public Agency that has Master Agreement with Caltrans** (if different from implementing agency):

Santa Cruz County Health Services Agency
- 5. This is priority number 1 of 1 projects submitted.** (If requesting funds for more than one project)
- 6. Project Description/Scope:** (Please describe the scope of work for the project, including all capital improvements or program characteristics. Please describe the improvements associated with each mode of transportation as applicable. Attach additional information if needed.)

Grant deliverables:

Over two years, organize **four Open Streets events** in geographically diverse locations of Santa Cruz County including: Watsonville, Live Oak/Capitola, San Lorenzo Valley/Scotts Valley and/or City of Santa Cruz serving **28,000 participants** total.

Background:

Open Streets is a free public event that temporarily transforms roadways into open spaces for people to bike, walk, skate and more in a safe and enjoyable environment. Automobile traffic is temporarily diverted onto alternate streets in cooperation with local law enforcement and affected residents, as applicable. Additionally, events feature information booths hosted by local agencies and community organizations where participants can learn about resources for leading more sustainable, active and healthy lives. There are also free organized activities, such as bike skills courses, foot races, dance and climbing.

Open Streets is a national and international movement with over 80 US cities currently holding regular events (<http://openstreetsproject.org/>). Cities such as San Francisco, Los Angeles, Portland, OR, Boulder, CO and Missoula, MT have invested in on-going and highly successful Open Streets events. Government transportation, health and parks agencies in these cities are lead partners in bringing Open Streets events to their local communities.

Cities across the country are investing in Open Streets events as a way to promote lasting behavior change whereby citizens choose alternatives to driving alone as part of a sustainable, healthy and active life-style.

Open Streets programs help communities achieve key sustainable transportation goals: Reduce SOV trips; mitigate traffic congestion; reduce carbon emissions; increase access and safety; and prevent surface run-off pollution.

Specifically, Open Streets events will:

1. Create a *culture of bicycling, walking, riding the bus and carpooling* whereby the community perceives these transportation modes as attractive, convenient and advantageous.
2. Provide an *impactful first-hand experience* of the convenience, enjoyment and feasibility of traveling short distances by bicycle or foot, as well as riding the bus and carpooling.
3. Create an *excellent outreach opportunity* for agencies to deliver key messages promoting alternatives to SOV use as part of an active life-style.
4. Improve *roadway safety* by building skills and confidence in a safe and positive environment.
5. Increase *roadway access for people of all ages, abilities and experience levels*.
6. Increase *use of sustainable forms of transportation* by providing public participants motivating experiences and resources for bicycling, walking, carpooling and using mass transit.

Additionally, Open Streets will:

- ▲ Promote health by creating a large, safe and fun spaces for people of all ages and experience levels to engage in and try new forms of physical activity.
- ▲ Promote quality of life, community and civic pride.
- ▲ Promote connection and understanding between the diverse communities of Santa Cruz County (North and South, in-land and coastal) through participation in Open Streets events in the different locations.
- ▲ Promote the local economy through business promotion and eco-tourism. Events showcase Santa Cruz County's natural beauty and resources, diverse culture, as well as outdoor, active life-style.
- ▲ Inspire citizens to think “outside of the box” about the use of public space.

Open Streets program benefits by transportation mode:

Open Streets dovetails excellently with RTC funded programs such as Commute Solutions, the Metro Transit District, the Community Traffic Safety Coalition, and Bike to Work to expand the outreach and impact of these programs. A central component of Open Streets events will be targeted messaging and organized activities; this will guide participants to connect their experiences of alternative modes of transportation at the Open Streets events into daily transportation decisions and habits.

Bicycling: Open Streets events will promote bicycling by providing a large, safe and motivating space where new and infrequent bicyclists feel comfortable cycling. These bicyclists gain skills and knowledge at the events, which motivates and empowers them to bicycle instead of drive for future transportation trips.

Walking: Open Streets participants on foot will experience first-hand the health benefits and enjoyment of walking and are encouraged through targeted event messaging to replace short car trips with walking as part of an active, sustainable and healthy life-style.

Transit and TDM: Participants will be **heavily** encouraged through a targeted promotion campaign to arrive

at Open Streets events by sustainable means, such as bus or carpooling. For example, Commute Solutions will be promoted as a ride share resource and trailers will be provided to haul bicycles for participants who take the bus or carpool. For many, this may be their first time taking the bus, a relaxing and social experience that may inspire future transit trips.

Successful Pilot Event:

On Sunday, October 7, 2012 the first Open Streets event in Santa Cruz County (<http://scopenstreets.org>) was piloted on West Cliff Drive with overwhelming success. Counts indicate over 9,000 people attended and there was a universal call among participants for more Open Streets events in the future. Community members—including many families with children—enjoyed bicycling, walking and skating down the closed road. In addition, participants visited various outreach booths including RTC funded programs such as: Commute Solutions, Community Traffic Safety Coalition (CTSC) and Bike to Work/School and learned about the benefits and resources for using sustainable and active transportation in their daily lives. Numerous bicycle shops were also on hand offering free adjustments and repairs, and CTSC staff and volunteers provided bike helmet safety checks for participants of all ages.

Work plan summary:

This program will establish four new Open Streets events in geographically diverse locations across the County, thereby *laying the groundwork for lower-cost repeating events for years to come.*

Event organizers will work with stakeholders in the local jurisdictions to plan a successful Open Streets event tailored to their community's unique needs.

Stakeholders include:

- ▲ Environmental and sustainable transportation organizations and businesses
- ▲ City and County elected officials and staff
- ▲ Health and wellness organizations and businesses
- ▲ Youth organizations and schools
- ▲ Community/neighborhood groups
- ▲ Law enforcement
- ▲ Parks and recreation departments
- ▲ Local businesses

Major tasks to organize an Open Streets event in each of the four chosen locations:

- ▲ Recruit event partners and establish a local organizing committee
- ▲ Conduct public outreach and solicit input
- ▲ Select event date
- ▲ Determine route
- ▲ Develop street closure, traffic and safety plan
- ▲ Recruit sponsors
- ▲ Organize programming (I.e. outreach/information booths and activities)
- ▲ Develop promotion plan
- ▲ Organize volunteers
- ▲ Process permits
- ▲ Coordinate event logistics

Event program timeline:

- Grant start - July 1, 2013
- Fall 2013 - Planning
- Spring 2014 - 1st event (location TBD: Watsonville, Live Oak/Capitola, San Lorenzo/Scotts Valley or Santa Cruz)
- Summer 2014 - 2nd event (location TBD)
- Fall 2014 - 3rd event (location TBD)
- Spring 2015 - 4th event (location TBD)
- Grant end - June 30, 2015

Implementing Agency Information:

The Santa Cruz Hub for Sustainable Living (<http://www.santacruzhub.org/>) is a 501(c)3 non-profit organization based in Santa Cruz, California, which promotes human-powered and sustainable transportation, skill-sharing and appropriate use of resources.

In addition to Open Streets, the Hub's projects include:

The Bike Church: A community bike shop and tool cooperative offering new and used parts, tools for loan, volunteer instructor bike mechanics and used bicycles for sale. Through its services people learn to fix their own bikes and/or build a new bike.

Green Ways to School: Works with youth in the schools and community to educate them about sustainable transportation options, climate change, peak oil, as well as other topics, thereby encouraging them to choose alternatives to driving a car.

7. Project Cost by Mode:

Please list the approximate percentage of total project costs related to different transportation modes in the chart below. Project description (#4) must include explanation of what will be done related to each applicable mode.

Road Rehab	Road –Auto Serving	Bicycle	Pedestrian	Transit	TDM*	TSM*	Planning	TOTAL
%	%	35.00%	30.00%	20.00%	15.00%	%	%	100%

*TDM=Transportation Demand Management (ex. ride share programs); TSM=Transportation System Management (ex. ITS, signal sync)

8. Project Location/Limits (attach an 8 1/2" x 11" map and/or photos if available/applicable, include street names):

Four geographically diverse locations of Santa Cruz County including: Watsonville, Live Oak/Capitola, San Lorenzo Valley/Scotts Valley and/or City of Santa Cruz. Each of the four Open Streets event routes likely to range from two to four miles. Exact streets to be determined.

9. Contact Person/Project Manager Name: Saskia Lucas

Telephone Number: 831-566-6569

E-mail: saskia@scopenstreets.org

B. Project Delivery Milestones - Complete either #13or 13b

(Enter the proposed schedule or actual completion of various project milestones):

10. Capital Projects - Schedule:

Project Milestone	Date
Begin Environmental (PA&ED) Phase	
Circulate Draft Environmental Document	Document Type (ex. EIR)
End Environmental Phase (PA&ED Milestone)	
Begin Design (PS&E) Phase	

End Design Phase (complete PS&E)	
Begin Right of Way Phase	
End Right of Way Phase (Right of Way Certification Milestone)	
Request Authorization to Proceed with Construction (completion of all prior tasks)	
Award Contract	
End Construction Phase (Construction Contract Acceptance Milestone)	
End Closeout Phase (Closeout Report)	

13b. Non- Capital Projects - Schedule:

	Activity 1*	Activity 2*	Activity 3*
Start Activities (month/year)	Preliminary planning July 1, 2013	Implementation January 1, 2014	Project completion and final report
End Activities (month/year)	December 31, 2013	June 1, 2015	July 31, 2015

*Please state the activity to be completed (ex. preliminary planning, project implementation, project completion).

C. Project Cost Summary - Complete either #14 or 14b

11. Capital Projects – Total Cost Estimate:

Environmental (PA/ED)	Design (PS&E)	ROW	Construction	Other*	Contingency	Total Project Cost

*What is included in other? _____

14b. Non-Capital Projects - Cost Estimate: (these are sample categories, modify to match your project implementation plan)

Administration/Staffing	Operations/Staffing	Consultant	Materials	Other
\$8,000.00		\$162,000.00	\$46,000.00	

D. Required Attachments

- Attached is the *Project Budget* documentation. (Exhibit A)
- Attached is the *Engineers Estimate* (Sample Exhibit B) for capital projects; or detailed project cost estimate for non-capital/planning projects.
- Attached is the *Project Benefits* sheet (Exhibit C)
- Attached is the signed certification by the project-administering agency (Exhibit D) relating to agency administrative requirements.

EXHIBIT C
Project Benefits

Given the large backlog of transportation needs in the region and the extremely limited amount of funding available, it is important to ensure that funds are used cost effectively to maximize benefits to the transportation system. Additionally state and federal rules, as well as RTC policies, require consideration of how projects will contribute towards implementation of the long-range transportation plan and the achievement of one or more transportation goals. Therefore, project benefits will be taking into consideration when evaluating projects. ***Projects are not expected to address all of the following. Please write N/A where something is not applicable to your project.***

1. Generally, what are the benefits of this project? (ex. goal/purpose/benefit of project; problem to be addressed; importance to the community):

Santa Cruz County Open Streets will benefit the community by helping to achieve key Regional Transportation Goals to: reduce SOV trips, mitigate traffic congestion, reduce carbon emissions and prevent surface run-off pollution.

Specifically, Open Streets events will contribute to these goals by working to:

- ▲ Create a ***culture of bicycling, walking, riding the bus and carpooling*** whereby the community perceives these transportation modes as attractive, convenient and advantageous.
- ▲ Provide an ***impactful first-hand experience*** of the convenience, enjoyment and feasibility of traveling short distances by bicycle or foot, as well as riding the bus and carpooling.
- ▲ Create an ***excellent outreach opportunity*** for agencies to deliver key messages promoting alternatives to SOV use as part of an active life-style.
- ▲ Improve ***roadway safety*** by building skills and confidence in a safe and positive environment.
- ▲ Increase ***roadway access for people of all ages, abilities and experience levels.***
- ▲ Increase ***use of sustainable forms of transportation*** by providing public participants motivating experiences and resources for bicycling, walking, carpooling and using mass transit.

2. How many travelers will be served by/benefit from this project per day? On average each event will serve 7,000 people for a total of 28,000 participants served at four events over two years.

ADT volumes (if applicable) _____

Other (e.g. avg. number of people directly served/day; number of users of facility/day; TDM-direct participants and indirect beneficiaries) _____

3. What are the destinations served by this project? (e.g. employment centers, senior centers, schools, groceries, transit centers, etc.)

The Open Streets events will serve a variety of destinations depending on the route chosen by the local organizing committees. These destinations may include residential neighborhoods, business and transit centers, parks, and trails.

4. Does this project preserve existing transportation infrastructure/facilities or services?

Open Streets events *reduce roadway maintenance costs* through promotion of alternative forms of transportation. Increased levels of bicycling, walking, ride sharing and bus use reduce SOV trips and vehicle miles traveled, thereby preventing roadway wear and tear.

5. Does this project increase access or reduce pollution? If so, how? If not applicable, put N/A.

A sustained Open Streets event program will *reduce SOV trips, traffic congestion and pollution* by promoting use of alternative transportation modes in three key ways.

Open Streets events will create:

- ▲ a *culture of bicycling and walking* whereby the community perceives these transportation modes as attractive, convenient and beneficial;
- ▲ a *motivating first-hand experience* of the convenience, enjoyment and feasibility of traveling short distances by bicycle or foot;
- ▲ and an *excellent outreach opportunity* for agencies to deliver key messages promoting alternatives to SOV use.

Furthermore, Open Streets events will *increase roadway access for users of all ages, abilities and experience levels* by creating new spaces and opportunities for people to bicycle and walk in safe, non-motorized and enjoyable environments. The quality of bicycle and pedestrian travel is generally enhanced when the roadways are free of automobiles due to the reduced noise, exhaust and safety concerns. For example, by removing the primary safety risk, automobiles, many individuals who would not otherwise bicycle are encouraged to do so.

Additionally, Open Streets will *improve environmental quality* by reducing SOV trips. Local carbon dioxide emissions inventories conducted as part of the County-wide Climate Action Plan indicate that the vast majority greenhouse gases in our region come from the transportation sector. Initiatives like Open Streets are vital to local efforts to reduce vehicle miles traveled and the resulting emissions that contribute to global climate change.

Finally, a large source of pollution in our waterways and coastal waters comes from surface run-off. Reducing the numbers of vehicles traveling on roadways is an important means of preventing the contamination of streams, ground water and marine ecosystems.

6. Does this project increase safety? Describe. If not applicable, put N/A.

Open Streets will increase safety in two key ways. Events will:

- ▲ Provide a safe space on local roads for families and individuals to travel and/or recreate on bike, foot, skates, etc. by temporarily diverting automobile traffic.
- ▲ Feature outreach booths hosted by local safety organizations, such as the Community Traffic Safety Coalition, Bike to Work/School, Mission Pedestrian and community hospitals and clinics, which will educate community members about important traffic safety skills, tips, and resources.

For example, bicyclists and pedestrians will receive information on how to safely share the road with motorists, such as following traffic laws, being visible, and using a helmet effectively. Motorist outreach will focus on reducing driving speeds and distracted driving, as well as how to safely share the roadways with bicyclists and pedestrians.

7. How does the project increase access and safety cost effectively, equitably and responsive to the needs of all users and/or benefit the natural environment? If not applicable, put N/A.

Open Streets events will *increase access to the roadways for participants of all ages, abilities, experience, and income levels*. As demonstrated in the pilot Santa Cruz Open Streets event that took place on Sunday, October 7, 2012, all types of road users—from very young children just learning to ride a bike to individuals who use a wheelchair—were able to enjoy the safe, public open space.

In addition, Open Streets is a *free event open to the public* thereby benefiting all community members equally, regardless of economic status. Furthermore, events feature many resources for low-income individuals to obtain a free bicycle helmet and/or helmet safety check, free bicycle repairs and adjustments, as well as information on how to obtain a bicycle for little or no cost.

Open Streets will *improve environmental quality* by promoting sustainable modes of transportation and reducing SOV trips in our region. First, lowering the number of vehicle miles traveled is essential for achieving reduced CO2 emissions targets needed to combat global climate change. Second, a large source of pollution in our waterways and coastal waters comes from surface run-off. Reducing the numbers of vehicles traveling on roadways is an important means of preventing the contamination of streams, ground water and marine ecosystems.

Lastly, Santa Cruz County Open Streets will be a *cost effective and coordinated regional program*. While each Open Streets event will be customized to fit the character and needs of the local community in which it takes place, having all events housed under one umbrella will produce economies of scale. The resulting efficiencies will reduce overall costs, as well as create a united branding campaign that increases public awareness of and participation in each of the individual events throughout the county.

8. Has public input been sought on this project? What is the public engagement plan for implementing this project? Is it identified in an adopted plan or other document?

The highly successful pilot Santa Cruz Open Streets event (<http://scopenstreets.org>) on October 7, 2012, which drew over 9,000 participants, demonstrated the overwhelming community support for Open Streets. The results of over 600 participant surveys clearly express a universal call for regular Open Streets events, with all respondents in favor of repeating events, two-thirds of respondents calling for events on a monthly or quarterly basis.

Public engagement and input is an essential component of establishing Open Streets events. In the case of the October 7, 2012 pilot, organizers worked with stakeholders such as local government, neighborhood groups, schools and community-based organizations to generate support and buy-in. As a result, the event was well received by neighbors, community members, police and city staff alike.

Likewise, reaching out to community stakeholders in each of the proposed locations for the proposed Open Streets events will be a crucial component for success.

EXHIBIT A
2013-2015 Santa Cruz County Open Streets Project Budget & Funding Plan
Project Cost by Phase

Sources (Specify fund source type - ex. RSTP, Local, TEA, STIP, AB2766, etc)	Staff - Admin*	Staff - Operations	Consultant Services**	Other Services (specify)	Materials	Other (specify)	Source TOTAL
Total Cost by component	\$8,000	\$0	\$162,000	\$0	\$46,000	\$0	\$216,000
New Funds Requested from RTC: RSTP	\$4,000	\$0	\$134,000	\$0	\$16,000	\$0	\$154,000
Source 2: In-kind	\$4,000	\$0	\$17,000	\$0	\$15,000	\$0	\$36,000
Source 3: Sponsorships & donations	\$0	\$0	\$11,000	\$0	\$15,000	\$0	\$26,000
Source 5:	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Source 6:	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Source 7:	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Source 8:	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fiscal Year each component to begin	2013		2013		2013		

* Santa Cruz County Health Services Agency
 ** Santa Cruz Hub for Sustainable Living

Pending Funds: Highlight any funds that are yet not secured, describe below status/anticipated receipt date. It is anticipated that \$50,000 in-kind cash and materials donations is expected to be secured by May 1, 2014, preceding the first of the four proposed Open Streets events. The remaining \$32,000 is expected to be secured by May 1, 2015, preceding the fourth and final event.



Overview

Mission: *Santa Cruz Open Streets fosters individual and community health through creative use of public space.*

Event Description

Open Streets is a free public outdoor active recreation event which temporarily blocks automobile traffic and opens the entire street for people to bike, walk, jog, roller skate and more in a safe and enjoyable environment.

In addition to individual recreation, participants have the opportunity to take part in a variety of free organized activities along the route, such as Zumba, hula hooping, climbing and bike skills courses. Participants can also visit information booths hosted by local community organizations and businesses where they can learn about resources for leading more healthy and sustainable lives. Free bicycle maintenance is also offered.

The atmosphere is fun and festive with music, dance and other performances animating the re-invented public space.

The **first Santa Cruz Open Streets event took place on Sunday, October 7, 2012** from 9 a.m. to 1 p.m. on West Cliff Drive in Santa Cruz from Lighthouse Field to Natural Bridges State Park. The event was an overwhelming success with 10,000 people attending.

Community Benefits of Open Streets:

- ⤴ Promotes health through physical activity and education by providing people of all ages and experience levels a large, safe and fun space to be active and try new forms of physical exercise.
- ⤴ Promotes sustainable and active transportation by providing participants a positive experience of bicycling and walking, as well as education about how these activities can be integrated into daily life for getting around.
- ⤴ Event programming connects participants to local wellness and environmental organizations and businesses which offer resources for healthy and sustainable living.
- ⤴ Boosts local economy through business promotion and eco-tourism. Showcases Santa Cruz' natural beauty and resources, as well as outdoor, active life-style.
- ⤴ Promotes community connectedness, civic pride and quality of life for residents.
- ⤴ Inspires citizens to think "outside of the box", sparking discussion about creative use of public space.

Who is Open Streets for?

While Open Streets is open to the general public to participate in a variety of physical activities, it is especially appealing to families and individuals who would not normally have access to the street (children, elderly, disabled, new and non-regular bicyclists), as it provides a safe, extended and enjoyable area to learn and practice skills.

History of Open Streets

Santa Cruz Open Streets joins a national and international movement of Open Streets events. The recent surge in cities world-wide creating temporary street parks is widely credited to Ciclovía, an event in Bogotá, Columbia, that began in the mid-1970s and continues to this day with tremendous success. Currently over 80 US cities, including New York City, San Francisco, Portland and Chicago, have established on-going and highly popular Open Streets events. For more information visit the national clearing house for Open Streets events and resources, <http://openstreetsproject.org/>.

Open Streets In Action

Video: Showcases Ciclovía event in Bogotá, Colombia, the leader in the international Open Streets movement <http://www.streetfilms.org/ciclovía>.

Long-term Vision of Santa Cruz Open Streets

The long-term goal is for SCOS to become an established County-wide program in which a series of annual events are held in the different cities: Santa Cruz, Watsonville, Scotts Valley/San Lorenzo Valley and Live Oak/Capitola.

SCOS Stakeholders:

- ⤴ Environmental and sustainable transportation organizations and businesses
- ⤴ City and County elected officials and staff
- ⤴ Health and wellness organizations and businesses
- ⤴ Youth organizations and schools
- ⤴ Community/neighborhood groups
- ⤴ Law enforcement
- ⤴ State Parks
- ⤴ Local business associations

About Santa Cruz Open Streets

SCOS was officially launched in March 2012 by founder and director, Saskia Lucas. Inspired by the national and international movement of Open Streets events and by personal experiences of the joys and benefits of active recreation in traffic-free public spaces, she decided to begin a local initiative. Previously Saskia worked for six years at Ecology Action, a local environmental non-profit, where she developed and ran the Bike Smart! Youth Bicycle Safety Education Program.

SCOS has partnered with a number of organizations to bring this event to the community, including: Greenways to School, Ecology Action, Santa Cruz Neighbors and People Power.

Major sponsors of SCOS 2012: Cyclists for Cultural Exchange, REI, Palo Alto Medical Foundation Santa Cruz, New Leaf Community Market, Bay Federal Credit Union, the Good Times, Moved by Bikes, UC Santa Cruz TAPS and the Santa Cruz County Cycling Club.

Contact:

Saskia Lucas

Founder/Director

saskia@scopenstreets.org

www.scopenstreets.org

Follow us on Facebook at <http://www.facebook.com/SantaCruzOpenStreets>

831-566-6569

Santa Cruz County Open Streets

Promotes active and sustainable forms of transportation.



Fosters a culture of bicycling and walking.



Is free and family friendly.



Increases safety and access to the roadway for users of all ages, abilities and modes.

Santa Cruz County Open Streets

Delivers impactful education and resources for active and sustainable transportation.

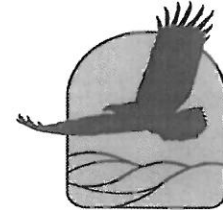


Promotes community and quality of life.

Participates in a national and international movement of cities that foster individual and community health through creative use of public space.

CITY OF WATSONVILLE

"Opportunity through diversity; unity through cooperation"



December 11, 2012

Commissioners
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue
Santa Cruz, CA 95060

RE: Letter of Support for Santa Cruz County Open Streets RSTP 2012 Grant Proposal

Dear SCCRTC Commissioners:

I am writing to express the City of Watsonville's support for the Santa Cruz County Health Services Agency's 2012 RSTP grant proposal: Santa Cruz County Open Streets (SCCOS). This program will coordinate four free community events over two years in geographically diverse locations of the County which temporarily transform roadways into non-motorized open spaces for people to bike, walk, skate and more in a safe and enjoyable environment. Additionally, these events will feature information booths hosted by local agencies and community organizations where participants can learn about resources for leading more sustainable and healthy lives.

The City of Watsonville is responsible for the construction, maintenance and operational safety of bicycle and pedestrian facilities within our city limits. Our Public Works and Police departments work collaboratively with Santa Cruz County Health Services Agency staff and members of the Community Traffic Safety Coalition on bicycle and pedestrian safety activities, which contribute to overall traffic safety throughout the county.

SCCOS is an innovative program that will help our region achieve key transportation goals to: reduce single occupancy vehicle trips, mitigate traffic congestion and reduce carbon dioxide emissions and surface run-off pollution. SCCOS events *increase use of sustainable forms of transportation* by providing public participants motivating experiences and resources for bicycling, walking and other alternative modes. These events foster a *culture of bicycling and walking*, as well as provide an *excellent outreach opportunity* for agencies to deliver key messages that promote alternatives to SOV use. Additionally, SCCOS *improves roadway safety and increases access for people of all ages, abilities and experience levels*.

SCCOS is an important partner in the City of Watsonville's work to promote more sustainable, livable and healthy communities. The highly successful pilot Open Streets event in the City of Santa Cruz on October 7, 2012, with over 9,000 public attendees, featured impactful education and resources for using active and sustainable forms of transportation. This first-time event's high attendance and tremendously positive community response demonstrated citizens' desire for more access to safe streets for active, non-motorized transportation and recreation.

We urge you to approve the Santa Cruz County Open Streets RSTP grant proposal and increase opportunities for safe access to our roadways for non-motorized travelers of all ages and abilities.

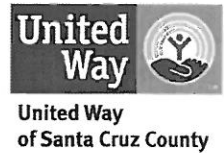
Thank you for your consideration.

Best regards,

A handwritten signature in black ink, appearing to read "Eduardo Montesino".

Mayor Eduardo Montesino
City of Watsonville

PO Box 1458
Capitola, CA 95010
tel 831.479.5466
fax 831.479.5477
www.unitedwaysc.org



Commissioners
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue
Santa Cruz, CA 95060

December 13, 2012

RE: Letter of Support for Santa Cruz County Open Streets RSTP 2012 Grant Proposal

Dear SCCRTC Commissioners:

I am writing to express United Way of Santa Cruz County's support for the Santa Cruz County Health Services Agency's 2012 RSTP grant proposal: Santa Cruz County Open Streets (SCCOS). This program will coordinate four free community events over two years in geographically diverse locations of the County which temporarily transform roadways into non-motorized open spaces for people to bike, walk, skate and more in a safe and enjoyable environment. Additionally, these events will feature information booths hosted by local agencies and community organizations where participants can learn about resources for leading more sustainable and healthy lives.

Events like these encourage the use of not only alternative transportation but active living. With the health of all families as one of our three main goal areas and as coordinators of the county-wide Go For Health collaborative to prevent childhood obesity, United Way of Santa Cruz County is committed to seeing more opportunities like Open Streets events become available to families in our community.

SCCOS is an innovative program that will help our region achieve key transportation goals to: reduce single occupancy vehicle trips, mitigate traffic congestion and reduce carbon dioxide emissions and surface run-off pollution. SCCOS events **increase use of sustainable forms of transportation** by providing public participants motivating experiences and resources for bicycling, walking and other alternative modes. These events foster a **culture of bicycling and walking**, as well as provide an **excellent outreach opportunity** for agencies to deliver key messages that promote alternatives to SOV use. Additionally, SCCOS **improves roadway safety and increases access for people of all ages, abilities and experience levels**.

SCCOS is an important partner in United Way of Santa Cruz County's work to promote more sustainable, livable and healthy communities. The highly successful pilot Open Streets event in the City of Santa Cruz on October 7, 2012, with over 9,000 public attendees, featured impactful education and resources for using active and sustainable forms of transportation. This first-time event's high attendance and tremendously positive community response demonstrated citizens' desire for more access to safe streets for active, non-motorized transportation and recreation.

We urge you to approve the Santa Cruz County Open Streets RSTP grant proposal and increase opportunities for safe access to our roadways for non-motorized travelers of all ages and abilities

Thank you for your consideration.

Best regards,

A handwritten signature in cursive script that reads "Mary Lou".

Mary Lou Goeke
Executive Director
United Way of Santa Cruz County

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EcologyAction

Innovation • Partnership • Community

December 13, 2012

Commissioners
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue
Santa Cruz, CA 95060

RE: Letter of Support for Santa Cruz County Open Streets RSTP 2012 Grant Proposal

Dear SCCRTC Commissioners:

I am writing to express Ecology Action's support for the Santa Cruz County Health Services Agency's 2012 RSTP grant proposal: Santa Cruz County Open Streets (SCCOS). This program will coordinate four free community events over two years in geographically diverse locations of the County which temporarily transform roadways into non-motorized open spaces for people to bike, walk, skate and move in a safe and enjoyable environment. Additionally, these events will feature information booths hosted by local agencies and community organizations where participants can learn about resources for leading more sustainable and healthy lives.

Ecology Action's mission of inspiring sustainable behavior is aligned with the local Open Streets' effort that allows residents to experience the joy, benefits and fun of using streets free of car-traffic. Open Streets is a growing phenomenon that actively encourages people to use sustainable non-motorized transportation. We applaud SCCOS initial successful effort on West Cliff Drive and look forward to more of these transformative events throughout the upcoming years.

SCCOS is an important partner in Ecology Action's work to promote more sustainable, livable and healthy communities. This first-time event's high attendance and tremendously positive community response demonstrated citizens' desire for more access to safe streets for active, non-motorized transportation and recreation.

We urge you to approve the Santa Cruz County Open Streets RSTP grant proposal and increase opportunities for safe access to our roadways for non-motorized travelers of all ages and abilities.

Thank you for your consideration.

Best regards,

Jim Murphy

Executive Director/CEO



MAYOR AND CITY COUNCIL

809 Center Street, Room 10, Santa Cruz, CA 95060 • (831) 420-5020 • Fax: (831) 420-5011 • citycouncil@cityofsantacruz.com

January 7, 2013

Commissioners
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue
Santa Cruz, CA 95060

RE: Letter of Support for Santa Cruz County Open Streets RSTP 2012 Grant Proposal

Dear Santa Cruz County Regional Transportation Commissioners:

As Mayor of the City of Santa Cruz, I am writing to express my support for the Santa Cruz County Health Services Agency's 2012 RSTP grant proposal: Santa Cruz County Open Streets (SCCOS). This program will coordinate four free community events over two years in geographically diverse locations of the County, which temporarily transforms roadways into non-motorized open spaces for people to bike, walk, skate, and more in a safe and enjoyable environment. Additionally, these events will feature information booths hosted by local agencies and community organizations where participants can learn about resources for leading more sustainable and healthy lives.

SCCOS is an innovative program that will help our region achieve key transportation goals to: reduce single occupancy vehicle (SOV) trips, mitigate traffic congestion, and reduce carbon dioxide emissions and surface runoff pollution. SCCOS events **increase use of sustainable forms of transportation** by providing public participants motivating experiences and resources for bicycling, walking, and other alternative modes. These events foster a culture of bicycling and walking, as well as provide an excellent outreach opportunity for agencies to deliver key messages that promote alternatives to SOV use. Moreover, SCCOS **improves roadway safety and increases access for people of all ages, abilities, and experience levels.**

The highly successful pilot Open Streets event in the City of Santa Cruz on October 7, 2012, with over 9,000 public attendees, featured impactful education and resources for using active and sustainable forms of transportation. This first-time event's high attendance and tremendously positive community response demonstrated citizens' desire for access to safe streets for active, non-motorized transportation and recreation.

I urge you to approve the Santa Cruz County Open Streets RSTP grant proposal and increase opportunities for safe access to our roadways for non-motorized travelers of all ages and abilities.

Thank you for your consideration.

Sincerely,

Hilary Bryant
Mayor