

October 19, 2011

To: Santa Cruz County Regional Transportation Commission

1523 Pacific Avenue

Santa Cruz, CA 95060

Re: Prioritization of Transportation Projects in Santa Cruz County

Dear Commissioners:

I reside in Aptos, California with my family. Our sons are 6<sup>th</sup> generation County residents. We travel via automobile, bike and pedestrian modes. Over the years, I have watched transportation in the County become more and more impacted as the economy and populace grew. The consequence of more people on the roads is of course less efficiency. Our family has stopped all commute activity basically past 41<sup>st</sup> Avenue unless it is done between the hours of say 10 and 1. We do not shop in Santa Cruz. We have our car serviced at Soquel Drive near Dominican, but only because it is right off the freeway. The only shopping we do in Santa Cruz is at Costco and then only at 10 AM. We spend our money shopping in Capitola, Aptos and Watsonville. Even Sand City and Monterey offer an easy commute (not to mention major retailers) for items we may need. My wife and I are registered voters. We both work in the County and drive as part of our jobs. My wife works in Scotts Valley and schedules her work appointments so that she is south of Soquel Drive no later than 3 PM. I fortunately work in Watsonville and enjoy a commute of 7 minutes at 65 mph.

It has been decades since any substantive improvements have been made to Highway One. The most recent project at the Fishhook provides evidence to any lay person that if one provides greater capacity, higher throughput at reasonable speeds is the result. It is evident to most persons that when the choke point is encountered (now just past Morrissey), vehicles slow and travel becomes inefficient.

I have no expectations of any further improvements to Highway One. If they come to fruition, I will be pleasantly surprised. I may even change my commute patterns and shop in Santa Cruz. I know that it has a lot to offer. I just don't have the time to waste to get there.

As the Commission considers yet again the priority of transportation projects, it might ask itself the following questions.

1. Should a major thoroughfare through the County provide for safe and expedient travel for life safety vehicles?
2. Do automobiles run more efficiently and produce less pollution when idling or when moving at reasonable speed?

3. If the major thoroughfare through the County is inefficient, do people just stop driving or do they find an alternative route on surface streets?
4. If they do take surface streets, does that make neighborhoods more or less safe for bicyclists and pedestrians?
5. If there are more cars on surface streets, does that result in more or less degradation of those roads?
6. Is it important that people not be limited in their economic or other commute choices because a thoroughfare is inefficient?
7. Should a thoroughfare provide lanes dedicated to high occupancy vehicles and mass transit to further increase throughput?
8. Can you name another County that has not improved a major thoroughfare in the last 20 years?
9. What was the effect of that inaction?
10. If the main thoroughfare were improved, would that provide more or less jobs?
11. If the main thoroughfare were efficient, would people spend more or less money in the County, or better yet, in different parts of the County?

I am under no illusions that the prioritization of projects is a daunting exercise. Does one spend limited funds on existing infrastructure or plan for the future? I would suggest that doing nothing or maintaining antiquated infrastructure is akin to repairing an original Macintosh computer when investing in an i-Pad makes so much more sense. Structural improvement breeds efficiency and economic success.

As I said, my sons are 6<sup>th</sup> generation residents of the County. In the 1930's my grandfather, who was an apple farmer in Watsonville, hauled sand and gravel from the Corralitos Creek up on to what was then the Santa Cruz Highway (now Freedom Blvd, perhaps named because it allowed for free travel), to provide an improved thoroughfare for the movement of people and products. Imagine the improvement in getting apples to market on a smooth road as opposed to dragging a loaded wagon through the mud.

I would posit that the same magnitude of improvements my grandfather helped initiate on the Santa Cruz Highway faces the Commission at this time. It is approaching a generation in duration that our main thoroughfare has not been improved. It is beyond me (and many I speak with) as to why this has been allowed to occur. I sincerely hope that I will not have to wait for the 7<sup>th</sup> generation of my family to enjoy an improved transportation thoroughfare through the County and that the Commission will prioritize its efforts to make that happen.

Sincerely,

Christopher S. Mann



October 19, 2011

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



Reference: Prioritization of Transportation Projects for Santa Cruz County

Dear Commissioners:

Graniterock is a 111 year-old provider of high-quality construction materials and services headquartered in Watsonville. Our customer base stretches from Monterey to San Francisco and beyond. About 125 of our Team Members live in Santa Cruz County and commute to work at our Corporate Offices or our other twenty-six Branch operation locations.

Our industry is inextricably linked to the provision of safe and efficient infrastructure systems for the movement of goods and people. As the Commission considers such projects, Graniterock would encourage the Commission to continue to give priority to the improvement of Highway 1. As you know, Highway 1 is the main (really the only) artery allowing for the transportation of both goods and people through the County. Roadway capacity has not been increased for decades and today's traffic conditions have made the road nearly impassable during extended periods of time each day.

Roadway planning that the community needs is of maximum import for safety, economic efficiency, and energy efficiency factors. We further understand that not all projects in this day and age, while worthy of funding, can generate or ultimately procure the funds necessary for their implementation. We believe that all modes of transportation are important and that when each is properly prioritized, transportation on all types (highway, local roads, mass transit, alternative transit, bicycle, pedestrian and others) make for an efficient, sustainable and fully-integrated transportation system. However, we believe that Highway 1 improvement should continue to receive the Commission's highest level of support and effort in order to address the single most important, highly used component of our County's transportation system – Highway 1.

I believe the vast majority of Santa Cruz County residents support your efforts to expand the capacity of Highway 1. Highway 1 conditions, as they have been allowed to exist today, do not support job creation and economic opportunity for Santa Cruz County residents who have suffered from high unemployment rates prior to the current recession.

- Monterey County
- San Benito County
- San Mateo County
- Santa Clara County
- Santa Cruz County
- Alameda County
- City and County of San Francisco

Sincerely,  
**Graniterock**

Bruce W. Woolpert  
President & CEO

**Material Supplier/ Engineering Contractor  
License #22**



# SANTA CRUZ COUNTY BUSINESS COUNCIL

Addressing Strategic Issues Through Private / Public Partnership

## BUSINESS COUNCIL OFFICERS

### Co-Chairs

Ted Burke  
*Shadowbrook/Crow's Nest Restaurants*  
Chris Mann  
*Graniterock*

### EXECUTIVE DIRECTOR:

Gary Merrill

### TREASURER

Michael W. Machado, CPA  
*Hutchinson & Bloodgood LLP*

## BUSINESS COUNCIL DIRECTORS

### SANTA CRUZ:

Jon Lee  
*Barry Swenson Builder*  
Cathy Schlumbrecht  
*Comercia Bank*  
Dave Dias  
*Interwest Inc. Services*  
Tom Gill  
*Plantronics*  
Tom Hart  
*Palo Alto Medical Foundation*  
David Heald  
*Santa Cruz County Bank*  
Marvin Labrie  
*Physicians Medical Group*  
Dr. Brian Knecht, COO  
*Dominican Hospital*  
Don Miller/Eric Roy  
*Santa Cruz Sentinel*  
Franz Vaiaello  
*Chase Investment Services Corp.*

### SCOTT'S VALLEY

Bob Murphy  
*Wells Fargo of California  
Insurance Services, Inc.*

### SOQUEL:

Kathy Hartman  
*Santa Cruz County Association of Realtors*

### WATSONVILLE:

Tom Cross  
*Register-Pajaronian*  
Mickey Holzman  
*Pajaro Dunes Company*  
Bob Kaswen  
*Fox Racing Shox, Inc.*  
Brett Meyers  
*Ameri-Kleen*  
Kathleen Oliver-Schultz  
*Oliver Property Management*  
Bruce Woolpert  
*Granite Rock Company*  
Dr. Zettie Page  
*Salud Para La Gente*

### EX-OFICIO

Harvey Nickelson  
Dave Regan

October 18, 2011

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

Re: Prioritization of Transportation Projects for Santa Cruz County – Regular Agenda Item 5

Dear Commissioners:

The Santa Cruz County Business Council is a non-profit organization dedicated to the enhancement of public – private partnerships. Our member companies employ nearly 20,000 individuals and rely on the efficient movement of products, services and people across our County and beyond.

As the Commission considers the prioritization of upcoming projects, the SCCBC would encourage it to continue to prioritize the improvement of Highway One.


Highway One is the main artery allowing for transportation of goods and people through the county. Its efficiency is of maximum import for safety, economic efficiency, energy efficiency and maximum use of commute time.

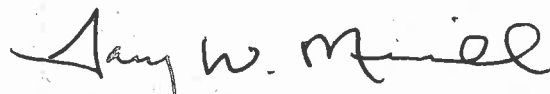
We are well aware of the overall economic situation our area faces and are not immune to its challenges. We further understand that not all projects in this day and age, while worthy of funding, can generate or ultimately procure the funds necessary for their implementation. We believe that all modes of transportation are important and that properly assembled, transportation on all types of thoroughways (highway, local roads, mass transit, alternative transit, bicycle, pedestrian and others) makes for an efficient, sustainable and fully integrated transportation model. We believe that Highway One improvement, however, should continue to receive the Commissions highest level of support and effort in order to provide the highest quality, most efficient and safest major arterial to the residents and visitors and commuters within and through our County that can be achieved.

The business community relies on the safe, efficient and timely flow of its products and people. We look forward to supporting your efforts to achieve those goals.

Sincerely,

  
Ted Burke  
Co-Chair

  
Chris Mann  
Co-Chair

  
Gary Merrill  
Executive Director

P.O. Box 21, Santa Cruz, California 95063  
Mail: gary@sccbusinesscouncil.com

Telephone: 831-429-1129

Cell Telephone: 831-818-6366