

**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](mailto:rmoriconi@sccrtc.org).

**A. Project Information**

1. Project Title: Boltage: Daily Bike and Walk School Incentive & Tracking – Santa Cruz County
2. Amount of RSTP Funding Requested: \$ \$40,000
3. Implementing Agency: Ecology Action
4. Sponsoring Public Agency that has Master Agreement with Caltrans (if different from implementing agency):  
Santa Cruz County Regional Transportation Commission
5. This is priority number 1 of 1 projects submitted. (If requesting funds for more than one project)

6. Project Description/Scope:

**Program Scope:**

This request is for the ongoing support and refinement of the Ecology Action (EA) - run Boltage biking and walking incentive and tracking program at three area elementary schools. The schools, Starlight Elementary in Watsonville and Gault and Delaveaga Elementary schools in the City of Santa Cruz, represent a span of geographic, social, ethnic and economic groups throughout our County. Boltage accumulates active transportation data on a daily basis -- counting trips, miles and calories burned by students registered in the program. Only DeLaveaga Elementary includes carpool and transit trips in their Boltage numbers. All data is uploaded to a secure and student/family accessible website. The Boltage program encourages and rewards student active travel behavior every school day. Students accrue points for active transportation and receive prizes for both high mileage and high number of active trips. EA is requesting \$40,000 of RSTP funds to be supplemented by \$6,000 of match funds over a two-year period.

**What is Boltage?**

Boltage uses technology and age-specific incentives to actively encourage daily biking and walking to school and provides ongoing data to show program progress. The backbone of the Boltage program is a solar-powered Radio Frequency Identification (RFID) reader, which is mounted on a pole or building on the school grounds. Registered students get an RFID tag with a unique number that attaches to their backpack. On the days that a student uses active transportation, they pass beneath the RFID reader, which emits a beep and flashes a light, letting kids know that their sustainable transportation trip was counted. Boltage uploads data to a secure website so families and school administrators can see how many active/sustainable transportation trips students have logged, miles traveled, greenhouse gases reduced, and calories burned throughout the school year. Students are motivated by this program because they earn privileges, recognition, and prizes based on the number of trips tallied – the more trips logged the more chances to win. Boltage children are also motivated by seeing their accumulated progress in reducing pollution and improving their fitness and health.

Boltage provides a unique and innovative sustainable transportation incentive and tracking installation on the school grounds. The device is a permanent fixture at these three schools. But, as

we have discovered, the technology and hardware isn't self-sufficient or self-operating. Staff or volunteer time is still needed to operate the program. This grant would allow EA the ability to refine the program at the three schools where it is currently in place and further hone systems to reduce staff time (both EA and school staff) to run the program.

Boltage focuses on year-round rather than event-based incentives to deliver sustained positive behavioral change. As an accompaniment to the Boltage program, we also provide, from another funding source, the BikeSmart program to teach students safe bicycling skills through both in-class presentations and hands-on on-bike training.

Boltage addresses many transportation issues to a critical constituency with both immediate and long-term benefits. Ongoing and regular increased biking and walking at these schools will reduce vehicle trips, cut traffic congestion, ease neighborhood commuter traffic, reduce cold starts and idling near school sites, reduce GHG emissions, all while promoting healthy, cost-saving and accessible active transportation modes. This request will provide a vital model to continue to improve the sustainability of the program. Boltage complies with the RTC's RTP goal 5.4.2, to *give high funding priority to pedestrian, bicycle, and other alternative transportation mode improvements that serve students.*

### **Program Goals**

The two main goals of Ecology Action's proposal are to seed long-lasting capacity through the recruitment of volunteers for Boltage and a parallel effort to re-design the program delivery in an effort to make the program less staff intensive. 72% of the students at these three schools receive Free and Reduced Meals (FRM). 48% of students are English Language Learners and 67% are Latino. This combination of poverty, language barriers and resulting reduced computer access and understanding of an English-only website has required a greater staff presence. Parents often do not have the time to volunteer and there are cultural barriers to volunteer at the school site as well. As a result of these dynamics, we developed a classroom-based rewards system to include Spanish-speaking families and families without computer access. Currently, the classroom-based system requires ongoing staff support by EA as well as classroom access. We also input many of the Spanish-language families' registration forms into the Boltage on-line system, which requires additional staff time. Currently, students use school offices to drop off registration forms and pick up Boltage tags.

It is our goal with this grant to develop more sustainable systems and institutionalize the program through the school's PTAs, Site Council, student governments, other suitable school groups as well as external school health and wellness groups and engaged citizens to develop a more permanent guardian of the program. In tandem with this effort, we are currently reaching out to parent and school administrators as well as other Boltage programs to re-design current program delivery. Two specific revisions we plan to initiate are modifying the tag distribution outside of the school office or pay school staff to complete this task and modifying the classroom incentive delivery to occur on random days at the pole and at school assemblies. Both efforts are designed to have less impact on school staff.

Currently, the three schools have varying levels of parent and school staff capacity and need, so we will modulate our staffing to complement each school's profile. For example, EA will focus more of its effort at Starlight Elementary, where 97% of students receive Free and Reduced Meals (FRM) and 69% are English language learners. In contrast, at DeLaveaga, 43% of students receive FRMs

and 25% are English language learners. At Starlight Elementary, staff are stretched incredibly thin as they work to just keep their students at a minimum academic performance level. EA plans to venture outside the immediate Starlight school community to enlist Watsonville area community members committed to promoting healthy behavior for grade school children. These groups include healthy alliances, bicycling groups, businesses and concerned parents from other south county schools.

7. Project Cost by Mode: *Approximate percentage of total project costs related to different transportation modes.*

Bicycle	Pedestrian	Transit	TOTAL
32.5%	65%	2.5%	100%

8. Project Location/Limits (attach an 8 1/2" x 11" map and/or photos if available/applicable, include street names): **Starlight Elementary School**, 225 Hammer Drive, Watsonville, CA 95076. Immediate school streets, neighborhood streets and arterial streets leading to the school within the City of Watsonville.

- **Gault Elementary School**, 1320 Seabright Avenue, Santa Cruz, CA 95062. Immediate school streets, neighborhood streets and arterial streets leading to the school within the City of Santa Cruz.
- **DeLaveaga Elementary School**, 1145 Morrissey Boulevard, Santa Cruz, CA 95062. Immediate school streets, neighborhood streets and arterial streets leading to the school within the City of Santa Cruz.

Maps of the three school sites are attached.

9. Contact Person/Project Manager Name: Piet Canin  
Telephone Number: 831-515-1327 E-mail: [PCanin@ecoact.org](mailto:PCanin@ecoact.org)

**B. Project Delivery Milestones**

10. **Non- Capital Projects - Schedule:**

	Activity 1*	Activity 2*	Activity 3*
Start Activities (month/year)	<u>Register: Program Planning 10/2013</u>	<u>Program Implementation: 4/2014</u>	<u>Program Evaluation: 7/2014</u>
End Activities (month/year)	<u>4/2014</u>	<u>6/2015</u>	<u>9/2015</u>

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

**C. Project Cost Summary**

11. **Non-Capital Projects - Cost Estimate:**

Administration/Staffing	Operations/Staffing	Consultant	Materials	Other
<u>2,000</u>	<u>34,000</u>		<u>4,000</u>	

**EXHIBIT A**  
**Boltage Project Budget & Funding Plan**  
*Project Cost by Phase*

**Non-Capital Projects:**

*Provide information on the amount to be expended for each project phase by funding source.*

*Totals should calculate automatically if electronic file is used.*

<b>Component - sample only, modify to match your project</b>							
<b>Sources</b> (Specify fund source type - ex. RSTP, Local, TEA, STIP, AB2766, etc)	<b>Staff - Admin</b>	<b>Staff - Operations</b>	<b>Consultant Services</b>	<b>Other Services (specify)</b>	<b>Materials</b>	<b>Other (specify)</b>	<b>Source TOTAL</b>
<b><i>Total Cost by component</i></b>	<b>\$2,000</b>	<b>\$34,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$46,000</b>
New Funds Requested from RTC: RTSP	\$2,000	\$34,000	\$0	\$0	\$4,000	\$0	<b>\$40,000</b>
Source 2: <a href="#">Staff of Life Costumer Donations*</a>	\$0	\$0	\$0	\$0	\$3,000	\$0	<b>\$3,000</b>
Source 3: <a href="#">Patagonia Grant**</a>	\$0	\$0	\$0	\$0	\$3,000	\$0	<b>\$3,000</b>
Source 5:	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
Source 6:	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
Source 7:	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
Source 8:	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
<b>Fiscal Year each component to begin</b>	<b>FY 13</b>	<b>FY 13</b>			<b>FY 14</b>		

**Pending Funds:** Highlight any funds that are yet not secured, describe below status/anticipated receipt date:

\* Staff of Life health food store is setting up a costumer contribution system to "off-set" their GHG emissions from their vehicle trips to Staff of Life. It is anticipated that funds from these donations will come in monthly starting in earlier 2013.

\*\* Patagonia grant application has been submitted for the local grant manager's consideration. EA should know in a month or two if the grant application is successful.

***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):

**Problem to Address:**

In Santa Cruz County, as throughout the state and the nation, increasing numbers of children are being driven in private vehicles to and from school. Nationally, in 1969, 48% of school children walked or bicycled to school. Today, that number has plummeted to less than 15%. In that same time period, private vehicle usage has skyrocketed – from 12% to 44% (National Household Travel Survey). This explosion in single occupancy vehicle (SOV) travel has increased tailpipe emissions and air pollution around schools, and drastically increased congestion. Some cities show 17% to 26% of morning rush hour traffic can be school-related (Walk to School.org).

Thousands of daily within-town car trips are made to drop-off and pick-up children from school, causing significant congestion and GHG emissions. A study by Gateway School estimated that while more than 25% of students get to school by bike or foot, more than 85% are frequently driven. Bay View Elementary found similar results. Numerous local community and parent groups continue to advocate for continued investment in “safe routes to school” programs and infrastructure. (City of Santa Cruz Climate Action Plan: Transportation Chapter)

In Santa Cruz County, EA has been a leader in the collaborative Safe Routes to School effort to reverse this trend. Boltage, one of our newer programs, piloted at Gault Elementary in Santa Cruz in the fall of 2010 and was subsequently expanded to Starlight Elementary in Watsonville and DeLaveaga Elementary in Santa Cruz in the spring and fall of 2011.

**Boltage Benefits:**

Since the program launch in the fall of 2010 at Gault, students at the three schools have accumulated:

- **34,890 active trips**
- **52,283 miles traveled**
- **2,242,952 calories burned**
- **52,283 pounds of CO<sub>2</sub> emissions spared from the air vehicle**
- **34,890 automobile trips avoided**

The Boltage technology and data system allows EA to readily access and track student travel behavior on a daily basis to gauge program results. This collection capability adds a comprehensive and ongoing evaluative feature not often available for transportation demand management programs. EA and school partners can use this accessible data to make program delivery adjustments to assure we fulfill our objectives.

Listed below is an example of the Boltage data generated from Gault Elementary School for one academic year:

**Table 1. Gault Elementary School Boltage Data from School Year 11/12**

# of Students Registered	% of Enrolled Students Registered For Boltage	Active Trips	Active Miles	Car Trips Avoided	Calories
204	51%	7,840	9,233	7,840	426,138

The data-rich effort also benefits students in their academic pursuits. Two years ago, a Gault 5th grade class used Boltage statistics to create graphs showing transportation behavior as it relates to weather, time of the year and comparisons between grades. The math graphing lesson and resulting connection to Boltage was entered in the County Earth Day competition.

Although the bike and walk trips generated by this program at neighborhood schools are relatively short in distance the number of vehicle cold starts and idling cars eliminated provides a notable health benefit for susceptible young children. Reducing vehicle traffic at busy school drop-off and pick-up times also lessens the likelihood of car collisions. EA, along with Santa Cruz County HSA, will provide both bike and pedestrian safety training to the students at the three targeted schools to improve traffic safety.

This non-capital encouragement project also complements the RTC’s investment in bike and pedestrian improvements, as well as building on the Bike to School and bike and pedestrian safety programs. Boltage provides a daily presence, spanning some 180 school days each year, thereby instilling ongoing habits that become a part of the student and their family’s routine.

Indirectly school neighbors also benefit by reduced traffic congestion, noise, and vehicle pollution on their streets.

**Boltage Purpose/Goals:**

By supporting the long-term sustainability of Boltage, RSTP funds would foster the behavioral change necessary to increase the regularity of active transportation by school children. This change requires building the internal and external school community capacity to manage the program incentives, reminders and ongoing operation. The goal is to increase the frequency and number of students choosing to bike and walk to the three targeted school sites, thereby reducing GHG and harmful air pollution from tailpipe emissions lessening traffic congestion on surrounding streets as well as increasing physical activity levels for elementary school students.

**2. How many travelers will be served by/benefit from this project per day?**

693 elementary school students (40% of all students enrolled at the three target schools)

ADT volumes (if applicable) N/A

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

There are 1,733 students enrolled at the three schools, of which, we estimate, based on past Boltage registration, that 693 students will be active Boltage participants. Of these students, 72% receive Free and Reduced Meals. 48% are English Language Learners and 67% are Latino.

**3. What are the destinations served by this project? (e.g. employment centers, senior centers,**

**schools, groceries, transit centers, etc.)**

This project will serve three significant destinations: Starlight Elementary School with 654 students, Gault Elementary School with 442 students and Delaveaga Elementary School with 637 students. These three distinct destinations are located in high density neighborhoods and generate negative traffic impacts during commute times, slowing traffic on the Eastside and Prospect Height areas of Santa Cruz, as well as traffic on Main Street/Highway 152 in Watsonville.

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

*Highlight why this location is a priority for preservation, e.g. if project is part of a pavement management plan.*

This project utilizes existing bike and walking infrastructure on the surrounding roads and sidewalks of the three-targeted schools. The City of Santa Cruz has recently improved bike and walking infrastructure for students traveling to DeLaveaga Elementary School. Boltage provides the complementary non-infrastructure encouragement activity to spur use of these facilities. Santa Cruz will also soon increase sidewalk connectivity for travel to Gault School.

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

This project reduces pollution by reducing personal vehicle trips to and from the targeted schools. Passenger cars emit a variety of substances including reactive organic gases, carbon monoxide, carbon dioxide, sulfur oxide and nitrogen, all with varying environmental and health impacts. According to the EPA, for every mile driven, an average passenger car emits 20.9 grams carbon monoxide, 1.39 grams nitrogen oxide, and 0.916 lbs. carbon dioxide. Walking and bicycling to school alleviates vehicle emission pollutants by reducing vehicle trips.

In 2008, the California Energy Commission estimated that the transportation sector is responsible for 36% of our state's total GHG emissions. Cumulative emissions from school-generated morning drop-off and afternoon pick-up are significant. These type of trips represent a particularly desirable class of trips to reduce; they are short and are the cause of severe morning and afternoon congestion. The first few minutes of vehicle operation account for 60% of the emissions created by an automobile, therefore making short car trips more polluting on a per mile basis than other trips. This is exacerbated by the effects of habitual idling at school sites, which release additional emissions. By reducing the number of cars heading to and from school, traffic conditions are improved and vehicle emission pollution is reduced.

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

*For example:*

- *Will project reduce injury and/or fatal collisions?*
- *Will project provide access to emergency services?*
- *Does project reduce the potential for conflict between bicyclists, pedestrians, and/or vehicles?*

Boltage increases safety by reducing the number of cars on streets adjacent to schools and increasing awareness by parent motorists regarding safe driving practices around young pedestrians and cyclists. All three schools will receive bike and pedestrian safety training as a

separate but essential component to the Boltage bike and pedestrian encouragement effort. Safety training is provided to the students as a necessary precursor as parents generally will not allow their young children to bike or walk to school unless they are confident of their child's bike and walk traffic ability and awareness.

**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.**

*For example, does project do one of more of the following?*

- *Improve coordination between agencies in a manner that improves efficiencies, reduces costs and duplication*
- *Reduce disparities in safety and access to key destinations for people who are transportation disadvantaged due to age, income, disability or limited English proficiency*
- *Increase ecological function, such as increasing tree canopy, improving habitat and water quality and/or enhancing sensitive areas (e.g. reduce storm water runoff)*

This project provides low-cost transportation options allowing young kids from low-income families to more readily access their school.

**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?**

This project has the support of the three schools' parents, teachers, and administration. It is also supported by the Pajaro Valley Unified and City of Santa Cruz School Districts. These program partners have provided valuable input and support in this effort to provide daily bike and walk incentives for grade school students. See attached letters of support. As listed in previous sections, public input and contribution is a component of this program.

Increased bike and pedestrian travel to school is identified in these local government documents:

- The City of Santa Cruz Master Transportation Plan, 2000, prioritizes increased Safe Routes to School and livable streets within neighborhoods as a long term goal.
- The City of Santa Cruz Climate Action Plan, 2012, transportation climate solution goal is to reduce car trips to elementary schools 30% by 2020.
- RTC's Regional Transportation Plan, 2010, Goal: 5.4.2 Give high funding priority to pedestrian, bicycle, and other alternative transportation mode improvements that serve students.
- CA SB 375: Sustainable Community Strategies, calls for reduction in Vehicle Miles Traveled as an overall GHG emission reduction objective.

# Attachment A: Photographs of the Current Local Boltage Programs



Students Looking at Boltage Stats at DeLaveaga Elementary



End of Year Assembly at Starlight Elementary. A student wins a new bicycle for accumulating the most trips.



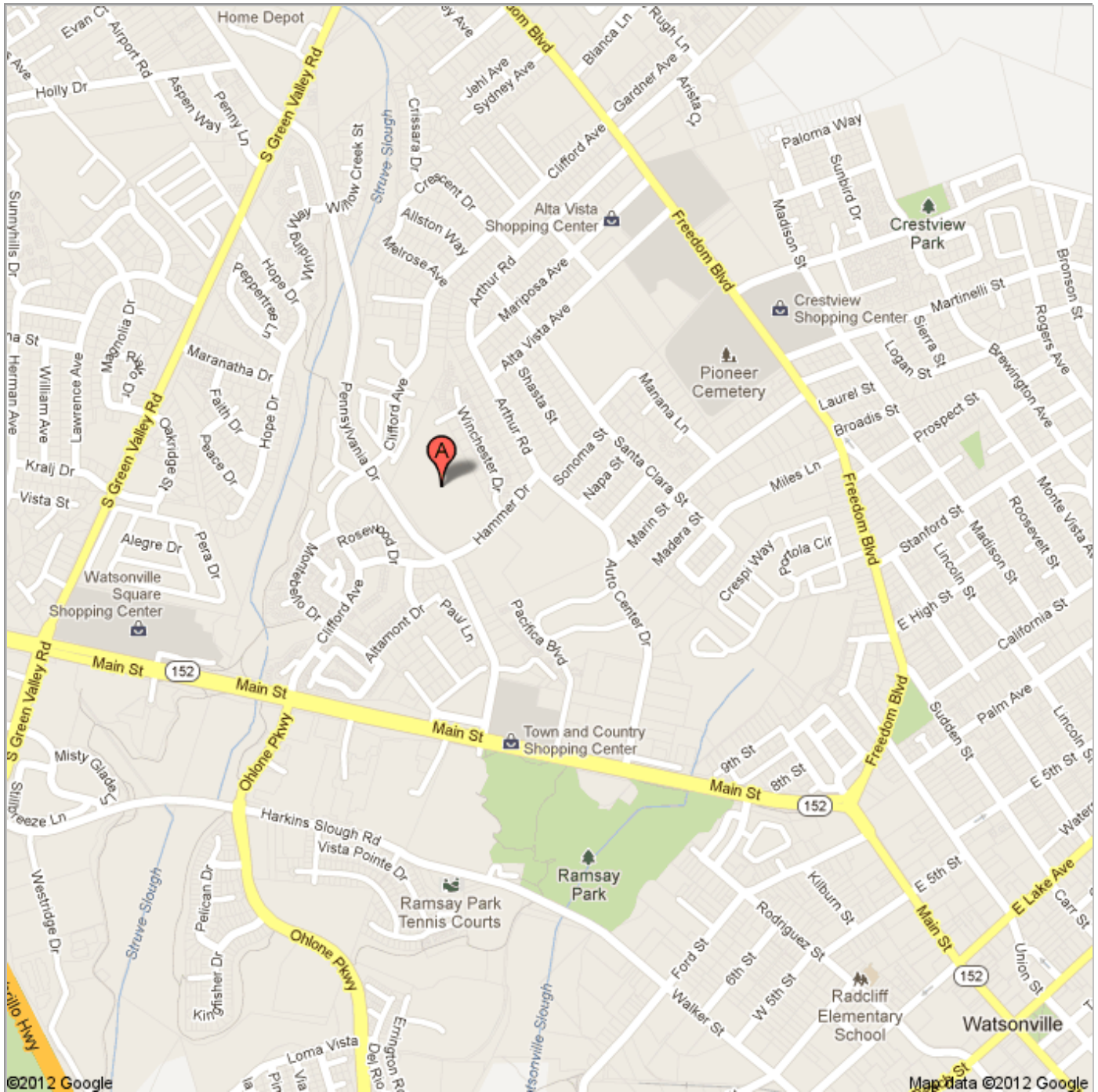
Students Arrive at DeLaveaga Boltage Pole



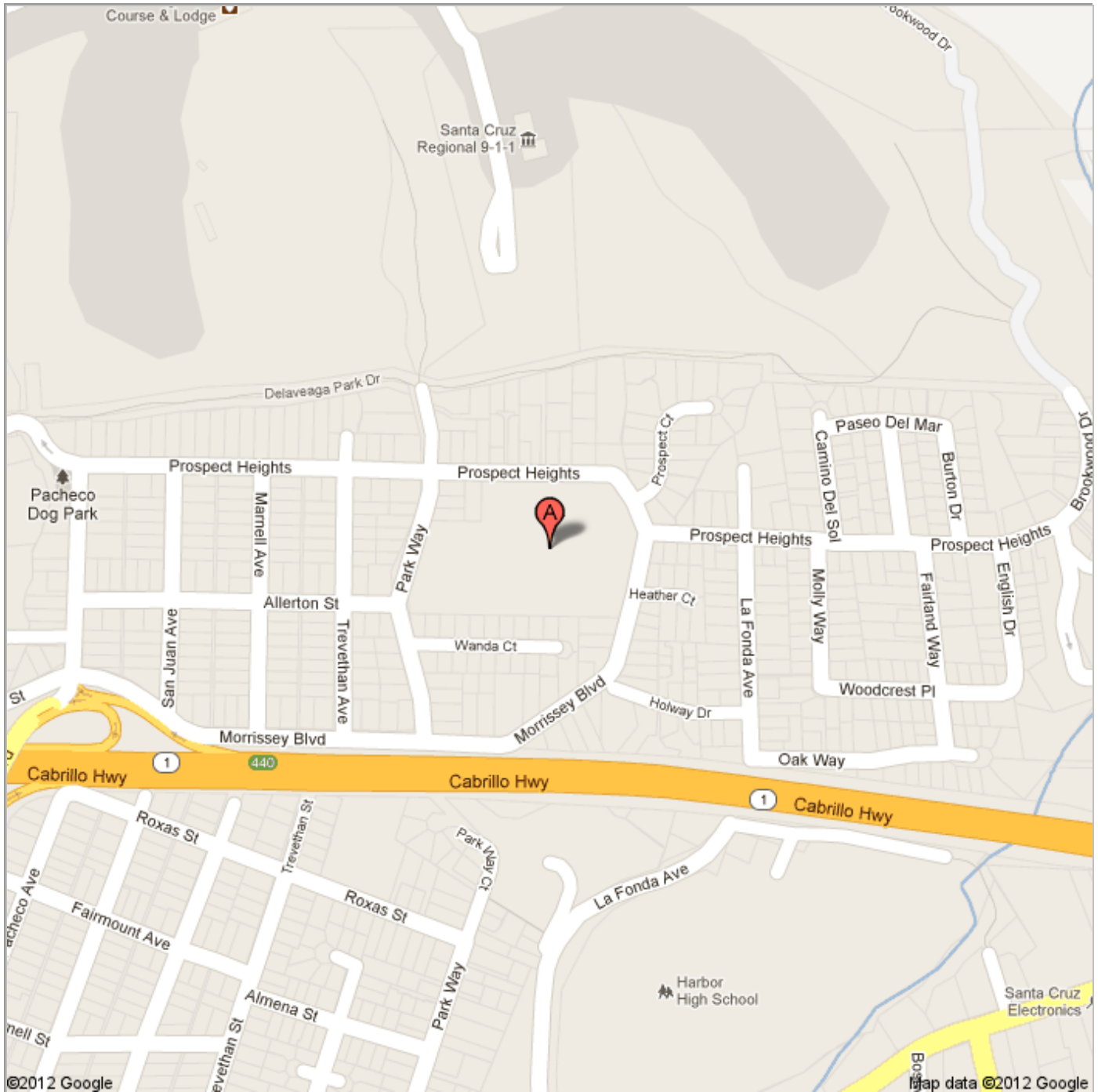
Former Mayor Daniel Dodge hands out prizes at Starlight Boltage Pole



A. Starlight Elementary School Location Map



A. **Starlight Elementary School**  
225 Hammer Drive, Watsonville, CA  
(831) 728-6979



- A. **De Laveaga Elementary School**  
Rm 11, 1145 Morrissey Boulevard, Santa Cruz,  
CA  
(831) 429-3807  
2 reviews



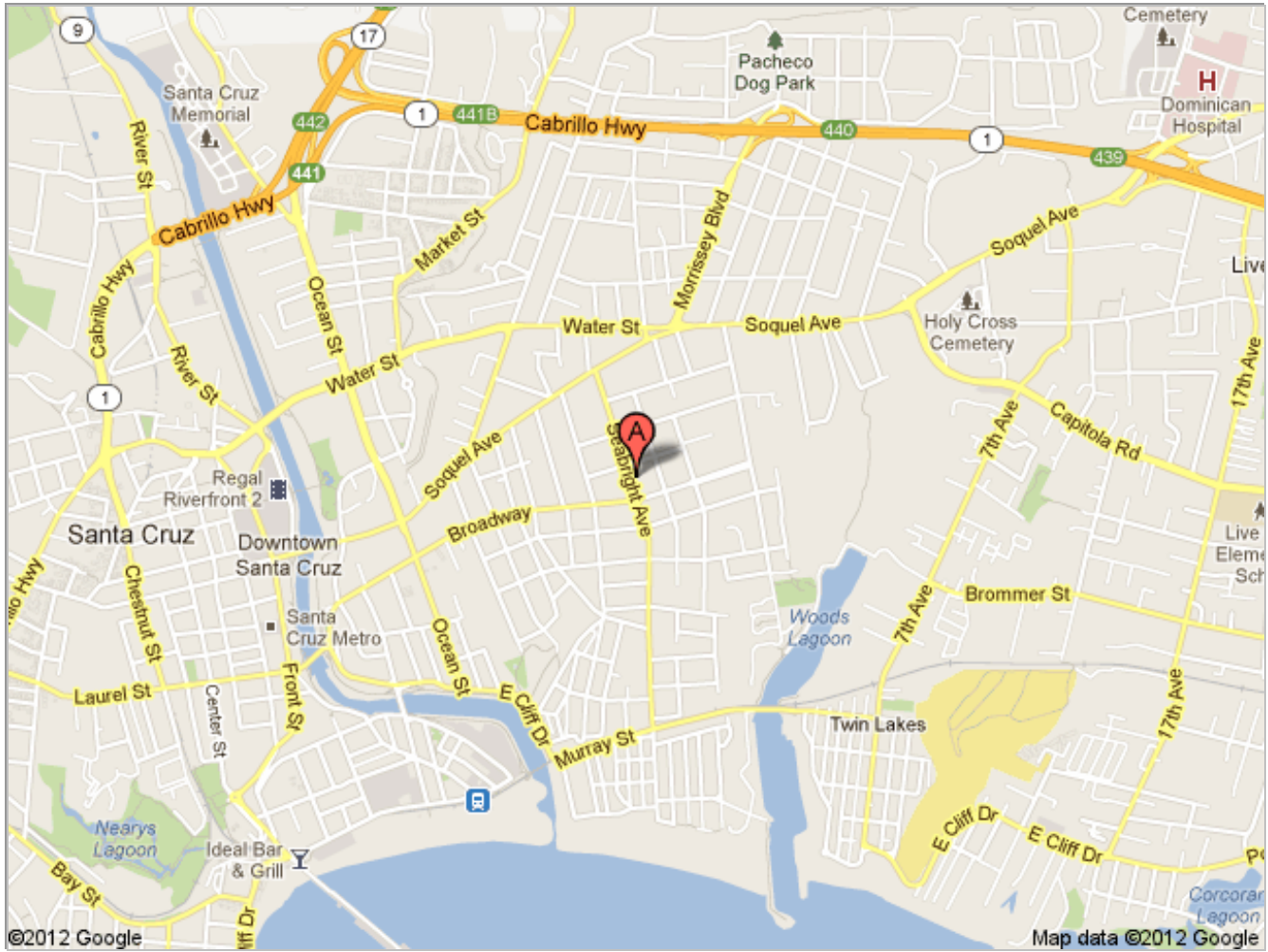
### Gault Elementary School, Santa Cruz, CA

Get Google Maps on your phone  
Text the word "GMAPS" to 466453



#### A. Gault Elementary School

Santa Cruz, CA  
(831) 429-3856  
2 reviews





## PAJARO VALLEY UNIFIED SCHOOL DISTRICT

294 Green Valley Road, Watsonville, CA 95076

December 11, 2012

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

RE: Letter of support for Ecology Boltage: School Children Bike and Walk Incentive and Tracking program

Dear Commissioners,

In the effort to increase biking and walking by our grade school students at Starlight Elementary School strongly supports Ecology Action's RTSP Boltage: School Children Bike and Walk Incentive Tracking application. Starlight Elementary School has worked closely with EA to support their stellar active transportation programs here at Starlight. This program would deepen and strengthen ongoing biking and walking to school by Starlight Elementary students.

Ecology Action, through this proposed RTSP funding, would recruit, support and cultivate community support to sustain this valuable mechanism directly encouraging more children to bike and walk more often. With school resources spread so thin EA's plan provides a concrete means for sustaining this program.

This program provides low cost, healthy, traffic reducing, and environmental sound transportation options for Starlight Elementary students on a daily basis.

Starlight Elementary School supports Ecology Action's RSTP funding request to continue and improve biking and walking at Starlight Elementary School which will lay the groundwork to support other District schools in expanding biking and walking for their students.

Sincerely,

Mark A. Donnelly Ed. D.  
Principal



Healthy Start Program  
Children's Resource Center  
440-A Arthur Road  
Watsonville, CA 95076  
Tel: (831) 761-6125 ~ Fax: (831) 761-6130



December 11, 2012

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

RE: Letter of support for Ecology Boltage: School Children Bike and Walk Incentive and Tracking program

Dear Commissioners,

In the effort to increase biking and walking by our grade school students Pajaro Valley Unified School District Healthy Start Program strongly supports Ecology Action's RTSP Boltage: School Children Bike and Walk Incentive Tracking application. Pajaro Valley Unified School District Healthy Start Program has worked closely with Ecology Action to support their stellar active transportation programs at several Pajaro Valley Unified School District schools. This program would deepen and strengthen ongoing biking and walking to school by Starlight Elementary students, as well as promoting our district-wide efforts to address obesity prevention.

Ecology Action, through this proposed RTSP funding, would recruit, support and cultivate community support to sustain this valuable mechanism directly encouraging more children to bike and walk more often. With school resources spread so thin EA's plan provides a concrete means for sustaining this program.

This program provides low cost, healthy, traffic reducing and environmentally sound transportation options for Starlight Elementary students on a daily basis.

Pajaro Valley Unified School District Healthy Start Program supports Ecology Action's RSTP funding request to continue and improve biking and walking at Starlight Elementary School which will lay the groundwork to support other District schools in expanding biking and walking for their students.

Sincerely,

Rich Puente

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Richard Puente  
Program Coordinator

December 11, 2012

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

RE: Letter of support for Ecology Boltage: School Children Bike and Walk  
Incentive and Tracking program

Dear Commissioners,

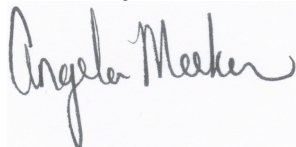
In the effort to increase biking and walking by our grade school students DeLaveaga Elementary strongly supports Ecology Action's RTSP Boltage: School Children Bike and Walk Incentive Tracking application. DeLaveaga has worked closely with EA to support their stellar active transportation programs at several City of Santa Cruz School District schools including Gault and DeLaveaga Elementary Schools. This program would deepen and strengthen ongoing biking and walking to school by Gault and DeLaveaga Elementary students as well as Starlight Elementary students.

Ecology Action, through this proposed RTSP funding, would recruit, support and cultivate school community support to sustain this valuable mechanism directly encouraging more children to bike and walk more often. With school resources spread thin EA's plan provides a concrete means for sustaining this program.

This program provides low cost, healthy, traffic reducing, and environmental sound transportation options for our students on a daily basis.

DeLaveaga supports Ecology Action's RSTP funding request to continue and improve biking and walking at three targeted schools which will lay the groundwork to support other District schools in expanding biking and walking for their students.

Sincerely,

A handwritten signature in cursive script that reads "Angela Meeker". The signature is written in black ink on a light-colored background.

Angela Meeker, Principal  
DeLaveaga Elementary

December 12, 2012

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

RE: Letter of support for Ecology Boltage: School Children Bike and Walk Incentive and Tracking program

Dear Commissioners,

In the effort to increase biking and walking by our grade school students Gault Elementary strongly supports Ecology Action's RTSP Boltage: School Children Bike and Walk Incentive Tracking application. Gault has worked closely with EA to support their stellar active transportation programs at several City of Santa Cruz School District schools including Gault and DeLaveaga Elementary Schools. This program would deepen and strengthen ongoing biking and walking to school by Gault and DeLaveaga Elementary students as well as Starlight Elementary students.

Ecology Action, through this proposed RTSP funding, would recruit, support and cultivate school community support to sustain this valuable mechanism directly encouraging more children to bike and walk more often. With school resources spread thin EA's plan provides a concrete means for sustaining this program.

This program provides low cost, healthy, traffic reducing, and environmental sound transportation options for our students on a daily basis.

Gault supports Ecology Action's RSTP funding request to continue and improve biking and walking at three targeted schools which will lay the groundwork to support other District schools in expanding biking and walking for their students.

Sincerely,

Molly Parks, Principal  
Gault Elementary



**Gary Bloom**  
Superintendent of  
Schools

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

December 14, 2012

RE: Letter of support for Ecology Boltage: School Children Bike and Walk Incentive and Tracking program

Dear Commissioners,

Santa Cruz City Schools supports Ecology Action's RTSP Boltage: School Children Bike and Walk Incentive Tracking application. Santa Cruz City Schools has worked closely with EA to support their active transportation programs at Gault and DeLaveaga Elementary Schools. This program would deepen and strengthen ongoing biking and walking to school by Gault and DeLaveaga Elementary students as well as Starlight Elementary students.

Ecology Action, through this proposed RTSP funding, would recruit and cultivate school community support to sustain this valuable mechanism, directly encouraging more children to bike and walk more often. Ecology Action has assured site leadership that the program will not burden staff or detract from our core instructional program, but rather will strengthen our focus upon wellness and environmental stewardship.

Sincerely,

A handwritten signature in blue ink, appearing to read "Gary Bloom", is written over the word "Sincerely,".

Gary Bloom  
Superintendent

**Board of Trustees**

Sheila Coonerty, Cynthia Hawthorne, Patricia Threet, Deborah Tracy-Proulx, Steve Trujillo, Claudia Vestal, Ken Wagman

December 13, 2012

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

RE: Letter of support for Ecology Action Boltage: School Children Bike and Walk Incentive and Tracking program

Dear Commissioners,

My son started kindergarten this year, and he has not missed a day of bicycling to school. Rain or shine we pedal to school, passing lines of cars idling as they sit in traffic. He enjoys the notoriety of being the kid who bikes to school even in the rain, but he is that kid who bikes to school every day because he is so keen on zapping his Boltage tag every morning, listening for the beep, and watching for the green light.

I've become involved in the Boltage program, helping with projects and brainstorming, because I see what it has brought to my son, and because I think it's a worthwhile program for what it does to improve kids' health and self-esteem, as well as the environment. More years of spreading the word about Boltage would get lots more kids opting to bike or walk to school rather than get a ride from a parent. Kids like to be a part of something, and this is a really good something to be a part of.

Ecology Action, through this proposed RTSP funding, would recruit, support and cultivate school community support to sustain this valuable mechanism directly encouraging more children to bike and walk more often. With school resources spread thin EA's plan provides a concrete means for sustaining this program.

I support Ecology Action's RSTP funding request to continue and improve biking and walking at these targeted schools.

Sincerely,

Anne Weidlich