



Santa Cruz County Regional Transportation Commission
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Santa Cruz County Regional Transportation Commission (RTC) March 2nd 2017 Meeting Highlights

Regional Transportation Improvement Program (RTIP) Amendments

The [Regional Transportation Commission](#) approved amendments to the Regional Transportation Improvement Program (RTIP) in order to maximize use of State Transportation Improvement Program (STIP) funding available in Fiscal Year 2017/18, initiate work on the Harkins Slough Road/Highway 1 bicycle/pedestrian overcrossing in Watsonville, and program funds necessary to close out the construction contract for the Highway 1 Soquel-Morrissey Auxiliary Lanes project.

User Oriented Transit Planning Project/Cruz511 In Your Neighborhood

The [Regional Transportation Commission](#) received an update on the User Oriented Transit Plan, now referred to as Cruz511 In Your Neighborhood. Two neighborhoods have been identified to participate in the individualized marketing pilot project and households in these neighborhoods will be invited to receive customized information about opportunities for taking transit, bicycling, and walking in their neighborhood. The RTC approved a contract with Steer Davies Gleave and amendments to the budget to accommodate outreach efforts. Travel advisors will be used to canvas neighborhoods, speak with individuals at their household about the program, and solicit information about their travel behavior and interest in transportation alternatives at their door step. Surveys and postcards will also be mailed out to solicit participation in the project. The goal of Cruz511 In Your Neighborhood is to encourage alternative transportation modes to advance Santa Cruz County's regional transportation goals.

Unified Corridor Investment Study – Expanded Scope

The [Regional Transportation Commission](#) is developing a Unified Corridor Investment Study (UCS) for Santa Cruz County's three primary transportation routes – Highway 1, Soquel Avenue/Drive and the Santa Cruz Branch Rail Line. This study will identify multimodal transportation investments that optimize usage of these three parallel transportation routes in Santa Cruz County while advancing sustainability goals. The RTC approved an expanded scope for the Unified Corridor Investment Study to include a larger project area, a two step scenario analysis, additional economic, equity and environmental analyses, updated project cost estimates, and increased public outreach and model development in order to better answer important community questions about possible future uses of the Santa Cruz Branch Rail Line as defined by Measure D. Therefore, the RTC added \$500,000 from the rail allocation portion of Measure D to the Unified Corridor Investment Study project budget.

Upcoming RTC and Committee Meetings:

Please check the RTC website [www.sccrtc.org] or call 831-460-3200 to confirm. Agendas are posted to the website at least 3 days before the meeting.

Budget and Administration/Personnel Committee

(special meeting date) Thursday, March 9, 2017, 10:00 a.m.
RTC Offices, 1523 Pacific Avenue, Santa Cruz

Traffic Operations Systems Committee/Safe on 17 Task Force

Wednesday, March 15, 2017, 10:00 a.m.
CHP Office, 2020 Junction Avenue, San Jose

Transportation Policy Workshop

Thursday, March 16, 2017, 9:00 a.m.
RTC Offices, 1523 Pacific Avenue, Santa Cruz

Interagency Technical Advisory Committee

Thursday, March 23, 2017, 1:30 p.m.
RTC Offices, 1523 Pacific Avenue, Santa Cruz

Regional Transportation Commission

Thursday, April 6, 2017, 9:00 a.m.
County Board of Supervisors Chambers, 701 Ocean Street, 5th floor, Santa Cruz

Public input on transportation issues is welcomed and encouraged. For more information, visit the SCCRTC website at www.sccrtc.org or call 460-3200. Some Regional Transportation Commission meetings are televised countywide by Community TV of Santa Cruz. Consult www.communitytv.org or call 831-425-8848 for schedule and station information.