TO: Regional Transportation Commission

FROM: George Dondero, Executive Director

RE: Director's Report

For Information Only

Staff
Our very capable Administrative Assistant, Gini Pineda has been with the RTC for 9-1/2 years. Gini has recently decided to slow down the pace a bit, and her last day with the Commission will be Thursday, October 13. Thank you Gini for your many contributions to the RTC. We wish Gini many happy years in her retirement.

Future of AMBAG
This afternoon the RTC’s Budget and Administration/Personnel Committee will meet with the Executive Committees of AMBAG, the Transportation Agency for Monterey County (TAMC) and San Benito COG. The meeting will take place at 2:30 PM in the Marina Library Community Room. On October 11 the Salinas City Council will discuss their city’s participation in AMBAG. TAMC Executive Director Debbie Hale will present information to the council and I will be present to answer questions.

Surface Transportation Board filing
On September 7, the RTC’s petition to the federal Surface Transportation Board to approve change in ownership of the Santa Cruz Branch Line was submitted with revisions consistent with those requested by STB staff. We are still waiting to hear from STB regarding their decision.

Sidewalk Maintenance Outreach Campaign
The Pedestrian Safety Work Group, a subcommittee of the RTC’s Elderly & Disabled Transportation Advisory Committee, is mid-way through a highly successful public outreach campaign. So far the group has made presentations to neighborhood groups, service clubs, and televised local jurisdiction meetings; published three guest editorials, including one by United Way Executive Director Mary Lou Goeke; aired TV public service announcements and radio PSAs in English and Spanish; and been featured in a cover story in the Santa Cruz Sentinel. Look for more sidewalk maintenance stories during talk shows on local radio; Spanish media outlets; and in Santa Cruz and Watsonville City newsletter articles. In addition, the Work Group has forged coalitions with other health and youth groups to help reinforce the value of safe and accessible sidewalks, and expand outreach opportunities.
More information and the RTC's new interactive bicycle or pedestrian hazard report can be found at www.sccrtc.org. Feedback on this campaign and additional outreach ideas are welcome!

**Complete Streets Presentation**

RTC staff, along with staff from the Transportation Agency for Monterey County and the Association of Monterey Bay Area Governments, will be giving a presentation at the October 12 Monterey Bay Chapter of the American Public Works Association being held at the Watsonville Civic Center, on how the planning for Complete Streets could be integrated into the regional transportation planning process. Complete Streets are streets designed and operated to enable safe use and access for all. Applying Complete Streets principles will help identify improvements that reduce vehicle miles traveled, especially those needed to accommodate growth and congestion in new areas of compact development. This will also advance other regional goals such as increasing active forms of transportation, reducing fuel usage and greenhouse gas emissions.

The presentation will:
- provide an overview of the relationship between the Regional Transportation Plans being developed by the three regional transportation planning agencies in the tri-county region and the Sustainable Communities Strategy being developed by AMBAG;
- propose a potential strategy for utilizing a Complete Streets framework to coordinate land use and transportation planning;
- review ideas for integrating Complete Streets evaluation and planning into the Regional Transportation Plan project selection process; and
- survey local jurisdictions and other attendees regarding barriers, needs, and tools for planning and implementing Complete Streets.

For more information: http://monterey.apwa.net/events/8263

**Designing for Pedestrian and Bicycle Safety Workshop**

At your last meeting I announced that the RTC is planning to host a free workshop on “Designing for Pedestrian and Bicycle Safety” on Wed, November 30th. The date had to be changed to **Tuesday, December 6th** and arrangements have been made to hold the workshop at Ecology Action from 8:30am to 4:30pm. The workshop is geared towards practicing transportation, planning, engineering and design professionals as well as elected officials and advocates. The workshop will include a walking tour and breakfast and lunch will be served, thanks to donations RTC staff secured to cover the full cost of those expenses.

We will send out invitations and an agenda shortly but we hope you’ll encourage your planning and public works staff to attend, and that you might consider attending yourselves.
Bike to Work Day
As you may know, today is Bike to Work Day and free breakfast is being provided to cyclists all over Santa Cruz County. The RTC is a major funder of this bicycle education and promotion program. RTC staff members take on occasional volunteer efforts to engage as a group and this year chose to staff the downtown Jamba Juice breakfast site together. They were there at 6am and hopefully served some of you breakfast if you were able to make it to that site. Some noteworthy Bike to Work events happening later today are a family friendly ride in Watsonville organized by the Brown Berets to explore the good and bad of bicycling in south county, and a presentation on bicycling infrastructure and policies research in major European cities and the lessons we can learn from them at the Santa Cruz Natural History Museum. More information about those events is available on the Bike to Work website.

Attachments:
1. APWA Complete Streets flyer
3rd Annual Monterey Bay APWA Training Conference
"Complete/Green Streets and Rebalancing Your City’s Right-of-Way"
When: October 12, 2011
Where: Watsonville Civic Center Plaza Conference Room (Top Floor)

The Monterey Bay APWA Chapter is pleased to announce its 3rd Annual Training Conference. This year's training will focus on the Design and Operation of Complete and Green Streets. Governor Schwarzenegger signed the "California Complete Streets Act of 2008" (AB 1358) into law on September 30, 2008. Commencing January 1, 2011, the bill requires, "that the legislative body of a city or county, upon any substantive revision of the circulation element of the general plan, modify the circulation element to plan for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways, defined to include motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods, and users of public transportation, in a manner that is suitable to the rural, suburban, or urban context of the general plan. By requiring new duties of local officials, this bill would impose a state-mandated local program". Also, the Draft Phase II MS4 Permit has listed "Road Projects" as a regulated project to incorporate post-construction Best Management Practices (BMPs) to mitigate storm water pollution.

The training will focus on design components of Complete and Green Streets, while addressing the need for changes in agency standards. The format for the training will focus on the design components of Complete and Green Streets.

**Tentative Sessions and Presenters include:**
- Complete Streets: A Reality Engineering Makeover - Frederik Venter, RBF Consulting
- Green Street: Design - Darla Inglis, UC Davis LID Initiative
- Urban Planning/Landscape Architecture - TBA
- Regional Standards and Guidelines - Grace Blakeslee, Santa Cruz County Regional Transportation Commission and Todd M.Jck, Transportation Agency for Monterey County
- Funding Opportunities - TBA

**Cost:** $25 for APWA members and $35 for non-members

If you would like to be a part of this training, contact Frank Lopez at flopez@rickengineering.com

For Sponsorship and Exhibitor opportunities, contact Angela Obeso at Angela_Obeso@URSCorp.com

**Quality of Life Through Public Works**

19-5
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- Receipts include contributions.
- Expenditures include all other expenses.