



CITY OF SCOTTS VALLEY PUBLIC WORKS PROJECTS

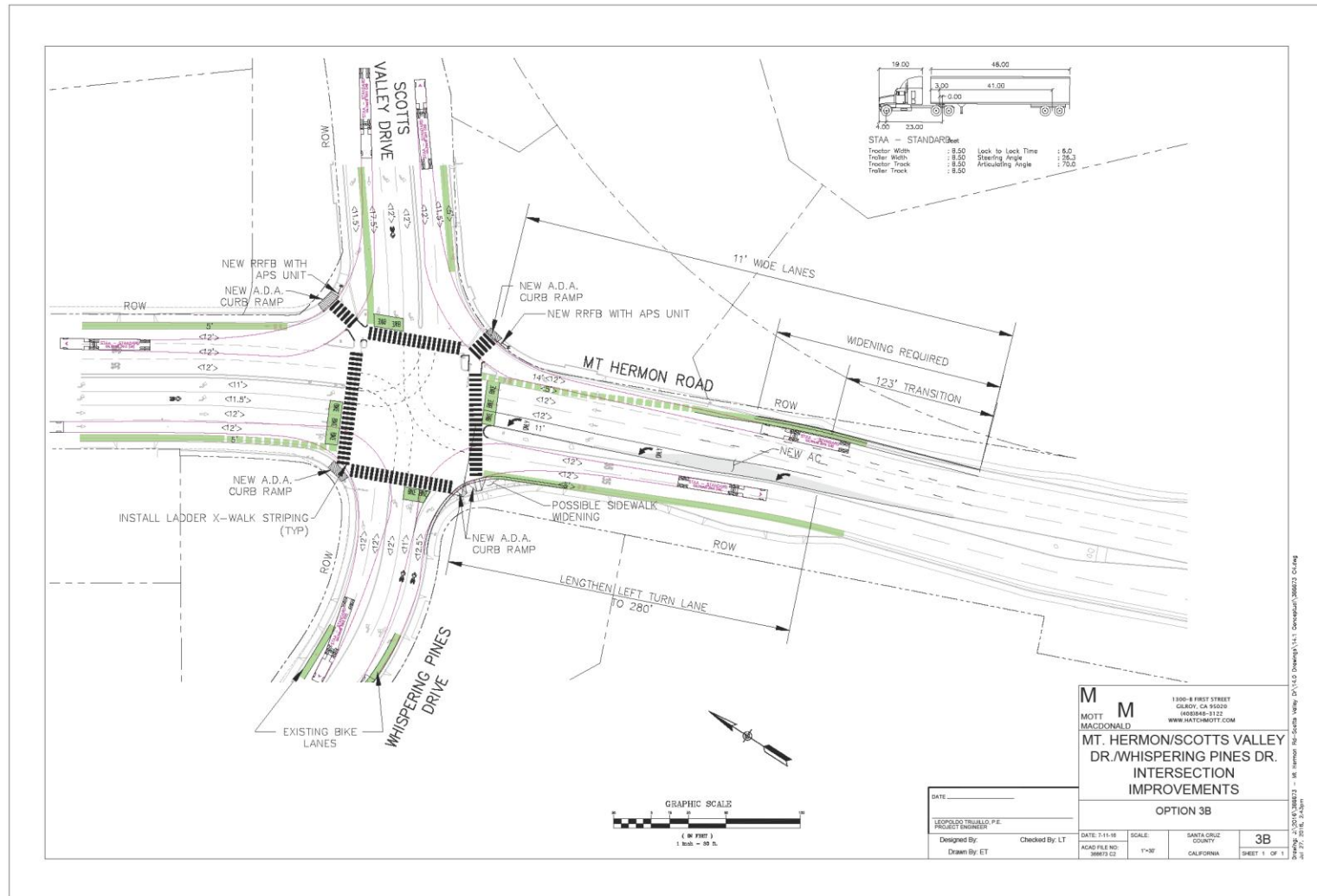
Crosswalk Improvements with TDA Funds



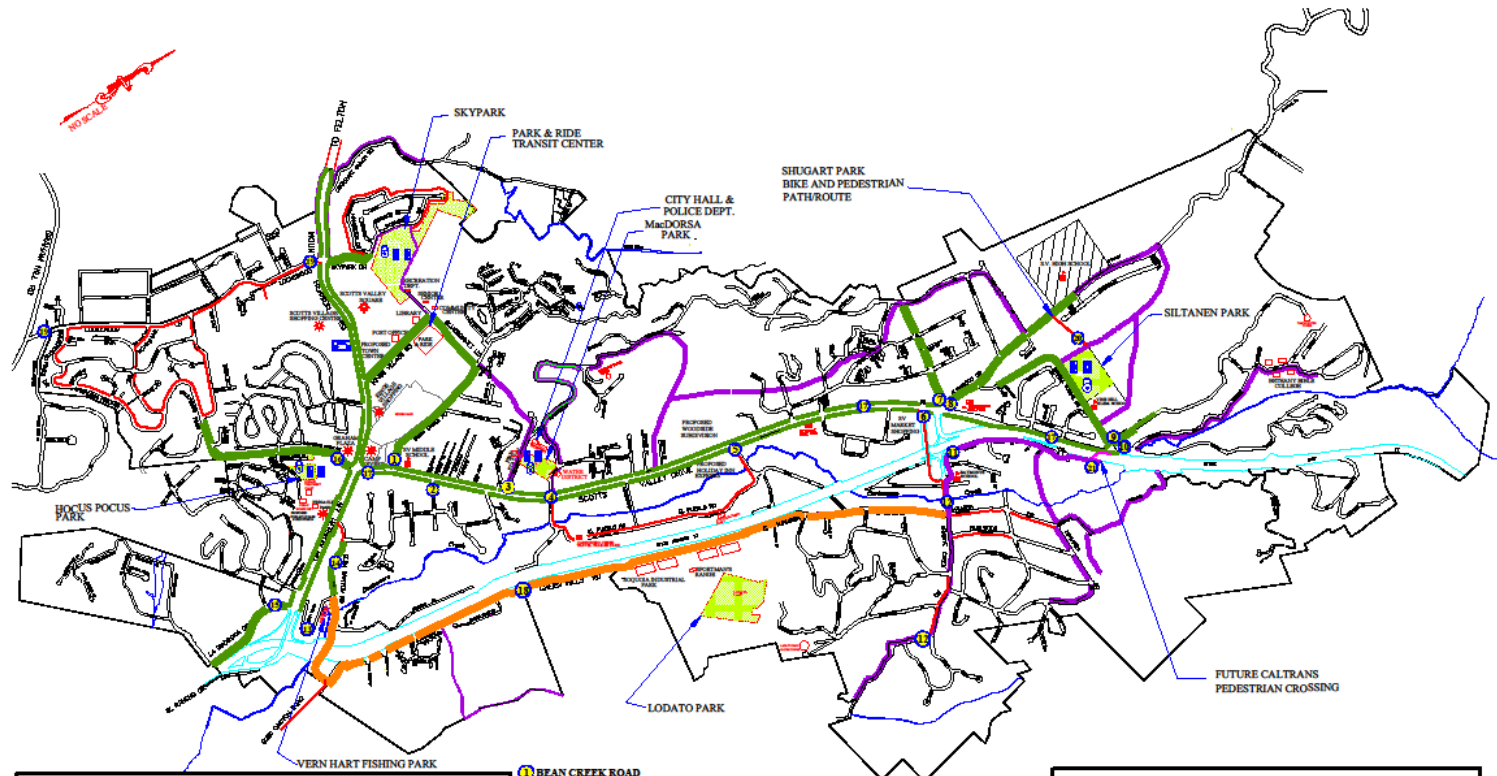
Crosswalk Improvements with TDA Funds



Mt. Hermon Rd / Scotts Valley Drive Whispering Pines Intersection Project



Eastern Corridor STBG Application

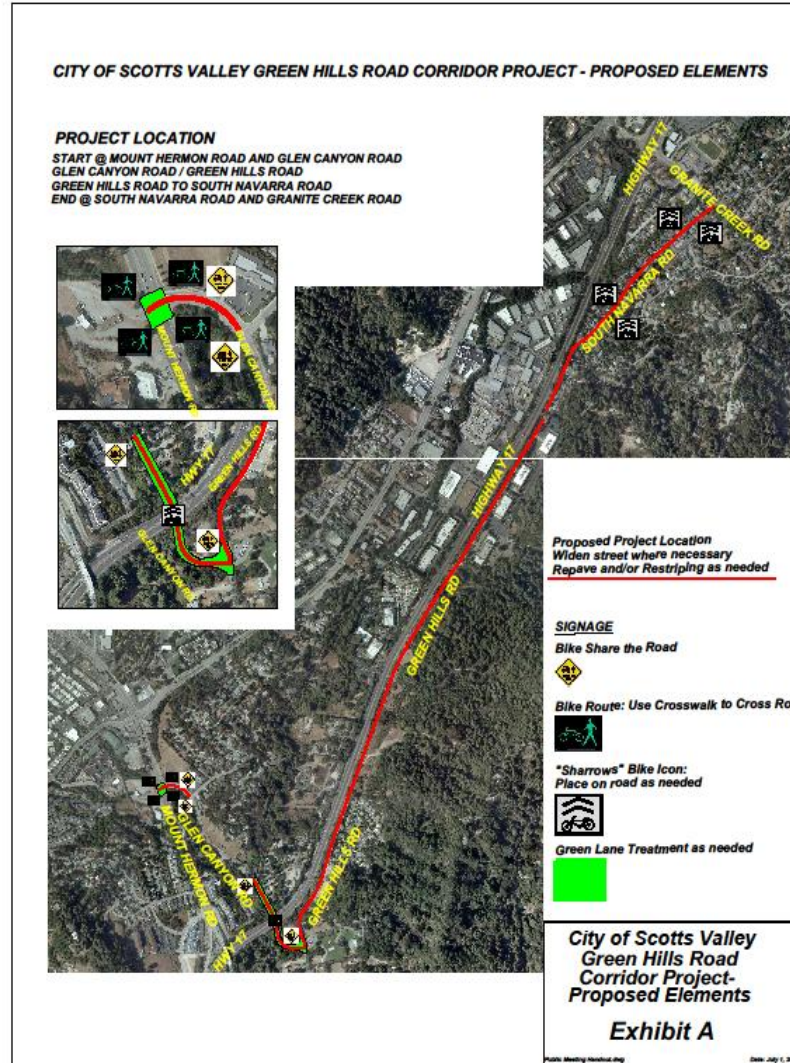


BIKEWAYS MAP LEGEND	
EASTERN CORRIDOR	BIKE SHOP
BIKE LANE	PUBLIC BATHROOMS (NO SHOWER FACILITIES)
BIKE ROUTE	BIKE RACK
PROPOSED	SHOPPING CENTER
FUTURE BIKE LANE/BIKE PATH	
PROPOSED FUTURE CALTRANS PEDESTRIAN CROSSING	

- | | | |
|--------------------------|--------------------------|--|
| 1 BEAN CREEK ROAD | 10 VINE HILL SCHOOL ROAD | 19 WHISPERING PINES DRIVE |
| 2 QUIEN SABE ROAD | 11 BETHANY DRIVE | 20 SCOTTS VALLEY DRIVE |
| 3 ERBA LANE | 12 SANTAS VILLAGE ROAD | 21 GREEN HILLS ROAD |
| 4 CIVIC CENTER DRIVE | 13 GRANITE CREEK ROAD | 22 LOCKWOOD LANE |
| 5 EL PUEBLO DRIVE | 14 FLORA LANE | 23 SHUGART PARK |
| 6 GRANITE CREEK OVERPASS | 15 GLEN CANYON ROAD | 24 FUTURE CALTRANS PEDESTRIAN CROSSING |
| 7 HACIENDA DRIVE | 16 LA MADRONA ROAD | |
| 8 GLENWOOD DRIVE | | |

<p>CITY OF SCOTTS VALLEY</p> <p>ACTIVE TRANSPORTATION PLANNING</p> <p>Exhibit B</p> <p><small>Vacinity Map Green Hill Road STBG 2016.dwg July 5, 2016</small></p>
--

Eastern Corridor STBG Application



SANTA CRUZ COUNTY

2040 RTP

Regional Transportation Plan

PROJECT LIST



**Santa Cruz County
Regional Transportation Commission**

August 4, 2016

Policy Element –

- **Goals**
- **Policies**
- **Targets**



March 2016

Financial Element –

Available **Revenue** through 2040



November 2016

Action Element –

Transportation Needs **Project List**



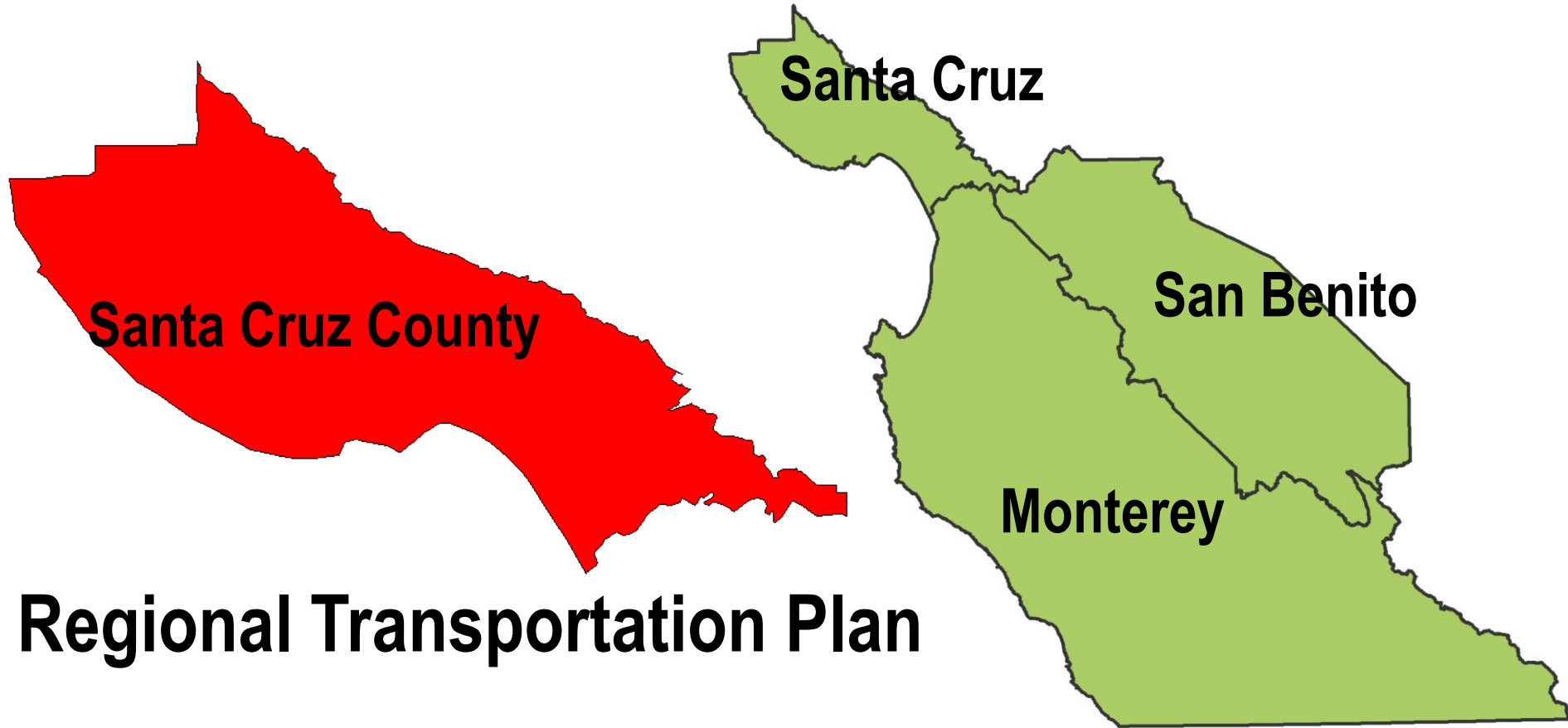
***Complete List -
August 2016***

***Priority List -
February 2017***

Multimodal Transportation System



Metropolitan Transportation Plan AMBAG Region



Regional Transportation Plan



SCCRTC

Santa Cruz County
Regional Transportation Commission

MEETINGS
& EVENTS

FUNDING &
PLANNING

PROJECTS

SERVICES

ABOUT
THE RTC

CRUZ511

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):

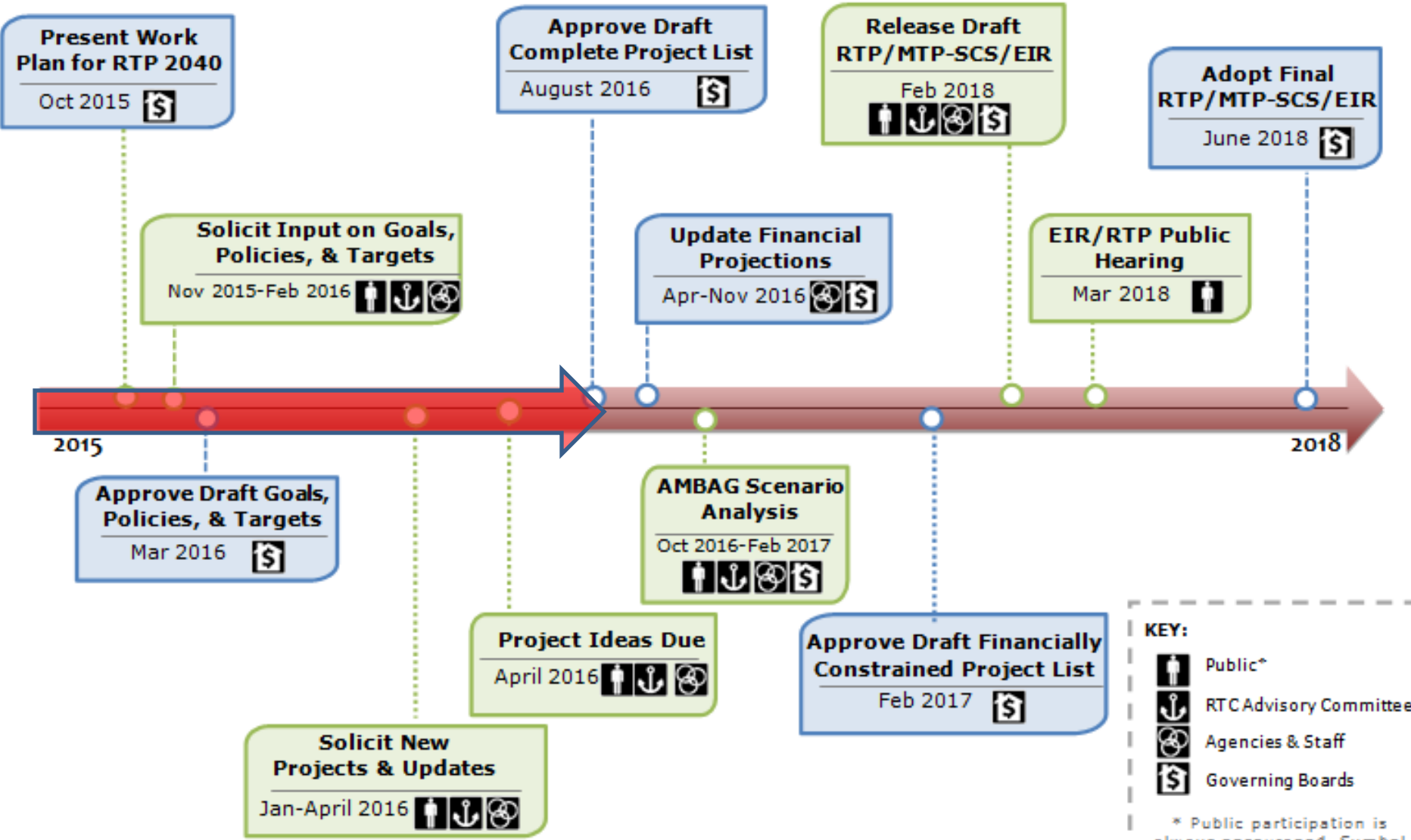
- City of Santa Cruz
- City of Capitola
- City of Watsonville
- City of Scotts Valley
- Unincorporated County
- Countywide

How will this project improve the transportation system in Santa Cruz County?



2040 REGIONAL TRANSPORTATION PLAN

KEY MILESTONES



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

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*



Santa Cruz & Monterey Bay Railway

Polar Express 2016

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*



Santa Cruz & Monterey Bay Railway *Polar Express 2016*

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*



Santa Cruz & Monterey Bay Railway

Polar Express 2016

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



MH1080

