CITY OF SCOTT'S VALLEY
PUBLIC WORKS PROJECTS
Crosswalk Improvements with TDA Funds
Crosswalk Improvements with TDA Funds
Mt. Hermon Rd / Scotts Valley Drive
Whispering Pines Intersection Project
Eastern Corridor STBG Application

CITY OF SCOTT'S VALLEY
ACTIVE TRANSPORTATION PLANNING
Exhibit B

Veinly Map Cute BB. Road STBG 514 Aug
July 3, 2010
Eastern Corridor STBG Application
Policy Element –

- Goals
- Policies
- Targets

March 2016
Financial Element –
Available Revenue through 2040

November 2016
Action Element –

Transportation Needs Project List

Complete List - August 2016

Priority List - February 2017
Multimodal Transportation System
New Project Ideas

Please provide your input on transportation improvement ideas for Santa Cruz County!

Describe the specific project that could improve transportation in Santa Cruz County.

Location of project (check all that apply):
- City of Santa Cruz
- City of Capitola
- City of Watsonville
- City of Scotts Valley
- Unincorporated County
- Countywide

How will this project improve the transportation system in Santa Cruz County?
2040 Regional Transportation Plan

Key Milestones

- Present Work Plan for RTP 2040
  - Oct 2015
- Approve Draft Complete Project List
  - August 2016
- Release Draft RTP/MTP-SCS/EIR
  - Feb 2018
- Adopt Final RTP/MTP-SCS/EIR
  - June 2018

- Solicit Input on Goals, Policies, & Targets
  - Nov 2015-Feb 2016
- Update Financial Projections
  - Apr-Nov 2016
- EIR/RTP Public Hearing
  - Mar 2018

- Approve Draft Financially Constrained Project List
  - Feb 2017
- Solicit New Projects & Updates
  - Jan-April 2016
- AMBAG Scenario Analysis
  - Oct 2016-Feb 2017
- Project Ideas Due
  - April 2016

Key:
- Public
- RTC Advisory Committees
- Agencies & Staff
- Governing Boards

*Public participation is always encouraged. Symbol indicates when public input is formally solicited and encouraged.
Santa Cruz & Monterey Bay Railway
Polar Express 2016

Background

- Event based on book and movie
- Operated under license from Warner Bros.
- 2016 first year for Santa Cruz franchise
Santa Cruz & Monterey Bay Railway
*Polar Express 2016*

Iowa Pacific’s Polar Express expertise

- **Largest U.S. operator, with 2015 Polar Express events in New York State, Texas (two locations), Wisconsin, Oklahoma, and Oregon**
- **New 2016 events in Massachusetts and (of course!) Santa Cruz**
- **Warner Bros. rated IP’s North Pole sets as “best in class”**
Santa Cruz & Monterey Bay Railway
Polar Express 2016

The Polar Express experience
• *Operates within strict Warner Bros. guidelines*
• *Approximately one hour roundtrip to “North Pole”*
• *Outbound trip: story narrated, hot chocolate and cookies served, staff sings and dances*
• *Return trip: Santa Claus and elves greet children, and distribute “first gift of Christmas”*
Santa Cruz & Monterey Bay Railway
Polar Express 2016

SC&MB has operated “Train to Christmas Town” in recent years at Watsonville
• *Event developed in-house for locations where Polar Express franchise not available*
• *Polar Express has far greater drawing power*
• *Expect to attract passengers from throughout the Bay Area*
• *Forecast 2016 Santa Cruz Polar Express ridership of 25,000-30,000, vs. 4,200 on 2015 Train to Christmas Town*
Relocating event from Watsonville to Santa Cruz’s Boardwalk

Operational and marketing advantages:
• *Santa Cruz a better-known destination*
• *Ample paved, lighted parking*
• *Location both well-known and well-signed*
Santa Cruz & Monterey Bay Railway

Polar Express 2016

Cooperative event with Santa Cruz Boardwalk

- Complimentary $10 Boardwalk card to each passenger
- Various Boardwalk attractions will be open
- Boardwalk food & beverage facilities available
Synergies with downtown Santa Cruz

- **Polar Express** will bring estimated 25-30,000 people to Santa Cruz between mid-November and Christmas
- **Availability of Santa Cruz’s dining and lodging options** enhance Polar Express experience
- **Local businesses (dining/lodging/retail)** benefit as well
- **Employment opportunities** for local college and high school students
Polar Express to operate east from the Boardwalk (towards Capitola)

- *Fewer grade crossings vs. operating to the west*
- *Avoids interference with Santa Cruz & Big Trees operations*
- *No conflict with Boardwalk construction project*
- *North Pole location options under consideration*
Santa Cruz & Monterey Bay Railway
Polar Express 2016
(millions)

Financial forecast overview:
• **Revenue:** $1.681
• **Major expenses**
  • **Royalties:** $0.313
  • **Boardwalk tickets:** $0.220
  • **Payroll & related:** $0.166
  • **Supplies & materials:** $0.165
  • **Marketing/advertising:** $0.090
• **Contribution:** $0.392
Santa Cruz & Monterey Bay Railway
Polar Express 2016