



*Santa Cruz County Regional Transportation Commission  
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## **Santa Cruz County Regional Transportation Commission (RTC) February 2, 2012 Meeting Highlights**

### ***Highway 1 Soquel/Morrissey Auxiliary Lanes Project now under construction:***

The RTC, as managers for the one-mile Highway 1 construction project between Soquel Drive and Morrissey Boulevard, received a report on the informational public meeting held in mid-January, other public outreach and the first wave of construction tasks. Activities for the next few weeks include: posting of construction signs, preparation for vegetation and tree clearing, restriping lanes, and installation of k-rail barriers.

### ***Monterey Bay 511 Traveler Information System Feasibility Study:***

The RTC received a feasibility analysis on developing a 511 Traveler Information Service for the Monterey Bay Area that would provide travelers with real-time information about traffic conditions and other transportation options. Various existing 511 information system models have been evaluated including partnering with other systems in the state or developing a regional web hub. The RTC approved the next phase of the 511 project to develop more detailed cost information, funding options and an implementation plan. Key benefits of the 511 system are to provide residents and visitors with centralized, timely information to make more informed travel choices, and to reduce frustration by knowing more about current conditions.

### ***Social Media/RTC Website launch evaluated:***

A demonstration of the redesigned RTC and Commute Solutions websites and Facebook page was provided to the RTC. The redesigned websites were initiated in October 2011 and offer easier navigation to users, expanded topics, increased search functions and enhanced graphics. The RTC has been using Facebook to modernize outreach mechanisms, reach a broader audience and drive traffic to the RTC website where detailed project and program information can be found. Analytics from both the websites and social media site indicate that use has increased significantly and that they meeting the RTC's goals of providing easy, inexpensive and current transportation information.

### ***New RTC Commissioner welcomed:***

The RTC seated one new Commissioner: Ron Graves representing Santa Cruz Metro Transit District from the City of Capitola.

***Deadline for Caltrans Grants approaching:***

Caltrans announced that the Safe Routes to School grant deadline is March 30, 2012 and the Planning grants deadline is April 2, 2012. More information is available on the Caltrans website.

***Upcoming RTC and Committee Meetings***

***Please check the RTC website [[www.sccrtc.org](http://www.sccrtc.org)] or call 831/460-3200 to confirm. Most agendas posted to the website 4 business days before the meeting.***

Commission Meetings

Thursday, March 1, 2012, 9:00 am  
Board of Supervisors Chambers  
701 Ocean St., Santa Cruz

Transportation Policy Workshop (TPW)

Thursday, February 16, 2012, 9:00 am  
SCCRTC Offices  
1523 Pacific Avenue, Santa Cruz

Budget and Administration/Personnel Committee

Thursday, February 9, 2012, 3:30 pm  
SCCRTC Offices  
1523 Pacific Avenue, Santa Cruz

Bicycle Committee

Tuesday, February 13, 2013, 6:30 pm – Note Special Date and Time  
SCCRTC Offices  
1523 Pacific Avenue, Santa Cruz

Elderly/Disabled Transportation Advisory Committee

Tuesday, February 14, 2012, 1:30 pm  
SCCRTC Offices  
1523 Pacific Avenue, Santa Cruz

Interagency Technical Advisory Committee

Thursday, March 15, 1:00 pm – Note Special Time  
SCCRTC Offices  
1523 Pacific Ave, Santa Cruz

*Public input on transportation issues is welcomed and encouraged. For more information, visit the SCCRTC web site at [www.sccrtc.org](http://www.sccrtc.org) or call 460-3200. Some Regional Transportation Commission meetings are televised countywide by Community TV of Santa Cruz. Consult [www.comunitytv.org](http://www.comunitytv.org) or call 831-425-8848 for schedule and station information.*