



**Santa Cruz County Regional
Transportation Commission's
BICYCLE ADVISORY COMMITTEE**

AGENDA

Monday, April 11, 2016

6:00 pm to 8:30 pm

**RTC Office
1523 Pacific Ave
Santa Cruz, CA 95060**

COMMITTEE MEMBERSHIP

<u>Member</u>	<u>Alternate</u>	<u>Representing</u>
Grace Voss	Kem Akol	District 1
David Casterson, Chair	Jim Cook	District 2
Peter Scott	Will Menchine	District 3
Amelia Conlen	Vacant	District 4
Rick Hyman	Vacant	District 5
Andy Ward	Daniel Kostelec	City of Capitola
Melissa Ott	Wilson Fieberling	City of Santa Cruz
Lex Rau	Gary Milburn	City of Scotts Valley
Vacant	Vacant	City of Watsonville
Emily Glanville	Piet Canin	Ecology Action
Leo Jed, Vice Chair	Jim Langley	Community Traffic Safety Coalition

The majority of the Committee constitutes a quorum for the transaction of business

1. Call to Order
2. Introductions
3. Announcements – RTC staff
4. Oral communications – members and public

The Committee will receive oral communications during this time on items not on today's agenda. Presentations must be within the jurisdiction of the Committee, and may be limited in time at the discretion of the Chair. Committee members will not take action or respond immediately to any Oral Communications presented, but may choose to follow up at a later time, either individually, or on a subsequent Committee agenda.

5. Additions or deletions to consent and regular agendas

CONSENT AGENDA

All items appearing on the consent agenda are considered to be minor or non-controversial and will be acted upon in one motion if no member of the Committee or public wishes an item be removed and discussed on the regular agenda. Members of the Committee may raise questions, seek clarification or add directions to Consent Agenda items without removing the item from the Consent Agenda as long as no other committee member objects to the change.

6. Approve draft minutes of the February 8, 2016 Bicycle Advisory Committee meeting (pages 4- 6)
7. Accept summary of Hazard Reports (page 7)

REGULAR AGENDA

8. Office Elections – Cory Caletti, RTC Senior Transportation Planner (page 8)
9. City of Watsonville Rail Trail Preliminary Design – Presentation from Murray Fontes, City of Watsonville Principal Engineer (pages 9- 20)
10. City of Santa Cruz Active Transportation Program Grant Project Ideas – Presentation from Claire Fliesler, City of Santa Cruz Transportation Planner (pages 21-24)
11. 2016 Transportation Investment Plan Outreach Ideas – Presentation from Karena Pushnik, RTC Senior Transportation Planner (pages 25 - 28)
12. Health Service Agency's TDA allocation request for \$100,000 for the Community Traffic Safety Coalition and the Ride 'n Stride Bicycle and Pedestrian Education Programs - Presentation from Health Services Agency staff (pages 29 - 44)
13. Ecology Action's Transportation Development Act allocation request for \$50,000 for the Bike to Work Program – Presentation from Ecology Action staff (pages 45 -60)
14. Accept current roster and provide updated information (page 61)
15. Updates related to Committee functions
16. Adjourn

NEXT MEETING: The next Bicycle Committee meeting is scheduled one week earlier than usual on Monday, June 6th, 2016 from 6:00pm to 8:30pm at the RTC office, 1523 Pacific Ave, Santa Cruz, CA.

HOW TO REACH US

Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue, Santa Cruz, CA 95060
phone: (831) 460-3200 / fax (831) 460-3215
email: info@sccrtc.org / website: www.sccrtc.org

AGENDAS ONLINE

To receive email notification when the Bicycle Committee meeting agenda packets are posted on our website, please call (831) 460-3201 or email ccaletti@sccrtc.org to subscribe.

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SERVICIOS DE TRADUCCIÓN/TRANSLATION SERVICES

Si gusta estar presente o participar en esta junta de la Comisión Regional de Transporte del condado de Santa Cruz y necesita información o servicios de traducción al español por favor llame por lo menos con tres días laborables de anticipo al (831) 460-3200 para hacer los arreglos necesarios. (Spanish language translation is available on an as needed basis. Please make advance arrangements (at least three days in advance by calling (831) 460-3200.

TITLE VI NOTICE TO BENEFICIARIES

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**Santa Cruz County Regional
Transportation Commission's**

BICYCLE ADVISORY COMMITTEE

Minutes - Draft

**Monday, February 8, 2016
6:00 p.m. to 8:30 pm**

**RTC Office
1523 Pacific Ave
Santa Cruz, CA 95060**

1. Call to Order: 6:05 pm
2. Introductions

Members Present:

Kem Akol, District 1
David Casterson, District 2, Chair
Will Menchine, District 3 (Alt.)
Rick Hyman, District 5
Melissa Ott, City of Santa Cruz
Lex Rau, City of Scotts Valley
Andy Ward, City of Capitola
Leo Jed, CTSC, Vice-Chair
Emily Gomez, Ecology Action/Bike to Work

Staff:

Cory Caletti, Sr Transportation Planner

Guests:

Nathan Nguyen, City of Santa Cruz
Chris Schneiter, City of Santa Cruz
Tara Leonard, Health Services Administration
Theresia Rogerson, HSA
Steve Piercy, Soquel resident
Robert Gilbert, UCSC student
Zhani Cohen, UCSC student
Richard Angelinan, UCSC student
Kerry O'Connor, UCSC student
Veronica Torres, UCSC student

Unexcused Absences:

Excused Absences:

Holly Tyler, District 1 (Alt.)
Jim Cook, District 2 (Alt.)
Peter Scott, District 3
Amelia Conlen, District 4
Bill Fieberling, City of Santa Cruz (Alt.)
Daniel Kostelec, City of Capitola (Alt.)
Gary Milburn, City of Scotts Valley (Alt.)
Myrna Sherman, City of Watsonville
Piet Canin, Ecology Action/Bike-to-Work (Alt.)
Jim Langley, CTSC (Alt.)

Vacancies:

District 4 and 5 – Alternates
City of Watsonville – Alternate

3. Announcements – Cory Caletti announced the following items: 1) In late March, the City of Watsonville will hold an Open House for the 1.2 mile rail trail the City is implementing. The City will also share preliminary designs to the Bicycle Advisory Committee at the April 12th meeting. 2)

The north coast rail trail project will be kicked off in late February when the implementing entity, the Central Federal Lands division of the Federal Highway Administration, will be in Santa Cruz for a workshop and for meetings with critical stakeholders. 3) The Land Trust of Santa Cruz County organized a well attended community presentation entitled "All about the Rail Trail" in December at Hotel Paradox. Presentations were made by the RTC's rail trail program manager, Cory Caletti;; the Land Trust's Deputy Director, Stephen Slade; and Amelia Conlen, Executive Director of Bike Santa Cruz County. Another similar event is scheduled for March 23rd at Severino's in Aptos. 4) A rail transit related event will be held on February 15th from 6:30 to 8pm on "the Benefits and Challenges of Modern Transit on the County's Rail Corridor". The event is hosted by Coastal Rail Santa Cruz. 5) Active Transportation Program call for projects for FY 19/20 and 20/21 dollars is expected to be issued in March with applications due sometime in June. 6) A number of Bicycle Advisory Committee seats will expire at the end of March (specifically District 1, 3 and 5 as well as the City of Watsonville and Bike to Work). RTC staff will be working on soliciting reappointment requests as well as new recruits. 7) The draft calendar contained in the packet for 2016 and tentative agenda items were called out for special attention.

4. Oral communications – None

5. Additions or deletions to consent and regular agendas – Handouts was provided.

CONSENT AGENDA

A motion (Jed/Menchine) to approve the consent agenda passed unanimously with members Akol, Casterson, Menchine, Hyman, Ott, Rau, Ward, Jed and Gomez voting in favor. No votes were cast in opposition.

6. Approved draft minutes of the December 14, 2015 Bicycle Advisory Committee meeting
7. Accepted summary of Bicycle Hazard reports
8. Accepted letter from Bicycle Advisory Committee to the Regional Transportation Commission and Caltrans regarding the Highway 1 Corridor Tier I and Tier II Environmental Documents
9. Accepted letter from the Bicycle Advisory Committee to Caltrans regarding Highway 1 Rumble Strips
10. Approved City of Santa Cruz Transportation Development Act FY 15/16 Request for \$25,000 for bikeway maintenance and minor improvements
11. Accepted draft 2016 Bicycle Advisory Committee scheduled and tentative agenda items

REGULAR AGENDA

12. City of Santa Cruz Coastal Rail Trail Preliminary Design – A presentation was provided by Nathan Nguyen, City of Santa Cruz's rail trail Project Manager. The Committee was informed about design plans including trail width and planned surface materials, crossing treatments, and design and construction schedule. Chris Schneider, City of Santa Cruz Assistant Public Works Director, also presented an alternative alignment that was introduced following the Open House whereby the trail between Bay/California and Neary Lagoon would be located along La Barraga Park and then dip back into the rail corridor to connect to the Wharf. Committee members welcomed the idea, and also urged the City to design the trail to the fullest extent possible, to

work creatively with New Leaf to keep the trail on the coastal side between Swift and Almar, and suggested refinements for crossings including minimizing bulbouts. Recommendations were also made to keep crossing treatments consistent from one intersection and another and to consider having bicyclists and pedestrians have right of way priority at crossings.

13. Community Traffic Safety Coalition's Bicyclist Injuries and Fatalities for Santa Cruz County Report and Bicycle Safety Observation Study – A presentation was provided by Tara Leonard, Health Services Agency/Community Traffic Safety Coalition (CTSC), on bicycle injury and fatality data as compiled from the Statewide Integrated Traffic Records (SWITRS) for 2013, the latest year available. There were 198 bicycle related collisions and 3 fatalities in 2013, bringing the injury/fatality rate per 100,000 to 80 in the state (figures are based on total, not bicycle riding population). The rate is the highest in the last ten years and more than doubles the state rate of 37. Following the presentation from HSA, community member Steve Piercy presented a database he compiled of geocoded injuries and fatalities for the number of years that the data has been available. He welcomes the use of the data by local jurisdictions for identification of hot spots and safety improvement projects. Highlights from the observation study includes: 2,548 bicyclists were surveyed of which 62% stopped at signs and stop lights, only 25% were female, and 58% wore helmets. A motion was made (Jed/Ward) to write letters of appreciation to HSA staff and Steve Piercy for their work in identifying injuries and collisions and making the data available for the improvement of bicycle facilities and traveling public behavior.
14. Updates related to Committee functions – Cory Caletti indicated that South County representation has always been subpar and that she welcomes members' ideas on recruitment ideas. Members brainstormed possible community members to reach out to and volunteered for various follow-up actions. Chris Schneider indicated that Murray Street Bridge is likely 1 to 1.5 years away from being ready to go out for construction bids. Theresia Rogerson updated members on the Community Traffic Safety Coalition's draft work plan for FY 16/17 and 17/18. The CTSC is considering focusing on implementing a Vision Zero policy and action plan centered on the notion that the only number of acceptable traffic related injuries and fatalities is zero. The goal is to shift the national and local mindset from what has become an accepted aspect of the consequences of travel to understanding that injuries and fatalities are preventable. She directed interested members to visit visionzeronetwork.org for more information and also indicated that she'd present the work plan in more detail at a future Bicycle Advisory Committee meeting.
15. Adjourned – 8:25 p.m.

NEXT MEETING: The next Bicycle Committee meeting is scheduled for **Monday, April 11, 2016**, from 6:00 pm to 8:30 pm at the RTC office, 1523 Pacific Ave, Santa Cruz, CA.

Minutes respectfully prepared and submitted by:

Cory Caletti, Senior Transportation Planner

**February 8, 2016
Hazard Report**

Date	First Name	Last Name	Contact Info	Location	Cross Street	City	Category	Additional Comments	Forwarded To	Forwarded Date	Response	Images
03/27/16	Rick	Hyman	bikerick@att.net	River St		Santa Cruz	traffic signal problem	rider stated red traffic signal does not change to green for cyclist in straight/left turn lane exiting gateway shopping center @ river st	Cheryl Schmitt	03/28/16	From Cheryl - Forwarded to the Traffic Engineer - 03/29/16	
03/20/16	Gregory	Sanders	gregory.t.sanders@gmail.com	King St		Santa Cruz	bikeway not clearly marked, no crosswalk or striping	rider states cracking pavement on king st and serious issues on entirety of this bike thoroughfare: bike striping disintegrated, speed bumps not designed for bikes, insufficient calming devices, congestion, inefficient stop signs, light enforcement	Cheryl Schmitt	03/21/16	From Cheryl - Forwarded to the Transportation Manager, Jim Burr - 03/22/16	
03/20/16	Gregory	Sanders	gregory.t.sanders@gmail.com	King St		Santa Cruz	rough pavement or potholes, pavement cracks	rider states entirety of king st surface is rough and cracked creating uncomfortable and dangerous conditions for bikes	Cheryl Schmitt	03/21/16	From Cheryl - Forwarded to the Transportation Manager, Jim Burr - 03/22/16	
03/20/16	Gregory	Sanders	gregory.t.sanders@gmail.com	Encinal St	River St	Santa Cruz	traffic signal problem	rider states light on encinal eastbound @ river st does not trigger for bikes	Cheryl Schmitt Tom Barnett	03/21/16	From Cheryl - Forwarded to the Transportation Manager, Jim Burr - 03/22/16 From Caltrans - We went out, tested the loop with bicycle-it is working perfectly. Cyclists need to make sure they are stopped on bike symbol on loop for signal to detect them. Also loop is triggered by a mass of metal-if bike is made of carbon fiber or similar material loop will not detect them - 03/24/16	
03/10/16	Rick	Hyman	bikerick@att.net	Cathcart St.		Santa Cruz	traffic signal problem	rider states signal does not change to green for cyclists in bike lane on eastbound cathcart @ front st	Cheryl Schmitt	03/10/16	From Cheryl - Forwarded to Traffic Signal Maintenance - 03/14/16	
03/02/16	Leo	Jed	ljed@msn.com	Branciforte Drive	Glen Canyon Rd	Santa Cruz	debris on shoulder or bikeway	rider states along b-40 dr, along parking lot beyond dog run continuing over replaced roadway where sand accumulated on shoulder. Heading toward glen canyon excess debris and plant growth on shoulder	Cheryl Schmitt and General Dept of Co of SC	03/03/16	From Cheryl - Forwarded to Street Sweeping. Some of this may be in the County - 03/03/16	
02/29/16	Jennifer	Larkin	Jennifer.Larkin@santacruzcounty.us	Soquel Ave	Park Way	Santa Cruz	traffic signal problem	rider states when using diagonal quadruple loop detector on either side of park way to cross soquel ave green light lasts for only 3 seconds. Not enough time to cross intersection safely before signal changes to v ell.	Cheryl Schmitt	03/01/16	From Cheryl - Forwarded to Traffic Signal Maintenance - 03/01/16	
02/20/16	Steven	Swartzendruber	druber61@me.com	Lee St		Santa Cruz	other	rider states homeless people camping under lee st underpass. Sleeping bags and junk is spread out across pathway	Cheryl Schmitt	02/22/16	From Cheryl - Forwarded to the Santa Cruz Police Department - 02/22/16	
02/15/16	Ford	Kanzler	ford@prsavvy.com	San Andreas Rd		Watsonville	not supplied	rider states much eucalyptus debris blocking bike lane for 200 yards	General Dept of Co of SC	02/16/16		
02/15/16	Toby	Ferguson	toby.h.ferguson@gmail.com	Mt Hermon Rd		Scotts Valley	debris on shoulder or bikeway		General Dept of Co of SC	02/16/16		
02/05/16	Steve	Piercy	web@stevepiercy.com	41st Ave		Capitola	other	vehicle parked blocking bike lane	General Dept of Co of SC, CHP, Capitola Police	02/05/16		Bicycle Hazard Downloaded Images\2016\160205-41stAve.jpg

TO: Bicycle Advisory Committee

FROM: Cory Caletti, Senior Transportation Planner/Bicycle Coordinator

RE: Officer Elections

RECOMMENDATION

Staff recommends that the Bicycle Committee nominate and vote for a Chair and Vice-Chair to serve for the next year.

DISCUSSION

David Casterson and Leo Jed have served the Bicycle Committee as Chair and Vice-Chair, respectively, for the previous year. In April of each year, new elections are held. Staff recommends that Committee members consider whether they are interested in serving in either one of these capacities. Interested members should be familiar with Rosenberg's Rules of Order, be willing to facilitate the meetings in a diplomatic and constructive manner and have some history of the Bicycle Committee and its workings.

The SCCRTC's *Rules and Regulations* provides the following information regarding officers' duties:

A Chairperson and Vice Chairperson for each Committee shall be elected to serve for a term of one year. The Committee shall elect its officers at the first meeting following the March SCCRTC meeting of every year. The Chairperson shall preside at all meetings of the Committee. The Chairperson shall maintain order and decorum at the meetings, decide all questions of order, and announce the Committee's decisions. The Vice Chairperson shall perform the duties of the Chairperson in his or her absence. In the event both officers are absent from the Committee, the majority of quorum may appoint a presiding officer for that meeting. All officers shall continue in their respective offices until their successors have been elected and have assumed office.

The Chair and Vice-Chair provide assistance to each other in their duties and should be available to sign letters on the Committee's behalf and to attend occasional meetings.

On behalf of the Bicycle Committee, staff thanks David Casterson and Leo Jed for their fine service over the past year.

SUMMARY

Staff recommends that the Bicycle Committee hold elections for a new Chair and Vice-Chair to serve the Committee for the next year, through March 2017.

To: Bicycle Advisory Committee
From: Cory Caletti, Senior Transportation Planner
Re: City of Watsonville Rail Trail Project Update

RECOMMENDATION

Staff recommends that the Bicycle Advisory Committee receive a presentation from the City of Watsonville on preliminary designs for the 1.2 mile rail trail project being developed and provide feedback.

BACKGROUND

At its November 2013 meeting, the RTC adopted a Master Plan for the Monterey Bay Sanctuary Scenic Trail (MBSST) Network and certified the final Environmental Impact Report. The Master Plan defines the "coastal rail trail," a proposed bicycle and pedestrian trail adjacent to the tracks on the 32-mile Santa Cruz branch rail line right-of-way, as the spine of a broader network of trails that will provide connections to activity centers, coastal access points, and other key destinations. The Master Plan has since received four awards for planning excellence and has been adopted by all the local jurisdictions through which the project traverses.

Since that time, three significant additional projects have been funded:

- 1) City of Santa Cruz from Natural Bridges Drive to Pacific Ave - The \$5.3M project will develop a 2.1-mile bicycle and pedestrian rail trail. Funding was committed by the RTC (\$4,060,000), the City of Santa Cruz (\$1,080,000), the California Coastal Conservancy through the RTC (\$50,000), and collectively Ecology Action, Friends of the Rail and Trail, and Bike Santa Cruz County committed \$100,000.
- The City of Watsonville's 1.2 mile rail trail from Walker Street to Lee Road is funded by the RTC (\$1,040,000), the Land Trust of Santa Cruz County (\$335,000), the state Active Transportation Program (\$600,000), the City of Watsonville (\$64,000) and Friends of the Rail and Trail (\$11,000).
- A 5-mile north coast project received \$6,300,000 in Federal Access Lands Program (FLAP) funds and will be implemented by Federal Highway Administration's Central Federal Lands division. Additional funding was provided by the Land Trust of Santa Cruz County (\$3,300,000) and the California Coastal Conservancy (\$950,000).

In total, 8 miles of rail trail projects have been funded and are being developed with construction scheduled for 2017 and 2018.

In February, 2016, the RTC received a presentation of preliminary designs for the City of Santa Cruz rail trail project. The RTC also received a status report on other projects and authorized entering into contracts or agreements and amendments as necessary to implement current and future rail trail projects.

DISCUSSION

The City of Watsonville has been working closely with the RTC to design a 1.2-mile bicycle and pedestrian rail trail project from Lee Road to Walker Street as defined in the Monterey Bay Sanctuary Scenic Trail Network Master Plan. The project is identified in the Master Plan as Segment 18 of the 20-segment project. Funding was secured such that there are two parts to the project.

On December 5, 2013, the Santa Cruz County Regional Transportation Commission (RTC) awarded Watsonville \$1,040,000 in State Transportation Improvement Program funds to develop a 0.8-mile length of Segment 18 that extends from the City limits at Lee Road to the Watsonville Slough trail head and is referred to as the Rail Trail Lee Road project. The overall project cost is \$1,300,000. The City also secured a \$260,000 donation from the Land Trust of Santa Cruz County.

On October 21, 2015, the State awarded Watsonville an Active Transportation Program (ATP) grant to develop the remaining 0.4 miles of Segment 18 from the Watsonville Slough trail head to Walker Street and is known as the Rail Trail Walker Street project. The grant included \$600,000 for construction. The overall project cost for the trail was \$750,000 of which \$150,000 will be utilized for safety training for pedestrians and bicyclists in the surrounding area to be performed by the Santa Cruz County Health Services Agency. (The \$150,000 is not included in the RTC reporting of the project total since it accounts for ancillary education programs and not the trail itself.) The City also secured a \$75,000 donation from the Land Trust of Santa Cruz County; \$11,000 in donations collected by Ecology Action; and will contribute \$64,000 toward the project.

The City hopes to construct the entirety of the project at one time. To facilitate that objective, the City combined the two parts for preparation of the environmental document and the preliminary plans.

The trail is being designed as a 12-foot wide, paved pedestrian and bike trail with the minimum 8'6" setback the length of the project. The City developed preliminary plans ([Attachment 1](#)) and held an open house for public review and comment on Monday, 03/28/16. The RTC also received a presentation on preliminary designs at the April 7th, meeting. The preliminary design shall be presented to the Committee by City of Watsonville Principal Engineer Murray Fontes.

Staff recommends that the Bicycle Advisory Committee receive a

presentation on the City of Watsonville rail trail project and provide feedback.

SUMMARY

The City of Watsonville is implementing a 1.2-mile bicycle pedestrian rail trail project, from Lee Road to Walker Street, as defined in the Monterey Bay Sanctuary Scenic Trail Network Master Plan. Preliminary designs for the 12-foot paved path are available and staff recommends that the Bicycle Advisory Committee receives a presentation of the City of Watsonville project and provide feedback.

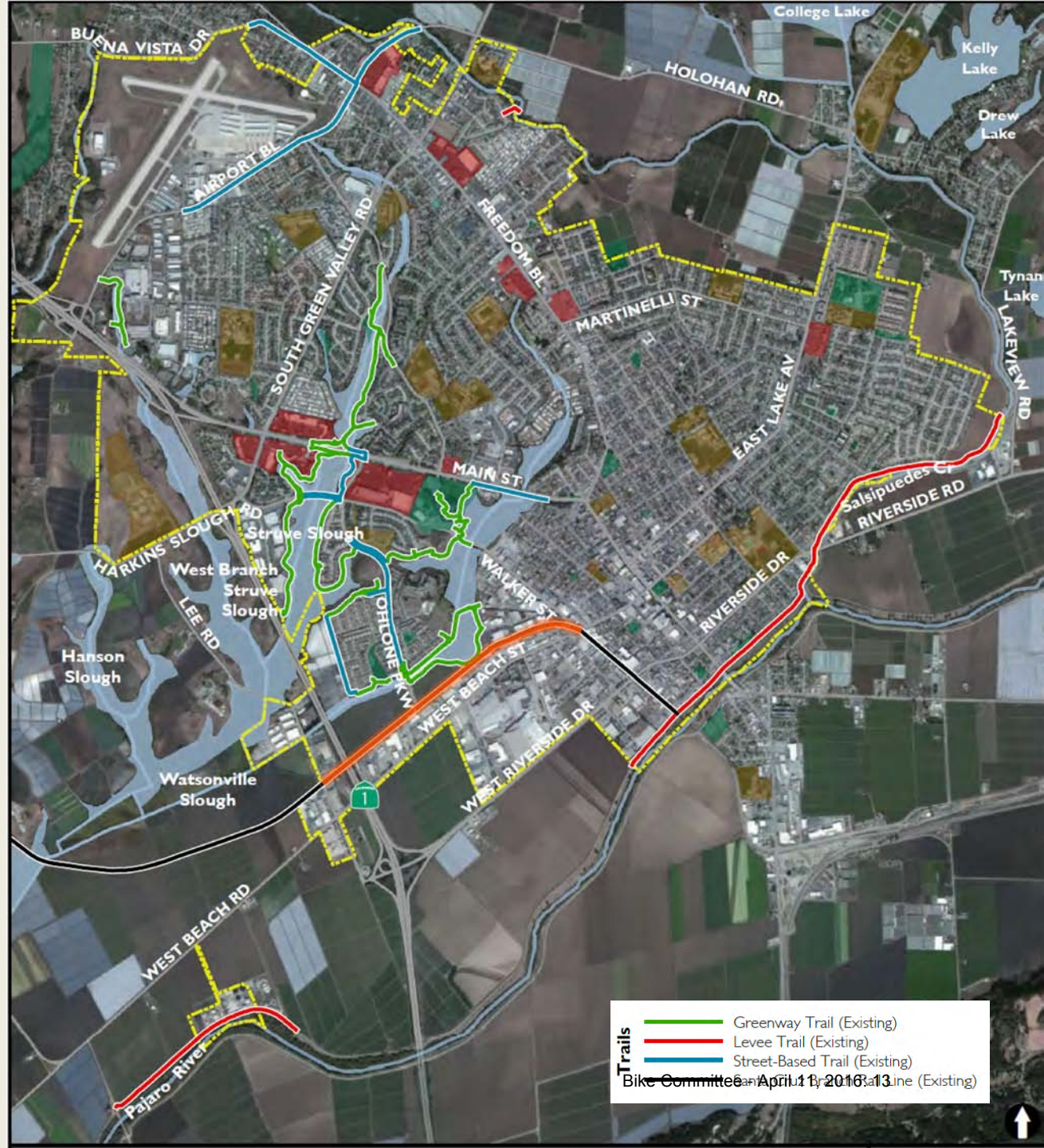
S:\BIKE\COMMITTEE\BC2016\BC_APRIL_2016\CITY OF WATSONVILLE RAIL TRAIL.DOCX

City of Watsonville Rail Trail Project

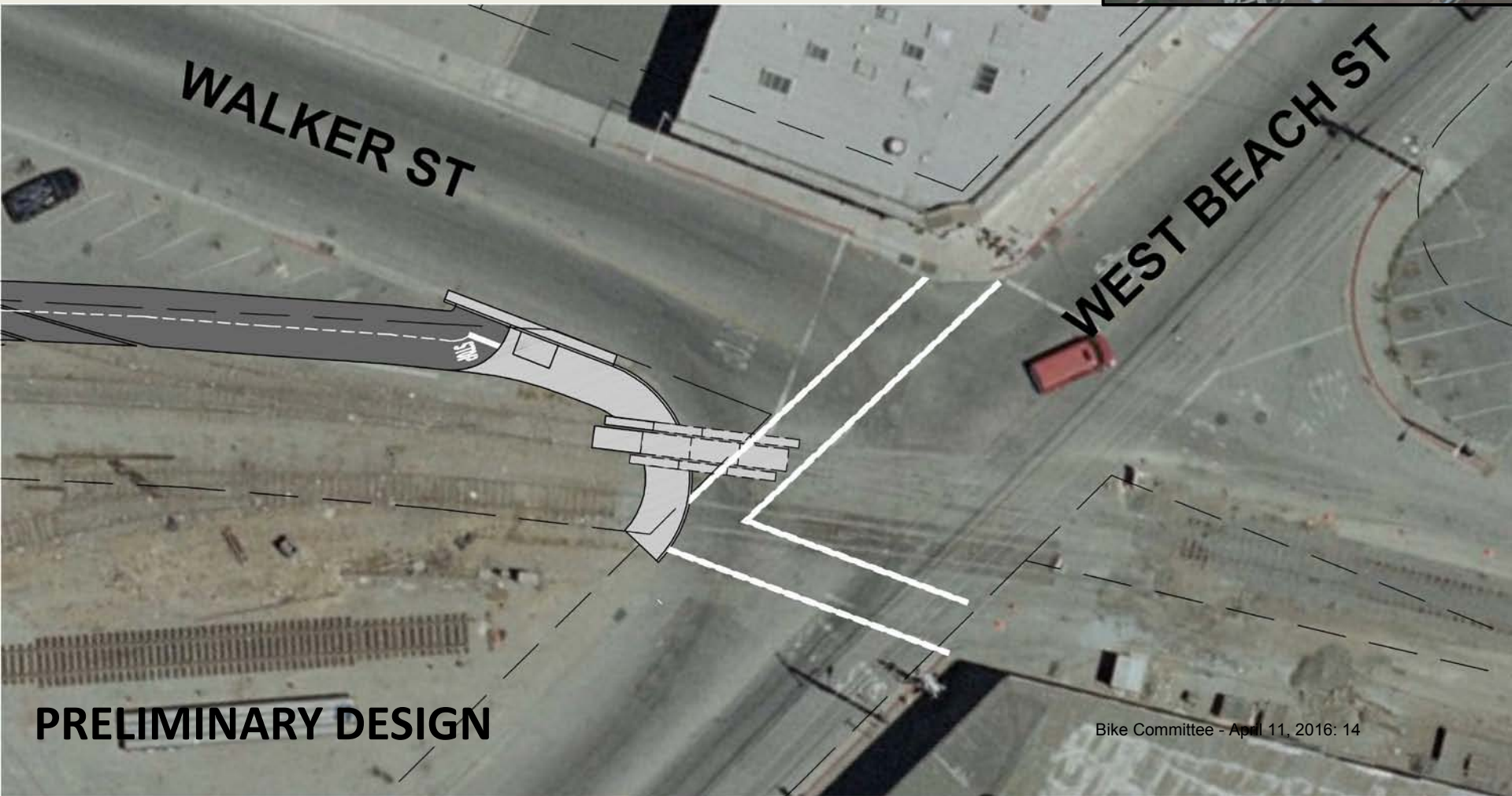


Murray Fontes, Principal Engineer
City of Watsonville
Public Works & Utilities Department

Existing Trail System



Walker Street Intersection



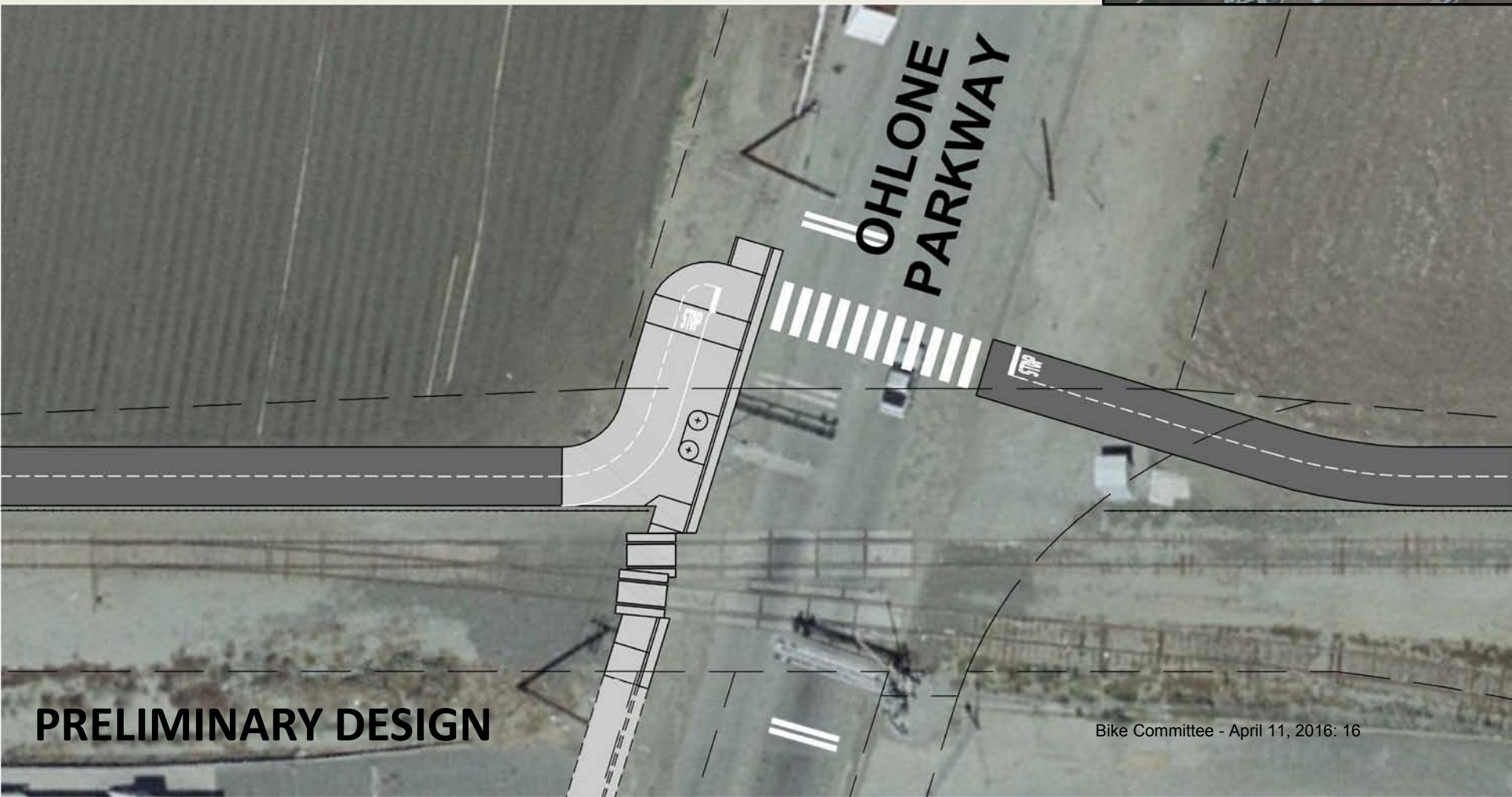
Watsonville Slough Trailhead



WATSONVILLE SLOUGH TRAIL

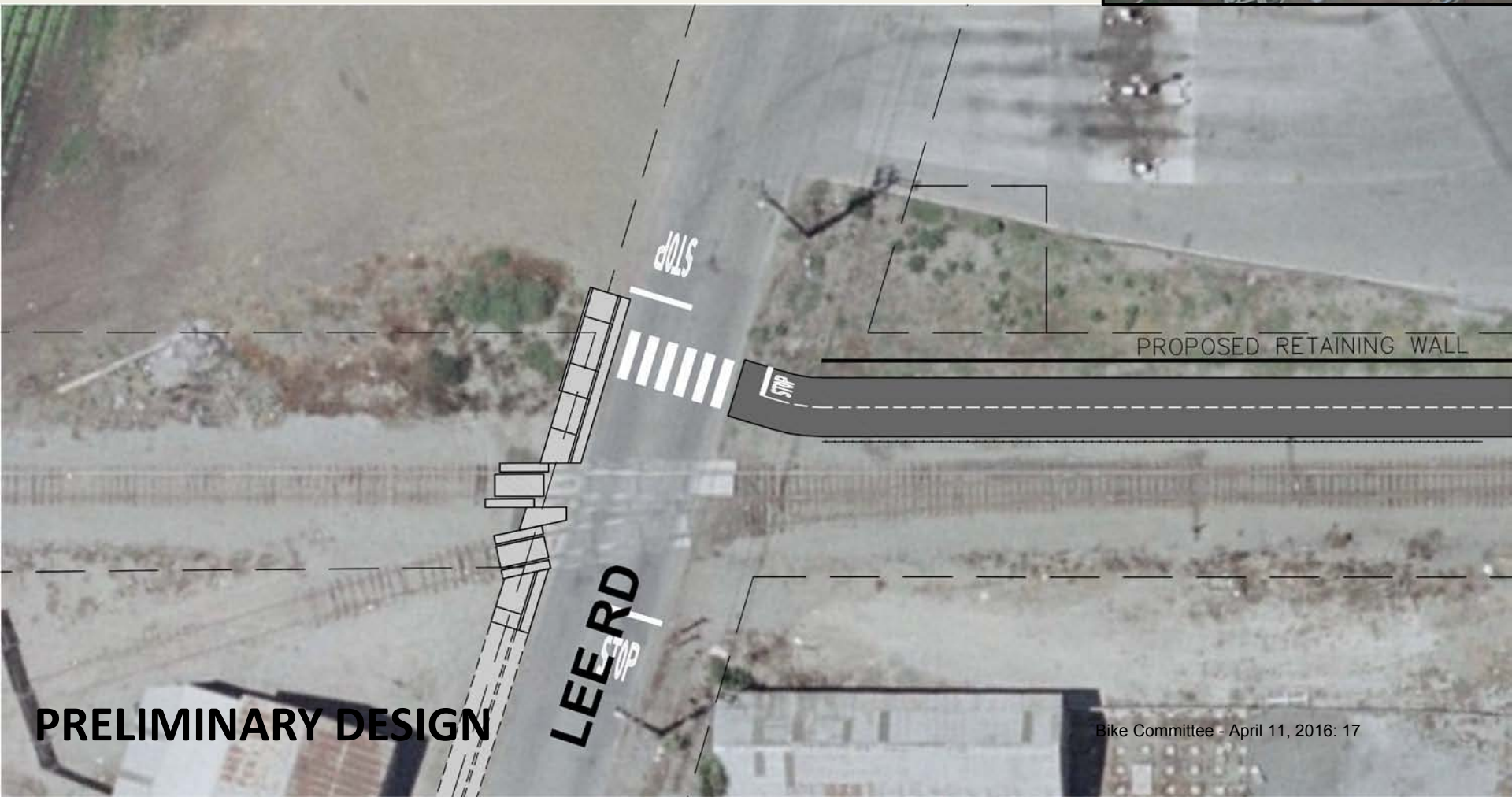
PRELIMINARY DESIGN

Ohlone Parkway Crossing

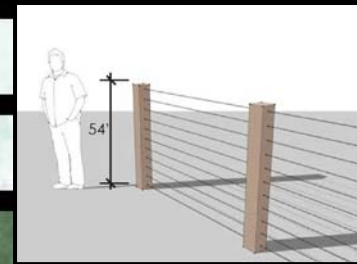


PRELIMINARY DESIGN

Lee Road Intersection



PRELIMINARY DESIGN



8'-6" min. 10' 10' 8'-6" min.

Multi-Use Path Buffer Roadway Residential

City of Watsonville Typical Details

Wich Mares
Bike Committee - April 11, 2016: 18

Future Projects Lee Road & Pajaro Valley High School Connector





AGENDA OF: April 11, 2016

TO: Santa Cruz County Regional Transportation Commission Bicycle Advisory Committee

FROM: City of Santa Cruz Public Works

SUBJECT: Active Transportation Program Cycle 3 Grant Concepts

RECOMMENDATION: That the Bike Committee review, comment on, and recommend the Active Transportation Program Cycle 3 Grant Concepts to be submitted by the City of Santa Cruz.

BACKGROUND: In September 2013, Governor Brown signed legislation that created the Active Transportation Program (ATP). The ATP consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SR2S), into a single program with a focus to make California a national leader in active transportation. ATP Cycle 3 applications are due June 2016. Cycle 3 includes FY2019-20, and FY2020-21 funding years. The minimum request for ATP funds is \$250,000.

The purpose of ATP is to encourage increased use of active modes of transportation by achieving the following goals:

- Increase the proportion of trips accomplished by biking and walking,
- Increase safety and mobility for non-motorized users,
- Advance the active transportation efforts of regional agencies to achieve greenhouse gas (GHG) reduction goals,
- Enhance public health,
- Ensure that disadvantaged communities fully share in the benefits of the program, and
- Provide a broad spectrum of projects to benefit many types of active transportation users.

The City of Santa Cruz was awarded two ATP Cycle 2 grant awards for the *Santa Cruz Citywide Safe Routes to School Crossing Improvement Program* and the *Branciforte Creek Bicycle/Pedestrian Bridge*.

DISCUSSION: Staff developed a list of high priority projects to consider for ATP Cycle 3.

- Pacific Collegiate School Safe Routes to School and Gap Closure Project: This project would construct active transportation improvements connecting to the new PCS campus on Mission Street Extension. These improvements would also enhance connectivity with the separated multiuse facilities on West Cliff Drive and Segments 6 and 7 of the Rail Trail. This project includes sidewalk infill on Delaware, a multiuse path on Swanton Boulevard, bike lane improvements on Natural Bridge Drive, and intersection improvements at Mission Street Extension and Natural Bridges Drive, Delaware Avenue and Natural Bridges Drive, Delaware Avenue and Swanton Boulevard, and Mission Street Extension and Swift Street. PCS parents and staff have expressed interest in active transportation improvements around the new campus.

- **Monterey Bay Sanctuary Scenic Trail Segments 8 and 9 Design and Environmental:** This project would fund design work and environmental analysis on a portion of Segment 8 and all of Segment 9 of the Monterey Bay Sanctuary Scenic Trail, from the west side of the trestle to 17th Avenue. The City will pursue partnering with the County of Santa Cruz on this grant proposal to make the application more competitive. Pursuing funding for design and environmental work will make this project more competitive for “shovel ready” grant programs for construction. This project was identified as a community priority at every public outreach event for the Active Transportation Plan held to date.
- **San Lorenzo Riverwalk Lighting:** This project would install LED lighting along the west side of the San Lorenzo Riverwalk between Water Street and Highway 1. Phase I (2004) and II (2016) of the San Lorenzo River Parkway project installed lighting on the west side of the San Lorenzo River between Water Street and Laurel Street Extension. This project will increase the utility of this separated, off-road facility for bicyclists and pedestrians during non-daylight hours, as well as continue implementation of recommendations from the San Lorenzo Urban River Plan.

No local match is required for the Active Transportation Program.

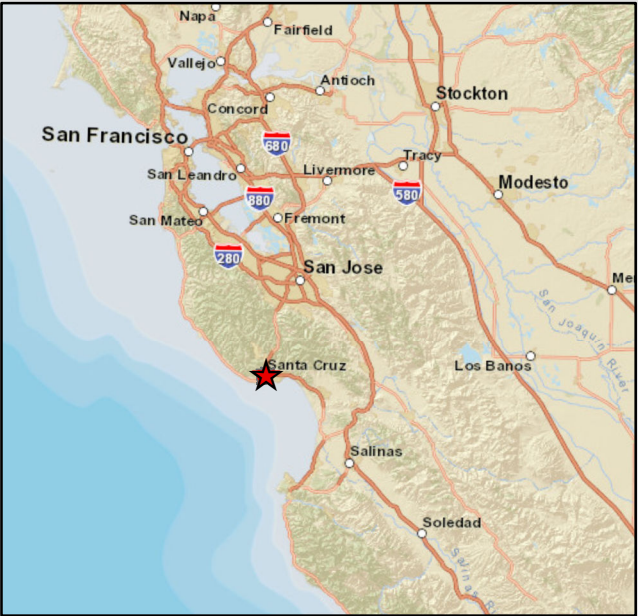
Prepared by:
 Claire Fliesler
 Transportation Planner

ATTACHMENTS:

Attachment A: Map of PCS Infrastructure Project Locations

Attachment B: Map of Monterey Bay Sanctuary Scenic Trail Segments 8 and 9 Boundaries

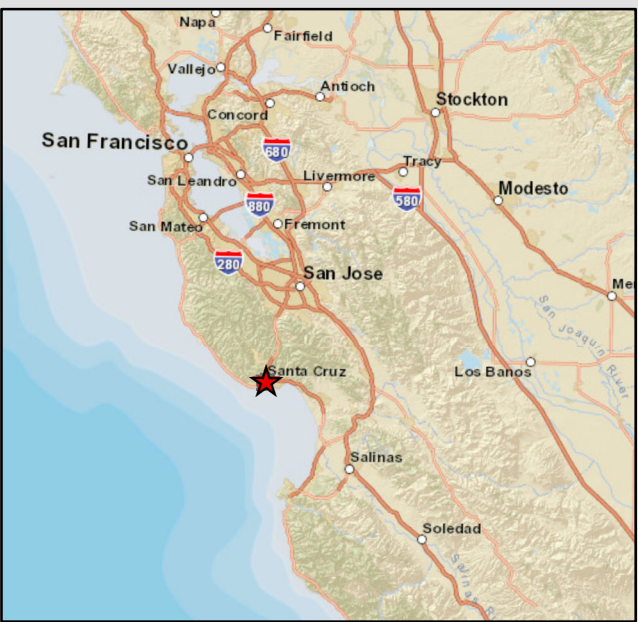
ATP Cycle 3: Pacific Collegiate School Safe Routes to School and Gap Closure Project



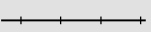
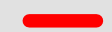
Legend

- Signaled Intersections
- Intersection Improvement
- Install Multimodal Improvements, including sidewalk, multi-use trail, intersection treatments, and bikeway enhancements.

ATP Cycle 3: Monterey Bay Sanctuary Scenic Trail Segments 8 and 9 Design and Environmental



Legend

-  Railroad
-  City Limits
-  Rail Trail Segment 8 (partial) and Segment 9

TO: Bicycle Advisory Committee

FROM: Karena Pushnik, Senior Transportation Planner

RE: 2016 Transportation Investment Program – Outreach Ideas

RECOMMENDATIONS

Staff recommends that the Bicycle Advisory Committee brainstorm outreach ideas regarding the 2016 Transportation Investment Program.

BACKGROUND

The Santa Cruz County Regional Transportation Commission's adopted 2014 Regional Transportation Plan identified roughly double the amount of transportation funding need as expected revenues for the next 30 years, resulting in an expected shortfall of \$2.9 billion. Based on evaluation measures derived from sustainability metrics, projects were prioritized to meet the diverse needs of the people in Santa Cruz County. The approved 2014 Regional Transportation Plan included direction to pursue additional revenues to fund these priority transportation projects and programs.

Since adoption of the 2014 RTP, the RTC has been diligently working with advisory committees, stakeholders and community interests to develop a package of projects to be included in a November 2016 ballot measure to raise local, secure funding that can be used to leverage additional state and federal revenues for transportation improvements throughout Santa Cruz County.

DISCUSSION

The RTC board adopted a Transportation Improvement Plan (TRIP) at their December 2015 meeting ([Attachment 1](#)). The TRIP would be supported through a ½ cent sales tax, should voters approve a ballot measure in November 2016. Included in the plan are five inclusive categories of transportation projects:

- **Neighborhood Projects** – Preserve existing infrastructure and improve neighborhoods by funding to every city and county to repave streets, fill potholes; provide safe routes to school; and other safety improvement projects. Also projects in the San Lorenzo Valley along its main street – Highway 9; and the Highway 17 Wildlife Undercrossing to improve safety for wildlife and motorists.
- **Highway Corridors** – Funding for three auxiliary lane projects on Highway 1* to improve traffic flow and reduce neighborhood cut through traffic (41st Ave to Soquel Dr, Bay/Porter to Park Ave, and Park Ave to State Park); two bicycle/pedestrian crossings; traveler information including real-time traffic conditions and helping people join carpools; safety programs for Highway 17 and

tow trucks to help remove obstacles, reduce congestion and collisions; (*note: the state does not fund new lanes).

- **Mobility Access** – Specialized transit service for the area's aging and disabled populations, including [Santa Cruz METRO's paratransit](#) and [Community Bridges transportation service](#).
- **Coastal Rail Trail** – Funding to construct, operate and maintain the [Monterey Bay Sanctuary Scenic Trail](#).
- **Rail Corridor** – Funding for property management, repair and maintenance of this transportation corridor for current and future uses (such as bike, pedestrian, rail and transit) including drainage improvements and vegetation/graffiti/trash control; environmental analysis of potential public transit uses; contribution toward Pajaro Valley train station that would connect residents to other parts of California; railroad crossing signals; and utility connections. (Note: No new rail service is included).

Overall, the Transportation Improvement Plan includes an unprecedented \$120 million commitment to bicycling and pedestrian safety upgrades and enhancements.

Since the RTC's adoption of the Transportation Improvement Plan, many entities -- such as Visit Santa Cruz County, Friends of the Rail & Trail, Santa Cruz Chamber of Commerce, Business Council and Ecology Action -- have adopted positions of support for the TRIP.

The RTC and other entities are interested in sharing information about the TRIP with as many groups, organizations, and individuals as possible. The Bicycle Committee's outreach ideas are welcome and encouraged.

RTC staff requests that the Bicycle Advisory Committee provide ideas about outreach options to help the community know more about the Transportation Improvement Plan.

SUMMARY

The 2016 Transportation Improvement Plan provides a vision to improve, operate and maintain Santa Cruz County's transportation network. The plan includes improvements to bike lanes, sidewalks -- including \$68 million for the Coastal Rail Trail -- to encourage greater bicycle use for an active, healthy population. RTC staff seeks outreach ideas from the Bicycle Advisory Committee to help the public understand more about the Transportation Improvement Plan.

Attachment 1: Transportation Investment Plan Fact Sheet

Transportation Improvement Plan

FACT SHEET

Overview

The Santa Cruz County Regional Transportation Commission's Transportation Improvement Plan provides a vision to improve, operate and maintain Santa Cruz County's transportation network. The 30-year plan will benefit all residents, as well as visitors, through a balanced mix of projects across transportation modes and geographic areas of Santa Cruz County.

The plan will provide traffic congestion relief; support and expand active transportation options; protect transportation for seniors, veterans and people with disabilities; preserve critical existing infrastructure; reduce reliance on Sacramento and Washington for transportation funds; and create jobs.

The Transportation Improvement Plan would be supported through a ½ cent sales tax, should voters approve a proposed ballot measure in November 2016. The plan has been approved by the RTC, as well as endorsed by local organizations such as Ecology Action and the Santa Cruz County Business Council.

Summary of Benefits

- **Local street repair:** Improved neighborhoods and increased safety for cyclists and pedestrians by repairing local streets and roads countywide.
- **New bridges for cyclists and pedestrians:** Cyclist- and pedestrian-only bridges to be built over Highway 1 at Chanticleer St. and Mar Vista Dr.
- **Monterey Bay Sanctuary Scenic Trail:** Expansion of the Monterey Bay Sanctuary Scenic Trail for cyclists and pedestrians along the coastal rail corridor in Watsonville, Santa Cruz and Capitola, and connecting to Monterey County.
- **Preservation of rail transit as a future option:** Holding open the option of transit in the future by maintaining the tracks in the coastal rail corridor and researching future technologies; the plan doesn't include funding for any new rail service.
- **Improvements to Highways 1, 9 and 17:**
 - HWY 1: Traffic relief for South County and Mid-County commuters, small businesses, transit buses and first responders through the addition of auxiliary lanes.
 - HWY 17: Protection for wildlife by building an undercrossing at Laurel Curve and funding the Safe-on-17 Freeway Service Patrol.
 - HWY 9: Safety improvements in the San Lorenzo Valley.
- **Safety for kids:** New funding for Safe Routes to Schools.
- **Help for seniors, veterans and residents with disabilities:** Sustain an effective paratransit system.



SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION (RTC)

1523 Pacific Avenue, Santa Cruz, CA 95060
 (831) 460-3200 phone | (831) 460-3215 fax
 info@sccrtc.org | sccrtc.org

Summary of Proposed Investments

Transportation Improvement Plan

INVESTMENT CATEGORY		Percent of Funds	Estimated Fund Allocation (\$ millions)*
Neighborhood Projects	Eligible neighborhood projects include: <ul style="list-style-type: none"> • Local Street/Road - Maintenance and Repairs • School Traffic Safety Projects • Bike and Pedestrian Projects • Neighborhood Safety (reduce speeding and cut-through traffic) • Operational Improvements (signal timing, intersections) Specific projects: <ul style="list-style-type: none"> • SLV/Highway 9 Corridor Improvements • Wildlife Undercrossing on Hwy 17 	30%	\$135
Highway Corridors	Highway 1: <ul style="list-style-type: none"> • 3 Auxiliary Lane projects: 41st Ave-Soquel Dr; Bay/Porter-Park; Park-State Park • 2 Bicycle/Pedestrian over-crossings Highway 17: <ul style="list-style-type: none"> • Safe on 17 Program and Freeway Service Patrol 	25%	\$113
Mobility Access	Elderly/Disabled/Veterans Paratransit Service	16%	\$72
Active Transportation	Monterey Bay Sanctuary Scenic Trail (Rail Trail)	15%	\$68
Rail Corridor	<ul style="list-style-type: none"> • Property Management, Repair & Maintenance • Environmental analysis of rail transit options • Watsonville Junction/Pajaro Train Station (contribution) • Conduit for internet and/or utility lines 	14%	\$63
	Total	100%	\$450

*Note: Dollar amounts shown in millions reflect amount from a ½ cent sales tax generating an estimated \$15M/year for 30 years; while percent per category would not change, actual amount generated by a local sales tax per year may fluctuate based on inflation and local retail sales.



SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION (RTC)

1523 Pacific Avenue, Santa Cruz, CA 95060
 (831) 460-3200 phone | (831) 460-3215 fax
 info@sccrtc.org | sccrtc.org

TO: Bicycle Advisory Committee

FROM: Cory Caletti, Senior Transportation Planner/Bicycle Program Manager

RE: FY 16/17 TDA Funding Request and Review of Work Plans for the Community Traffic Safety Coalition and the Ride 'n Stride Program

RECOMMENDATIONS

Staff recommends that the Bicycle Committee:

1. Review the attached request (Attachment 1) for Transportation Development Act funding including proposed FY 16/17 work plans and budgets from the County Health Services Agency (HSA) for the Community Traffic Safety Coalition (CTSC) and Ride 'n Stride Bicycle and Pedestrian School Education Program; and
 2. Recommend that the Regional Transportation Commission approve the claim for \$100,000 in FY 16/17 Transportation Development Act funds.
-

BACKGROUND

Since FY 98/99, the Regional Transportation Commission has included \$50,000 in Transportation Development Act (TDA) funding for the Community Traffic Safety Coalition (CTSC), operated by the County of Santa Cruz Health Services Agency (HSA).

Since FY 01-02, the Commission has also funded HSA's Ride 'n Stride Bicycle and Pedestrian School Education Program with TDA funds. In prior years, funding for this program came from the Congestion Mitigation and Air Quality (CMAQ) Improvement Program and Commission reserves. In 2001, the Commission committed to approving up to \$100,000 in TDA funds in future fiscal years for the HSA and its related programs.

Per the agreement between the Commission and HSA for receipt of TDA funds, the Commission and its Bicycle Committee have the opportunity to provide input or contingencies on funding or the work plan as part of any funding approval.

DISCUSSION

The County HSA submitted the attached TDA claim forms, work plans and budgets for Bicycle Committee and Commission review and approval of funding. The full amount was programmed in the FY 16/17 budget for HSA's programs and is thus available for allocation.

Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year, 2) Bicycle Committee review and recommendation, and 3) RTC review and approval (scheduled for the May 5, 2016 RTC meeting).

The first work program, claim form and budget are for the ongoing work of the CTSC. The TDA funding request amount for the CTSC is \$51,500. The second work plan and budget request is for continuation of the Ride 'n Stride Bicycle and Pedestrian School Education Program. This project includes staff costs but also relies on volunteers to present lessons on bicycle and pedestrian safety to elementary school students. The FY 16/17 funding request for this program is for \$48,500.

The total amount requested for the two programs does not exceed the \$100,000 currently available. HSA and other Coalition members will provide a total of \$103,800 in matching funds to the requested allocation.

Work Plan Review

The agreement between the RTC and County HSA for the CTSC and Ride 'n Stride programs includes annual review, feedback and comment by the Commission on their respective work plans as part of the funding review and approval process.

SUMMARY

Attached is a request letter (Attachment 1) for \$100,000 in FY 16/17 TDA funding from the Health Services Agency for the CTSC and Ride 'n Stride Programs. Staff recommends that the Committee recommend to the Regional Transportation Commission approve the funding request at the full level with \$51,500 going to the Community Traffic Safety Coalition and \$48,500 going to the Ride 'n Stride Program.

Attachments:

1. Request letter and supplemental materials from Dena Loijos, Health Services Manager

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COMMUNITY TRAFFIC SAFETY COALITION



March 29, 2016

George Dondero
Executive Director
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue
Santa Cruz, CA 95060-3911

Regarding: FY 2016/167 TDA Request for the Community Traffic Safety Coalition (CTSC) and Ride n' Stride program

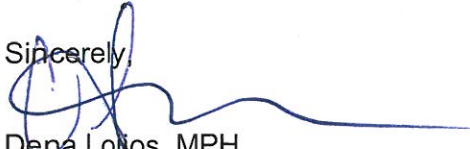
Dear Mr. Dondero:

CTSC continues to serve Santa Cruz County residents through its efforts to prevent bicycle and pedestrian injuries/fatalities and increase the use of safe alternative modes of transportation. CTSC members developed a two-year work plan spanning fiscal years 2016-2018 that supports the collaborative development of Vision Zero policies and strategies. CTSC's Ride n' Stride program compliments Ecology Action's Bike Smart program to positively impact the community through school-based education model that teaches road safety practices to thousands of young students every year as the foundation for life-long behaviors, and works with school districts, CTSC and other community partners to conduct outreach efforts and provide bike safety helmets to low-income residents.

County of Santa Cruz Health Services Agency (HSA) is requesting \$51,500 to support staffing and project implementation for CTSC, and \$48,500 to support the Ride 'n Stride school education program. HSA will provide \$103,800 in Match through other grant funding, HSA program management, fiscal and administrative support, and community in-kind contributions, for a total CTSC/Ride n' Stride budget of \$203,800 for FY 2016/17.

Enclosed you will find the Transportation Development Act (TDA) Local Transportation Funds Claim forms, work plans and budgets for each program. I attest to the accuracy of this claim and all its accompanying documentation. Every effort has been made to ensure that the CTSC and Ride n' Stride work plans reflect the needs and concerns of the community. Thank you for your consideration and continued support.

Sincerely,


Dena Loijos, MPH
Health Services Manager
Community Health and Prevention Programs
County of Santa Cruz Health Services Agency
(831) 454-5018
Dena.Loijos@santacruzcounty.us

Transportation Development Act (TDA) – Local Transportation Funds
CLAIM FORM
for Bike/Pedestrian Projects

Submit a separate form for each project.

*If you have any questions about this claim form or would like an electronic copy of the form,
please contact the Santa Cruz County Regional Transportation Commission at 460-3200.*

Project Information

1. Project Title: **Community Traffic Safety Coalition (CTSC)**
2. Implementing Agency: County of Santa Cruz Health Services Agency
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: Santa Cruz County Regional Transportation Commission
4. TDA funding requested this claim: **\$ 51,500**
5. Fiscal Year (FY) for which funds are claimed: **FY 2016/17**
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): **Article 8 Bike/Pedestrian Project**
7. Contact Person/Project Manager: Lynn Lauridsen
Telephone Number: (831) 454-5477 E-mail: lynn.lauridsen@santacruzcounty.us

Secondary Contact (in event primary not available): Dena Loijos
Telephone Number: (831) 454-5018 E-mail: dena.loijos@santacruzcounty.us
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks): **See Attachment A - CTSC Vision Zero Work Plan for FY 2016-18**
9. Number of people to be served/anticipated number of users of project/program: The target audience for this work plan is community stakeholders and decision makers throughout the county. The goal is to engage a broad spectrum of community members involved in one or more aspects of the traffic safety work plan.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): The Vision Zero planning project has a countywide focus. As needs and opportunities arise in the work plan period, specific jurisdictions within the county may be targeted for traffic safety activities.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community): The CTSC continues to be the primary community-based coalition in Santa Cruz County that focuses on traffic safety for all age groups. The Coalition provides a forum for various agencies and individuals to share information, address community issues, collaborate on solutions, and act as a resource for its members and the community. Highlights of CTSC benefits to the community over the past year include reaching over 1,000 family members through community outreach events, educating court-ordered attendees and members of the public through the county Bicycle Traffic School, fitting and distributing over 750 bicycle helmets throughout the county, and promoting safety and active transportation messages through traditional and social media. CTSC also focuses on the collection and dissemination of traffic safety data. The proposed Vision Zero project will allow CTSC to strengthen its data

collection, analysis and reporting activities and bring a wider audience into the discussion of traffic safety.

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Programmed into the RTP under project #CO50
13. Measures of performance, success or completion to be used to evaluate project/program: The following deliverables are integrated into the work plan: 1) A State of Traffic Safety in Santa Cruz County report, 2) A stakeholder and community organizing campaign, and 3) A Vision Zero toolkit for use by local jurisdictions.
14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): CTSC's primary goal is to increase the use of alternative modes of transportation and to prevent traffic related injuries in Santa Cruz County. CTSC works to promote safe bicycling and walking by conducting community-based activities such as participating in Bike/Walk to School/Work Days and Open Streets events, distributing bike helmets to low-income youth and adults, and utilizing both traditional and social media messaging to reach all age groups. The goal of the two-year Vision Zero work plan is to provide the community with tools and resources for traffic management and planning that puts safety first.
15. Project Cost/Budget, including other funding sources, and Schedule: *(complete "15a" or "15b") N/A*

15a. Capital Projects

	Planning	Environmental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
SCHEDULE (Month/Yr)								
Total Cost/Phase								
\$TDA requested								
Source 4:								

**Please describe what is included in "Other":*

15b. Non- Capital Projects – Cost/Schedule: List any tasks and amount per task for which TDA will be used. Can be substituted with alternate budget format.

See attached Community Traffic Safety Coalition Budget for FY 2016-17.

16. Preferred Method and Schedule for TDA fund distribution, consistent with the RTC Rules and Regulations (a. 90% prior to completion/10% upon completion; or b. 100% after completion): 100% after completion, county transfer fund (journal)
17. Proposed schedule of regular progress reports including an evaluation of prior year's activities: Biannual progress report to be submitted by January 31, 2017 and final report to be submitted by July 31, 2017.
18. TDA Eligibility:

	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Attach resolution to claim. (If "NO," provide the approximate date approval is anticipated.)	Yes, on file
B. Has this project previously received TDA funding?	Yes
C. For capital projects, have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency for the next 20 years? (If an agency other than the Claimant is to maintain the facility provide its name:	N/A

D. Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	Bicycle Committee to review 4/11/16
E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual? (Available on the internet via: http://www.dot.ca.gov).	N/A

Documentation to Include with Your Claim:

All Claims

- **A letter of transmittal** to SCCRTC addressed to the Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- **Resolution from** TDA eligible claimants indicating their roles and responsibilities; and, if applicable, commitment to maintain facilities as indicated in the submitted plans for a period of 20 years.

Bike to Work, Community Traffic Safety Coalition/Ride 'n Stride – PLEASE KEEP ANSWERS BRIEF

19. Improving Program Efficiency

- Describe any areas where special efforts have been made in the **last fiscal year** to reduce operating cost and/or increase ridership/program usage. Note any important trends.
- Goals for next fiscal year (ex. identify opportunities to maximize economies of scale). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:

The primary goal of the CTSC is to bring together local groups to support traffic safety in our communities. HSA continues to provide more than a 100% match to TDA funding through grant sources, such as the state Active Transportation Program (ATP) and the state Office of Traffic Safety, as well as in-kind contributions. CTSC activities are supported with a combination of funding, partnerships and volunteer contributions. CTSC recently created a two-year Vision Zero Work Plan. The work plan includes increased coalition member involvement, continuing to hold bimonthly meetings for the CTSC and its South County Bike and Pedestrian Work Group, and extended outreach activities to establish new partnerships in traffic safety.

20. What is different from last year's program/claim?

HSA's total FY 16/17 TDA request for CTSC and Ride n' Stride programs remains at the FY 15/16 allocation of \$103,800. HSA will continue to secure more than 100% matching funds through grants and other funding sources to maintain an adequate level of staffing for these programs to ensure continuing success and benefits to the community. The FY 16-18 CTSC Work Plan is a major shift from previous work plans. In this new work plan, CTSC will provide leadership to promote Vision Zero education and strategies to the community. TDA funded resources will focus on data collection, analysis, and reporting; educating the community about Vision Zero concepts; convening stakeholders; and promoting Vision Zero policies to local jurisdictions.

**Transportation Development Act (TDA) – Local Transportation Funds
CLAIM FORM
for Bike/Pedestrian Projects**

Submit a separate form for each project.

*If you have any questions about this claim form or would like an electronic copy of the form,
please contact the Santa Cruz County Regional Transportation Commission at 460-3200.*

Project Information

1. Project Title: **Ride n' Stride** (Bike & Pedestrian Safety school-based education program of CTSC)
2. Implementing Agency: County of Santa Cruz Health Services Agency
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: Santa Cruz County Regional Transportation Commission
4. TDA funding requested this claim: **\$48,500**
5. Fiscal Year (FY) for which funds are claimed: **FY 2016-17**
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): Article 8 Bike/Pedestrian Project
7. Contact Person/Project Manager: Lynn Lauridsen
Telephone Number: (831) 454-5477
E-mail: lynn.lauridsen@santacruzcounty.us

Secondary Contact (in event primary not available) : Dena Loijos
Telephone Number: (831) 454-5018 E-mail: Dena.Loijos@santacruzcounty.us
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks): See attached **Ride n' Stride Education Work Plan for FY 2016-17**
9. Number of people to be served/anticipated number of users of project/program: Primary work plan objective is to reach at least 2500 elementary and pre-school students to teach basic bicycle and pedestrian safety practices. In addition, it is anticipated that parent/caregiver presentations and staff participation in community events, Bike/Walk to School activities and distribution of properly fitted bike helmets will reach 100's more children, parents/caregivers and teachers throughout the county.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): All projects are county wide.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community):

In collaboration with Ecology Action's Bike Smart program, the Ride n' Stride program continues to provide school-based education and encouragement towards the goal of increased bike and pedestrian safety practices among youth. These skills and knowledge increase students' confidence as users of alternative modes of transportation in the community. Program staff is bilingual, enabling the program to be effective in reaching the county's diverse population of students and parents with key messages promoting the benefits of riding and walking. Over the last seven years, program

evaluations consistently show an increase in bike safety knowledge among 3rd-6th grade level students and high satisfaction levels among teachers.

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Programmed into the RTP under project #CO50.
13. Measures of performance, success or completion to be used to evaluate project/program: Please see attached Work Plan for evaluation measures.
14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): Through road safety education, biking and walking encouragement and provision of safety helmets, more students and parents will gain confidence and motivation as cyclists and pedestrians, thereby reducing the numbers of vehicle mode trips to and from school sites, as well as for other local trips.
15. Project Cost/Budget, including other funding sources, and Schedule: (*complete "15a" or "15b"*)

15a. Capital Projects

	Planning	Environmental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
SCHEDULE (Month/Yr)								
Total Cost/Phase								
\$TDA requested								
Source 2:								
Source 3:								
Source 4:								

**Please describe what is included in "Other":*

15b. Non- Capital Projects – Cost/Schedule: List any tasks and amount per task for which TDA will be used. Can be substituted with alternate budget format.

See attached Ride n' Stride Safety Program Budget for FY 2016-17

16. Preferred Method and Schedule for TDA fund distribution, consistent with the RTC Rules and Regulations (a. 90% prior to completion/10% upon completion; or b. 100% after completion): 100% after completion, county transfer fund (journal)
17. Proposed schedule of regular progress reports including an evaluation of prior year's activities: Biannual progress reports to be submitted by January 31, 2017 and final report to be submitted by July 31, 2017.

18. TDA Eligibility:

	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Attach resolution to claim. (If "NO," provide the approximate date approval is anticipated.)	Yes, on file
B. Has this project previously received TDA funding?	Yes
C. For capital projects, have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency for the next 20 years? (If an agency other than the Claimant is to maintain the facility provide its name:	N/A
D. Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled	Bicycle

Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	Committee review 4/1/15.
E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual?	N/A

Documentation to Include with Your Claim:

All Claims

- **A letter of transmittal** to SCCRTC addressed to the Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- **Resolution from TDA** eligible claimants indicating their roles and responsibilities; and, if applicable, commitment to maintain facilities as indicated in the submitted plans for a period of 20 years.

Ride 'n Stride education program – PLEASE KEEP ANSWERS BRIEF

19. Improving Program Efficiency

- Describe any areas where special efforts have been made in the **last fiscal year** to reduce operating cost and/or increase ridership/program usage. Note any important trends.
- Goals for next fiscal year (ex. identify opportunities to maximize economies of scale). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:

HSA continues to provide 100% match to TDA funding through grant sources such as Active Transportation Program (ATP) and the Office of Traffic Safety to sustain CTSC/Ride n' Stride programming that focuses on effective yet cost-saving methods. Efforts are made to utilize existing or low-cost/no-cost educational materials that reflect current best practices and are developmentally appropriate. In addition, the program utilizes in-kind donations of teacher and volunteer time and secures competitive pricing for bike helmets and other program supplies. CTSC/Ride n' Stride staff have work with partner agencies to implement the Train-the-Trainer Bike Helmet Fitting and Distribution program based at local schools and community service organizations. This year, Ride 'n Stride collaborated with Ecology Action to develop the Walk Smart! curriculum for second-grade students.

20. What is different from last year's program/claim?

HSA's total FY 16/17 TDA request for CTSC and Ride n' Stride programs remains at the FY 15/16 allocation of \$103,800. HSA will continue to secure 100% matching funds through grants and other funding sources to maintain an adequate level of staffing for these programs to ensure continuing success and benefits to the community.

**Community Traffic Safety Coalition (CTSC)
Ride n' Stride Education Work Plan
FY 2016-2017**

The goal of the Ride n' Stride program is to increase safe bicycling and walking among children and youth in Santa Cruz County. The bicycle and pedestrian safety curriculum teaches basic traffic safety to young students. The program encourages increased riding and walking as a travel mode, and inspires participants to be role models for their friends, siblings and parents. Interactive classroom education sessions on bicycle safety (and other wheeled sports, such as scooters and skateboards) and pedestrian safety are designed to be age-appropriate, bilingual and culturally competent. Pre-/post-test results consistently show more than a 25% increase in bike safety knowledge (proper helmet use, CA laws affecting cyclists, hand signals), based on results of a written quiz administered to 3rd through 6th graders. Teacher evaluations of the program have ranked very high on a scale of 1-5. In addition, staff responsibilities in the program include: participation in community events, monthly participation in the CTSC and Watsonville Bike and Pedestrian Work Group meetings, fitting and distributing helmets to low-income families, assisting CTSC with their annual observation surveys, providing safety presentations to community agencies such as preschool centers, after-school programs and neighborhood groups as requested in order to educate parents/caregivers as well.

During FY 2014-2015, Ride n' Stride program staff reached 3,546 students and 70 parents/caregivers on traffic safety education. Ride n' Stride program staff also participated in community events including National Night Out, Annual Fitness Day, Alianza Children's Day, Open Streets Santa Cruz, and Bike/Walk to School reaching 854 community members. Staff also helped with fitting and distribution of 829 bike helmets at numerous locations throughout the county, and assisted in the annual bike and pedestrian safety observation surveys at local schools and neighborhood locations.

FY 2016/17 Objectives and Activities Work Plan:

- ❑ Conduct bicycle and pedestrian safety education sessions for at least 2,500 elementary school and pre-school students in Santa Cruz County school districts.
- ❑ Conduct at least 4 traffic safety presentations to parents and caregivers through schools, community agencies and neighborhood groups to promote safe bicycling and walking in Santa Cruz County.
- ❑ Participate in 4 school or community events to provide traffic safety information and promote safe bicycling and walking in Santa Cruz County.
- ❑ Collaborate with CTSC and HSA staff to conduct bicycle and pedestrian safety observation surveys.
- ❑ Work with CTSC, HSA and community partners to coordinate distribution and proper fitting of at least 100 bike helmets to students and other community members.
- ❑ Participate in the fall and spring Bike/Walk to School/Work events, bike rodeos and other bike/pedestrian safety activities, as staff time permits.
- ❑ Participate in traffic safety meetings, such as CTSC, South County Bike/Pedestrian Work Group, Safe Routes to School subcommittee, and/or Safe Kids Chapter meetings, as staffing capacity and other program priorities allow.
- ❑ Conduct program evaluation including pre/post-testing of student sample, teacher evaluations, and reporting of bike and pedestrian observational surveys among children and youth.

CTSC Work Plan FY 2016-2018

Vision Zero

Mission

The mission of the Community Traffic Safety Coalition (CTSC) and its South County Bicycle and Pedestrian Work Group (SCBPWG) is to prevent traffic-related injuries, while promoting the use of alternative modes of transportation. With a focus on the most vulnerable road users, the Coalition educates all road users in safety practices to decrease the risk and severity of traffic collisions, and advocates for improved conditions to make all methods of transportation safer. The County of Santa Cruz Health Services Agency (HSA) supplies staff and administration for the CTSC.

Vision Zero Work Plan Summary

Several CTSC and SCBPWG members attended the Silicon Valley Bike Summit and the California Bike Summit in 2015 and brought back a variety of ideas, including Vision Zero. Vision Zero is a world-wide traffic safety program with an aim to end all fatalities and serious injuries on the roadway system. In discussing this idea, Coalition members realized that the mission, goals and activities of the CTSC align very well with this aim. A group decision was made to use Vision Zero as an overarching theme for the next CTSC two-year work plan.

The work plan, developed by Coalition members, will first aim to develop a clear picture of traffic safety in Santa Cruz County through data collection and a community assessment. This phase is to be followed by outreach and education and a community organizing effort. In each phase a deliverable will be produced: 1) A State of Traffic Safety in Santa Cruz County report, 2) A stakeholder and community organizing campaign, and 3) A Vision Zero toolkit for use by local jurisdictions.

Throughout this work plan, CTSC/SCBPWG will provide support, technical assistance, and resources to jurisdictions and the community around Vision Zero. The Coalition supports the Vision Zero view that each roadway death and injury is preventable. The goal of this work plan is for each jurisdiction in the county to consider and adopt a Vision Zero policy and develop goals and strategies to prevent injuries and deaths among all road users.

History and Philosophy of Vision Zero

A Vision Zero policy was first implemented in Sweden in 1997 where they have since reduced traffic fatalities by 50% despite the fact that traffic counts have steadily risen. Other parts of Europe and a number of cities in the United States, first New York and then San Francisco, have adopted similar policies. The vision applies to all road users and shifts the language, and thus the concept, from 'accident' to 'crash or collision' with a focus on systemic changes.

The long standing perception in the public and the media is that traffic collisions resulting in fatalities or serious injuries are an unavoidable part of our transportation system. Vision Zero institutionalizes the belief that all traffic fatalities and serious injuries are preventable, each reflecting a failure in the system. Vision Zero's underlying philosophy is that all road users have a right to be safe in traffic and that therefore the only acceptable number of traffic-related deaths and serious injuries is zero. While there will always be human error, mistakes made on our roadways should not result in death.

The national Safe Routes to School movement, the California Active Transportation Program, Complete Streets policies, and other such efforts have initiated a change in the dialogue and perceptions that have previously existed about acceptable levels of risk. Safety has always been one of the considerations in designing streets and in making infrastructure improvements. Vision Zero places safety as the number one priority in its approach to traffic management.

Closer to home, Vision Zero has been adopted in San Mateo, San Jose, and more recently Fremont. There are now many examples and models throughout the United States to guide new jurisdictions in considering this vision. Tangible results have been seen in many cities that are adopting a Vision Zero policy and implementing best practices to reduce traffic related fatality rates.

Why the Timing is Right for Vision Zero in Santa Cruz County

- ✓ Santa Cruz County is ranked 2nd in the State for cyclist injuries and fatalities.
- ✓ Traffic injuries and fatalities are centered on a few key corridors.
- ✓ Elected officials in some jurisdictions are becoming interested.
- ✓ The Safe Routes to School philosophy is well ingrained in local schools.
- ✓ Vision Zero planning and implementation is eligible for funding through federal and state grant programs.
- ✓ Momentum and support are building in the national Vision Zero movement.
- ✓ Smaller cities and counties are now coming on board.
- ✓ The Federal Highway Administration and Caltrans have adopted a Toward Zero Deaths vision.
- ✓ Promotion of active transportation is a top priority nationally and locally.
- ✓ The League of American Bicyclists recommends adoption of a Vision Zero policy for the City of Santa Cruz after the City received a Gold Level Bicycle Friendly Communities award.
- ✓ The CTSC/SCBPWG has committed to providing support to local jurisdictions.
- ✓ Partner organizations have offered to collaborate.

Vision Zero Work Plan and Timeline

Phase I July 2016 - June 2017

Conduct a data collection and community assessment.

- Compile available quantitative multi-modal traffic safety data.
- Conduct focus groups and key informant interviews to gather qualitative data.
- Collaborate with Bike Santa Cruz County on bicycle transportation data.

Publish a State of Traffic Safety in Santa Cruz County report.

- Find visual expressions of data, such as infographics.
- Pair perceptions and realities side by side.
- Use information gathered by other organizations and in Bicycle Friendly Community applications.
- Publicize with press event/community forum event
- Distribute to elected officials, community, staff, etc.

Phase II July 2017 - December 2017

Hold stakeholder meetings introducing the idea of Vision Zero.

- Address elected officials, advisory bodies, and partner agencies.
- Include departments of public works, engineering, planning, parking, police and fire, school district boards, hospitals, UCSC and Cabrillo, etc.
- Invite communication between elected officials here and those from other Vision Zero communities.

Conduct a community education and organizing campaign.

- Host a community forum with invited guest speakers and/or a panel.
- Utilize infographics on change in terminology from 'accident' to 'crash or collision'.
- Develop a group presentation to be used at public meetings.
- Post information on social media and the CTSC website.
- Meet with TV, radio, and print media reporters/anchors/editors.
- Issue press releases and/or hold a press conference.

Create a system for recognizing and responding to fatalities and serious injuries, such as:

- Holding an annual memorial for those whose lives were lost
- Displaying visible roadside memorials to those who have died.
- Developing talking points to respond to news stories and notify elected officials.

Phase III July 2017 - June 2018

Promote Vision Zero policy adoption to each jurisdiction.

- Explore interest for policy with elected officials.
- Speak with city/county staff about implementation.

- Identify funding needs and sources.

Develop a Santa Cruz County Vision Zero Toolkit.

- Review Vision Zero plans adopted by other jurisdictions and successful strategies implemented.
- Based on the data collected in Phase I, create a list of suggested goals and strategies for implementation countywide.
- Use the traditional E's of Education, Engineering, Enforcement, Encouragement, and Evaluation, adding Equity and Engagement into all of the traditional E's.
- Create goals that are quantifiable and measurable with short-term and long-term objectives.
- Identify multi-jurisdictional areas to target (such as the Soquel Ave/Drive corridor).
- Include a list of possible funding sources.

Phase IV July 2017 - ongoing

Assist jurisdictions as they adopt and implement Vision Zero policies.

- Assist jurisdictional Vision Zero Task Forces in the development of action plans with strategies outlining projects and policy changes.
- Provide technical assistance in tracking and measuring progress, as well as evaluating programs at regular intervals.
- Provide resources in identifying funding for maintenance and sustainability of projects.
- Continue ongoing dialogue with elected officials and staff about Vision Zero.

CTSC/SCBPWG Roles and Responsibilities

The Coalition Staff is employed by the County of Santa Cruz Health Services Agency (HSA) and is responsible for assisting the coalition in managing its operations, including: coalition meetings and communication; community engagement; strategic plan development, implementation and evaluation.

The Coalition Members and Partner Organizations actively participate in meetings and play an advisory role in fiscal management and strategic planning. Members and Partner Organizations take on specific work plan tasks as appropriate.

Coalition Leaders (Co-Chairs) are elected by Coalition Members for two-year terms, and in addition to all the responsibilities of Coalition Members, are also responsible for chairing Coalition meetings and providing expertise and guidance to Coalition Staff.

**Community Traffic Safety Coalition
TDA/CTSCBudget, FY 2016/17**

Line Item	TDA Budget	HSA Match	Total Project Costs
Personnel (Salary + 55% Benefits)			
Health Educator, .70 FTE	50,142	28,733	78,875
Program Director/Support Staff		5,000	5,000
Subtotal Personnel	50,142	33,733	83,875
Indirect Costs (15% of Personnel)		12,581	12,581
Travel/Mileage	358		358
Direct Costs			
Project Implementation	1,000		1,000
Inkind		5,986	5,986
Totals	\$51,500	\$52,300	103,800

CTSC
Ride n' Stride Bicycle and Pedestrian Education Program
TDA/RnS Budget, FY 2016/17

Line Item	TDA Budget	HSA Match	Total Project Costs
Personnel (Salary + 55% Benefits)			
Bilingual Health Program Specialist, .75 FTE	46,968	26,500	73,468
Program Director/Support Staff		8,923	8,923
Subtotal Personnel	46,968	35,423	82,391
Indirect Costs (15% of Personnel)		12,359	12,357
Travel/Mileage	500	218	718
Direct Costs			
Education Materials, Incentives, Supplies	1,032		1,032
Inkind		3,500	3,500
Totals	48,500	51,500	100,000

TO: Bicycle Advisory Committee

FROM: Cory Caletti, Senior Transportation Planner/Bicycle Coordinator

RE: FY 16/17 Bike to Work/Bike to School TDA funding request

RECOMMENDATION

Staff recommends that the Committee:

1. Review the attached FY 16/17 Bike to Work/Bike to School funding request, work plan and budget;
 2. Recommend that the Regional Transportation Commission approve \$50,000 in FY 16/17 Transportation Development Act funds.
-

BACKGROUND

The RTC has supported the Bike to Work program for each of the close to 30 years that the program has been in existence, either through RTC staff support, sponsorship or as the program's major funder. Bike to Work is a project of Ecology Action, a non-profit environmental organization, which houses a number of other transportation programs. In February 2003, the Commission approved \$40,000 in FY 03/04 TDA funds for the Bike to Work (BTW) program and committed to providing on-going funding at a level of \$40,000 per year as approved each year in its annual budget. In March, 2012, the RTC again approved an ongoing to \$50,000 annually.

BTW's goals of increasing levels of cycling in Santa Cruz County are consistent with goals in the Commission's Regional Transportation Plan, and the project provides an unparalleled level of bicycle promotion throughout the County on an ongoing basis. Now in its 29th year as a community project, BTW has grown steadily in participation and organization over the years.

Per the agreement between the RTC for receipt of TDA funds, the Commission has the opportunity to provide input or contingencies on funding or the work plan as part of any funding approval.

DISCUSSION

Ecology Action submitted a FY 16/17 Bike to Work TDA request letter ([Attachment 1](#)) and other required materials for Bicycle Committee and Commission review and approval. The amount has been budgeted in the RTC's FY 16/17 budget for the Bike to Work program.

The Transportation Development Act Claim form and the FY 16/17 Scope of Work provide a detailed description of services Ecology Action proposes to provide under contract with the Commission during the coming fiscal year. A summary of services provided by BTW

under contract with the Commission during the 2014 calendar year is also attached, as is the FY 16/17 budget. The requested amount represents a third of BTW's annual budget of \$150,000.

Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year, 2) Bicycle Committee review and recommendation, and 3) RTC review and approval (scheduled for the May 5th, 2016 RTC meeting).

SUMMARY

Attached is a request from Ecology Action for the Bike to Work Program for \$50,000 in FY 16/17 TDA funding. Staff recommends that the Bicycle Committee recommend to the Regional Transportation Commission approving the request as submitted.

Attachments:

1. Letter and supplemental materials from Piet Canin, Vice President of Ecology Action's Transportation Group

S:\Bike\Committee\BC2016\BC_April_2016\Bike2Work_Staff Report16.docx



George Dondero, Executive Director
SCCRTC
1523 Pacific Avenue
Santa Cruz, CA 95060

March 4, 2016

Dear Mr. Dondero:

Ecology Action (EA) is requesting \$50,000 in Transportation Development Act (TDA) funds for FY 2016-2017 to support the bi-annual Santa Cruz County Bike to Work and Bike/Walk to School (BTW/S) program. The Commission's continued financial support has been vital to the continued success and expansion of BTW/S.

Ecology Action program surveys demonstrate the following results in 2015:

- Over 15,500 participants, a 65% increase countywide over the past decade
- Over 45 schools served including a combined total of 9,200 students
- Over 60,000 miles biked instead of driven on Bike to Work Day

What program participants have to say about BTW/S:

"I enjoyed the community spirit during bike week as everyone was supportive and helped make me feel more confident on my bike. This will hopefully help me continue to ride more throughout the year." Santa Cruz resident

"We have seen growing participation among our students over the past several years and it's particularly exciting to see more parent engagement. We appreciate this program as it's well-rounded and comprehensive and helps to build support on our campus." Bay View Elementary teacher

The Bike to Work program continues to leverage RTC funding with over \$20,000 in cash support and some \$75,000 of in-kind contributions from local businesses, and public agencies. EA supplements RTC funding with federal and regional funds where possible to meet the growing demands especially for our bicycle transportation encouragement and safety education programs in the schools. Additionally, EA works with 250 volunteers that help make the event possible.

Ecology Action is sincerely grateful to the RTC for your continued support and for consideration of this \$50,000 allocation request for FY 16/17 to support our Bike To Work/School program.

Sincerely,

A handwritten signature in dark ink, appearing to read "Piet Canin", with a stylized flourish at the end.

Piet Canin, VP, Ecology Action Transportation Group

**Transportation Development Act (TDA) – Local Transportation Funds
CLAIM FORM
for Bike/Pedestrian Projects**

Submit a separate form for each project.

*If you have any questions about this claim form or would like an electronic copy of the form,
please contact the Santa Cruz County Regional Transportation Commission at 460-3200.*

Project Information

1. Project Title: Bike to Work/School program
2. Implementing Agency: Ecology Action
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: SCCRTC
4. TDA funding requested this claim: \$50,000
5. Fiscal Year (FY) for which funds are claimed: FY 16/17
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): Article 8 Bicycle project
7. Contact Person/Project Manager: Piet Canin
Telephone Number: 515-1327 E-mail: pcanin@ecoact.org

Secondary Contact (in event primary not available): Jim Murphy
Telephone Number: 515-1325 E-mail: jmurphy@ecoact.org
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks):

The Bike to Work/School program consists of the following main activities: 1) Fall Bike to Work & Bike/Walk to School Day; 2) Spring Bike to Work & Bike/Walk to School Day; 3) Spring Bike Week, which includes up to 10 inclusive, fun and informative bicycle activities; 4) Ongoing support targeting novice or infrequent bike commuters via online communications; 5) Ongoing bike commuter resources, events, updates and news through Ecology Action's 4,000+ sustainable transportation listserv through monthly electronic newsletters as well as targeted messaging via Facebook and website updates.
9. Number of people to be served/anticipated number of users of project/program: We anticipate 10,000-14,000 people will participate directly in the program.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names):
The project includes the entire Santa Cruz County area including all the incorporated cities.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community)

Bike to Work/School (BTW/S) fulfills the need to directly promote, encourage and support both

residents and students to bike to work and bike/walk to school respectively. The program provides incentives and tools for local commuters to bicycle for transportation therefore reducing their single-occupancy vehicle trips. BTW/S provides a variety of resources and services to support commuters in switching to bicycle transportation and to bike commute more often. One of the primary objectives of BTW/S is to normalize bicycling as a mode of transportation and provides residents with the opportunity to experience how bicycling is possible for many different types of trips they would otherwise take by car. BTW/S includes a multi-pronged promotional and outreach approach that reaches community members throughout Santa Cruz County. The benefits associated with BTW/S including reduction of traffic congestion, reduction of air, water, and noise pollution, reduction of green house gasses, as well as the promotion of a healthy means of travel that helps combat obesity. BTW/S therefore provides a means for addressing some of the more pressing issues that Santa Cruz County is facing including worsening traffic congestion, growing childhood obesity rates and climate change. BTW/S is one approach to building a more sustainable community.

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Project RTC #26

13. Measures of performance, success or completion to be used to evaluate project/program:

To measure the success of the Bike To Work/School program, Ecology Action (EA) tracks the following data using participant surveys: the number of program participants, the participant's bike commute mileage, the number of beginning and infrequent bike commuters, the number of first time participants, and the number of participants who usually drive alone to work. EA also tracks the number of school students K-12 who bike and walk to school and at a growing number of schools we survey pre-program biking and walking rates. EA also measures success by the amount of publicity generated through news articles, radio talk shows, TV newscasts, the number of newsprint ads, and the number of radio and TV PSA's aired. Success is also measured by the number of posters and brochures distributed, direct mailings sent out, website visits, emails delivered and the growing number of people that sign-up for our electronic newsletter. The number of community, business and school events staffed with informational booths is also tracked.

14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed):

The Bike to Work/School program helps reduce single-occupancy vehicle trips and parking demand while increasing the number of bus/bike combined trips. There also is an increase in people walking to work or school, especially those walking to school.

15. Project Cost/Budget, including other funding sources, and Schedule: (*complete "15a" or "15b"*)

15a. Capital Projects

	Planning	Environ- mental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
SCHEDULE (Month/Yr)								
Total Cost/Phase								
\$TDA requested								
Source 2:								

Source 3:								
Source 4:								

**Please describe what is included in "Other":*

15b. Non- Capital Projects – Cost/Schedule: List any tasks and amount per task for which TDA will be used. Can be substituted with alternate budget format.

SEE ATTACHED BUDGET

Work Element/ Activity/Task	SCHEDULE (Month/Yr)	Total Cost per Element	\$TDA requested	\$ Source 2:	Source 3:	Source 4:
Administration/ Overhead						
Activity 1:						
Activity 2:						
Activity 3:						
Activity 4:						
<i>Ex. Consultants</i>						
<i>Ex. Materials</i>						

16. Preferred Method and Schedule for TDA fund distribution, consistent with the RTC Rules and Regulations (a. 90% prior to completion/10% upon completion; or b. 100% after completion):

Quarterly reimbursement for work performed.

17. Proposed schedule of regular progress reports including an evaluation of prior year's activities:

Annual report as well as program activity narrative updates with quarterly invoices.

18. TDA Eligibility:

	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Attach resolution to claim. (If "NO," provide the approximate date approval is anticipated.)	Yes, part of Ecology Action's annual work plan.
B. Has this project previously received TDA funding?	Yes
C. For capital projects, have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency for the next 20 years? (If an agency other than the Claimant is to maintain the facility provide its name: _____)	
D. Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	To be reviewed by the RTC Bike

	Committee at their April 11, 2016 meeting.
E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual? (Available on the internet via: http://www.dot.ca.gov).	

Documentation to Include with Your Claim:

All Claims

- **A letter of transmittal** to SCCRTC addressed to the Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- **Resolution from** TDA eligible claimants indicating their roles and responsibilities; and, if applicable, commitment to maintain facilities as indicated in the submitted plans for a period of 20 years. RTC to consider on May 5, 2016.

Bike to Work, Community Traffic Safety Coalition/Ride 'n Strike – PLEASE KEEP ANSWERS BRIEF

19. Improving Program Efficiency

- Describe any areas where special efforts have been made in the **last fiscal year** to reduce operating cost and/or increase ridership/program usage. Note any important trends.

Bike To Work/School Day participation rates over the last couple of years have been the highest in the program's 25+ year history, with over 13,000 participants in the Spring and Fall events each year. Increases in participation are a result of a multi-pronged approach including increased outreach to local businesses and employers, increased outreach to school administrators, increased education and awareness initiatives around bike safety and safe commuting tips, compelling and relevant incentives, as well as the program's continued comprehensive outreach campaign including our monthly electronic newsletter which goes out to over 4,000 recipients. To offset the cost of increased participants, EA both reduced the types of food served at the breakfast sites as well as increased food and prize donations, which helped contain staff expenses.

The Bike to Work/School program continues to reduce operating costs by developing and fostering our volunteer base through consistent volunteer retention and engagement events and communications as well as by recruiting new volunteers. In addition, EA continues to solicit a wide array of product donations, both financial and in-kind. Local businesses, public agencies, and individuals provide a high level of skilled volunteer labor to assure the smooth running of the Bike to Work program. As we strive to increase the scope and results of the program, we are faced with the rising cost of living, product costs, and general increases in doing business. The Bike to Work program has built on its 25+ years of success to generate non-TDA cash donations from local businesses, individuals and public agencies. Last year the program raised over \$20,000 in cash donations to match the TDA funds. These cash donations are from non-transportation funding sources. EA also actively seeks other funding sources such as federal and state Safe Routes to School, local foundations, and applicable funders.

- Goals for next fiscal year (ex. identify opportunities to maximize economies of scale). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:

Ecology Action (EA) will focus on volunteer coordination strategies in order to increase volunteer retention and recruitment. Our continued collaboration with Monterey and San Benito as well as our increased focus on volunteer cultivation will allow us to pool resources and take advantage of economies of scale for our outreach and promotion materials and strategies. EA will have a specific focus on expanding this program within the schools and leveraging our existing volunteer and administrator contacts at school sites in order to increase ridership among students while keeping staff time low. EA will continue to build partnerships with employers to increase ridership by providing more incentives, resources and recognition by leveraging our existing media contacts and outreach material strategies including our electronic newsletter, which will now be sent out on a monthly basis offering a more consistent platform for messaging and recognition of participating businesses.

20. What is different from last year's program/claim?

While EA will continue to focus on targeting novice and infrequent bike commuters from past Bike to Work events, our main focus will be on engaging and empowering more families and woman to cycle more regularly. EA has been in communication with the San Francisco Bike Coalition among other collaborators to strategize about ways to engage more families. EA's chief approach will be targeting schools and providing raffle prizes to students and family members on BTW/S day in addition to providing the free breakfast. EA will also advertise the BTW/S program as a family-friendly activity. As there is growing concern surrounding high childhood obesity rates, particularly in South County, EA will conduct targeted outreach to families linking more regular biking to health benefits. In addition, EA will also work to leverage the BTW/S event by emphasizing ongoing campaigns and projects in Santa Cruz that need support from residents such as the Santa Cruz County Friends of the Rail & Trail by incorporating advocacy messaging into outreach materials and tabling efforts.



Bike To Work Program Scope of Work FY 16-17

Ecology Action's (EA) Bike To Work (BTW) Program continues to be one of the largest sustainable transportation campaigns in Santa Cruz County providing critical opportunities to provide bike education, resources and incentives to local community members and K-12 students. The BTW program consists of five main projects:

- 1) Fall Bike To Work & Bike/Walk to School Day
- 2) Spring Bike To Work & Bike/Walk to School Day
- 3) Spring Bike Week, which features fun, positive, and educational bicycle activities
- 4) Ongoing support targeting novice or infrequent bike commuters via online communications including regular electronic newsletters, social media and website updates
- 5) Targeted outreach campaign to community members and students positioning bike commuting as a growing trend within a larger Safe Routes to School and Sustainable Transportation national movement to inspire increased engagement and ridership

Fall Bike To Work & Bike/Walk to School Day: Thursday, October 6, 2016

Work Schedule/Tasks:

EA will coordinate the 18th Annual Fall Bike To Work and Bike/Walk to School Day, which features free breakfast for all bike commuters at 12 public sites as well as free healthy snacks and safety gear prizes at 40+ school sites. Continued efforts to move sign-ups to electronic tracking for better retention and ongoing communication with community members will be priority. The following are tasks to be completed:

- Confirm with site managers for all public breakfast sites and all school sites
- Solicit food donations
- Increase outreach to novice bike commuters through targeted employer and employee outreach, online social marketing and media outreach
- Conduct comprehensive promotional campaign including print ads, online ads, electronic newsletters, website, social media and hardcopy flyer distribution. Campaign will focus on promoting informative resources to increase ridership among infrequent riders and will focus on engaging cyclists in other campaigns such as with the RTC's proposed Transportation ballot measure
- Coordinate Bike/Walk to School Day efforts with bike safety presentations conducted by EA's Bike Smart Youth Bike Safety program and the Community Traffic Safety Coalition (CTSC)
- Coordinate helmet distribution with CTSC at school sites based on supply of helmets and greatest need
- Increase outreach to school teachers, administrators and parents to continue to expand student participation
- Recruit, train and coordinate 200+ volunteers to assist with outreach and breakfast sites and identify Volunteer Ambassadors that are focused and trained on providing bike education and resources to the public.
- Update new electronic survey system and contact tracking system for improved ongoing communication with community members throughout the year.

Performance Goals for the Fall Bike to Work/School Day, 2015

- Increase participation levels by 5% from past year's Fall BTW/S Day.
- Increase the number of beginning cyclists by 5% attending BTW Day.
- Place over 1,000 event and informational posters at local businesses.
- Have at least two articles published in a local newspaper regarding bike commuting.
- Develop and send at least 6 targeted emails to over 4,000 past Bike to Work Day participants with bike commuting news, incentives, and resource information

Spring Bike Week, Second Week of May 2017

Work Schedule/Tasks:

EA staff will coordinate the 30th annual Santa Cruz County Spring Bike To Work program, which will include Bike Week and Bike to Work/School Day. The main objective will be to continue to promote bicycle commuting as well as bicycle transportation for other trips that replace single occupancy vehicle trips. Bike commuting and safety messaging will continue to be integrated into our events and EA will strive to connect Bike Week to other ongoing transportation projects such as the Rail Trail. The following are tasks to be completed:

- Secure at least 12 public Bike To Work breakfast sites and 40+ school sites
- Work with large employers to offer incentives and encourage participation
- Solicit business donations and food donations
- Promote bicycle transportation and bike commuting resources and tips through a regularly scheduled electronic newsletter with a distribution of 4,000+ local contacts
- Maintain regular social media presence via the Bike2Work Facebook page with over 2000 followers
- Conduct comprehensive promotional campaign including print ads, online ads, electronic newsletters, website, social media and hardcopy flyer distribution. Campaign will focus on promoting informative resources to increase ridership among infrequent riders and will focus on engaging cyclists in other campaigns such as with Friends of the Rail & Trail
- Coordinate artwork, T-shirt and color poster production with Monterey and San Benito County Bike Week staff
- Coordinate Bike/Walk to School Day with bike safety presentations conducted by EA's Bike Smart Youth Bike Safety program the Community Traffic Safety Coalition (CTSC)
- Coordinate helmet distribution with CTSC at school sites
- Expand Bike Week partnerships with additional agencies and businesses to promote Bike Week activities and bike resources throughout the year
- Recruit, coordinate and train 200+ volunteers to assist with Bike Week events
- Continue to expand efforts in South County to improve outreach to Latino populations

Performance Goals for the Spring Bike Week, 2017

- Increase participation by 5% from the previous spring Bike Week.
- Increase participation by 5% from the previous spring Bike to Work & Bike/Walk to School Day.
- Increase by 5% the outreach/promotion to businesses, public agencies, & local organizations through company liaisons from the previous spring Bike Week by using email, flyers, posters, and business site presentations/booths.
- Increase by 5% the number of beginning cyclists attending BTW Day from the previous spring BTW Day.
- Develop and send at least 8 e-newsletters to 4,000+ people with bike commuting news, upcoming events, incentives, and resource information.
- Print and distribute over 1,000 bilingual Bike Week posters.
- Conduct content marketing campaign including video clips featuring community members and 'why they ride' from April through October.

Ongoing Bike Safety and Commuter Information Resources

Work Schedule/Tasks:

EA staff will conduct ongoing educational campaigns throughout the year and will leverage momentum around the bi-annual Bike To Work program to increase the number of people engaging with us via social media, websites and in-person. We will use the following tools to have ongoing communication with community members: Facebook, website, e-newsletters, outreach at events, direct coordination with businesses (sponsors, membership services contacts), radio and print advertising, and continued partnership with groups like Bike Santa Cruz County and Santa Cruz County Friends of the Rail & Trail and public agency partners to leverage member supporters. EA will use content marketing strategies to promote safety education and resources on topics such as bike theft prevention, helmet use, suggested safe routes, bike parking, Rail Trail, and upcoming bike-related events.

EA staff will promote and provide resources for safe cycling throughout the year. Information will be provided through Ecology Action's new Bike Programs website, regular electronic newsletters, regular social media presence, partnerships with other local groups such as Bike Santa Cruz County to jointly promote each others events and leverage resources when appropriate, community outreach at events, engagement with business sponsors and encouragement of our bike loan program to their employees, as well as radio ads. EA will also continue to work with other public agencies to help them in their road safety and bike resource projects. EA will also continue to promote issues such as bike theft prevention, helmet use, bicycling in the rain and cold, and bike parking. We will also continue to attend RTC Bicycle Committee and CTSC meetings.

Performance Goals for Bike Safety/Commuter Resources:

- Keep bike resource information current on our website, Facebook and mass emails
- Staff at least 3 information booths at community special events
- Keep BTW participants updated on important bike issues via all media outlets

Bike to Work
Budget Request of
\$34,427 FY '10-'11
TDA Funds

EA's Bike to Work/School Budget
\$50,000 TDA Funds

	SCCRTC	Match*
Personnel		
Program Director (.15 FTE)	\$ 5,000.00	\$ 2,000.00
Program Specialist (.35 FTE)	\$ 15,000.00	\$ 5,000.00
Program Specialist (.35 FTE)	\$ 30,000.00	
Material		
Direct Costs (program materials & supplies)		\$ 25,000.00
Inkind services (staff & supplies)		\$ 18,000.00
Inkind product donations (food, advertising, prizes)		\$ 50,000.00
Total	\$ 50,000.00	\$ 100,000.00
TOTAL PROJECT BUDGET	\$ 150,000.00	
<p><i>* Local business and public agencies donations, raffle and T-shirt sales contribute \$25,000 in cash plus an additional \$75,000 of inkind services and product annually for Bike to Work.</i></p>		



Ecology Action's Bike To Work Program 2015 Program Summary/Annual Report

Program Summary

Ecology Action's (EA) Bike To Work (BTW) Program continues to be one of the largest sustainable transportation campaigns in Santa Cruz County providing critical opportunities to provide bike education, resources and incentives to local community members. The BTW Program has had a 20% increase in participation since 2009 and continues to garner ongoing support and publicity from community members, local businesses and media outlets.

The 2015 BTW Program had one of the largest turnouts in the program's 28-year history with a combined total of nearly 15,500 participants in the Spring and Fall events. This represents over a 65% increase countywide over the past decade. A combined total of over 12,500 participated in Bike To Work/School Day alone including over 9,200 students from 45+ school sites and 3,285 community members. Additionally, an estimated 3,000 people participated in our other Spring Bike Week events including First Night at the MAH, Rail Trail Cleanup, and group rides.

Contributes to the documented growth of Bike To Work Trips

For the 2015 program, nearly 25% of bike commuters that participated were beginner bike commuters and 61% were infrequent to somewhat frequent commuters. The continued growth of both beginner and infrequent bike commuters in this program attests to the effectiveness of the program to engage commuters who normally drive to work.

Benefits of increased bicycle commuting

EA takes a multi-pronged approach to engaging community members and students in the BTW program. We deliver educational messaging that is fun, positive, and supportive. We also tailor our messaging to be culturally relevant. For example, we provide bilingual health and wellness messaging to parents at South County schools to encourage them and their kids to participate as we know rates of childhood obesity are highest in South County and therefore a priority for families and schools. Conversely, we focus on safety education and resources for many North County schools where parents have noted that they would let their children bike to school more if they had more bike safety skills.

EA has been able to continually grow the participation numbers year after year by continually developing creative and innovative approaches to engaging community members. This is evident in our new Bike Week events such as Gear Up Day and Cycle & Dine where cyclists receive discounts at specified restaurants and bike shops and more. We strive to add new components every year to help us reach a new audience and keep past participants engaged and excited. By encouraging people to commute by bike, the BTW program is contributing to a

healthier community by reducing air, noise and run-off pollution, reducing traffic congestion, promoting health and wellness among community members and contributing to safer streets.

Broad-base support

EA leverages a considerable amount of private and public money to extend the Santa Cruz County Regional Transportation Commission's funding for the BTW Program. In 2015, EA generated over \$20,000 cash from local businesses, individuals and public agencies. In addition, EA raised \$75,000 of in-kind services and product donations. Over 75 businesses and public agencies, plus over 250 individuals volunteered their time and contributed to the success of the program.

2015 Accomplishment Highlights

Combined figures for 2015

- Over 15,500 participants in the Spring and Fall events including over 9,200 students for Bike to School and 3,285 community members for Bike to Work Day and an additional 3,000 Bike Week participants.
- Over a 65% increase of Bike To Work participation countywide over the last decade.
- A 200% increase of Bike To School participation countywide over the last decade.
- Nearly 25% of bike commuters that participated were beginner bike commuters and 61% were infrequent to somewhat frequent commuters.
- Nearly 60,000 miles were biked instead of driven for Bike To Work and Bike/Walk to School Day
- Over 75 local businesses participated in some capacity, representing more business support than ever before.
- Over 60,000 pounds of greenhouse gas emissions reduced on Bike To Work Day

2015 Spring Bike Week Highlights

- Over 3,000 participants during Bike Week events (excluding Bike To Work Day)
- Bike Week First Friday Launch Party at the Museum of Art & History: Nearly 2,600 people in attendance
- Rail Trail Cleanup resulted in over 60 volunteers helping to remove 500 pounds of trash from the rail corridor and provided an opportunity to provide Rail Trail education to approximately 100 people due to high visibility location in Seabright.
- Cycle & Dine (2nd year of program): EA partnered with restaurants to provide discounts to cyclists.
- Gear Up Day (Launched this year): EA partnered with local bike shops to provide discounts to cyclists.
- Group rides were featured as part of Bike Week through program partners including the Santa Cruz County Cycling Club, Santa Cruz Bike Party, and the Coastal Watershed Council with hundreds of beginner and infrequent bike commuters participating

Annual Promotion

- New EA Bike Programs website at ecoactbike.org received over 8,000 visitors

- Electronic newsletter campaign: Over 4,000 community members received regular correspondence which included education, incentives and resource to promote bicycle commuting
- Social Media: Over 1700 followers received regular updates and communications via the Bike2Work Facebook page
- News Articles: 2 articles in the Sentinel, 2 articles in the Santa Cruz Cycling Club Newsletter, articles in the UCSC Recreation Guide, the Capitola Times and the Register Pajaronian
- Newspaper Print Ads: 2 color print ads ran in the Good Times along with online ads
- Event Outreach: EA conducted targeted outreach at 12 events including local farmers markets, the Mountain Bike Festival, and Earth Day events
- Poster Distribution: Over 1,000 bilingual posters were distributed throughout the County

Bike/Walk to School Promotion

- Coordination with 45+ schools
- Over 500 posters distributed to schools throughout the County
- Bilingual parent flyers distributed at targeted school sites related to health and wellness benefits of active transportation as well as safety education and resources
- Educational materials distributed to program participants at school sites including helmet fit guides, traffic rules and safety tips
- Over 25 'Share the Road' signs and barricades posted at school sites
- Coordinated with EA's Bike Smart Youth Bike Safety Program to run educational programs prior to event days at 8 school sites
- Worked with law enforcement to provide additional safety support on event days

2015 Collaborations

EA benefits greatly from the many partners and collaborators that help make the BTW Program successful and effective. EA continued to forge new partnerships and build upon established partnerships. The following is a partial list of our 2015 partners:

- **Santa Cruz County Regional Transportation Commission (SCCRTC):** Provided major financial support along with promotional support. EA also communicated key SCCRTC initiatives to our 4,000 list-serv and on our social media platforms throughout the year
- **Regional Bike Week Partners:** EA collaborated with the Transportation Authority of Monterey County and the San Benito COG to reduce cost of program materials and promotions
- **The Community Traffic Safety Coalition (CTSC):** EA distributed CTSC bike safety information
- **Open Streets:** EA collaborated with Open Streets to cross-promote events and assist with planning efforts for events in Santa Cruz and Watsonville
- **City of Santa Cruz:** Provided cash funding and promotional support
- **County of Santa Cruz:** Provided promotional support

- **City of Watsonville:** Provided staff and promotional support for Watsonville schools and public site
- **City of Capitola:** Provided cash and promotional support
- **University of California Santa Cruz:** Provided cash funding and promotional support
- **Cabrillo College:** Provided staff support and promotional support
- **Santa Cruz Cycling Club:** Provided promotional support and led group rides
- **Bike Santa Cruz County:** Was a program partner for the Bike Week kick-off party at the Museum of Art & History, provided bike valet at breakfast sites and assisted with promotion
- **GreenWays to School:** Assisted with outreach at targeted schools
- **Spokesman Bicycles, Sprockets, Another Bike Shop, Epicenter Cycling, Bicycle Trip, Santa Cruz Bicycle Exchange, and Family Cycling Center:** Participated in Gear Up Day event by providing discounts to cyclists and provided free basic bike maintenance
- **Save Our Shores & Coastal Watershed Council:** Assisted with event outreach to their members and hosted Bike Week events.



BICYCLE ADVISORY COMMITTEE ROSTER – April, 2016

Representing	Member Name/Contact Info	Appointment Dates
District 1 - Voting Soquel, Live Oak, part of Capitola	Grace Voss 462-4884 gracevoss@sbcglobal.net	First Appointed: 2016 Term Expires: 3/19
Alternate	Kem Akol 247-2944 kemakol@msn.com	First Appointed: 1993 Term Expires: 3/19
District 2 - Voting Aptos, Corralitos, part of Capitola, Nisene Marks, Freedom, PajDunes	David Casterson, Chair 588-2068 dbcasteron@gmail.com	First Appointed: 2005 Term Expires: 3/18
Alternate	Jim Cook 345-4162 wookiv@comcast.net	First Appointed: 12/13 Term Expires: 3/18
District 3 - Voting Big Basin, Davenport, Bonny Doon, City of Santa Cruz	Peter Scott 423-0796 drip@ucsc.edu	First Appointed: 2007 Term Expires: 3/19
Alternate	William Menchine (Will) 426-3528 menchine@cruzio.com	First Appointed: 4/02 Term Expires: 3/19
District 4 - Voting Watsonville, part of Corralitos	Amelia Conlen 425-0665 director@peoplepowersc.org	First Appointed: 5/13 Term Expires: 3/18
Alternate	Vacant	Term Expires: 3/18
District 5 - Voting SL Valley, Summit, Scotts Valley, part of Santa Cruz	Rick Hyman bikerick@att.net	First Appointed: 1989 Term Expires: 3/19
Alternate	Vacant	Term Expires: 3/19
City of Capitola - Voting	Andy Ward 462-6653 Andrew.ward@plantronics.com	First Appointed: 2005 Term Expires: 3/17
Alternate	Daniel Kostelec 325-9623 dnlkostelec@yahoo.com	First Appointed: 4/02 Term Expires: 3/17
City of Santa Cruz - Voting	Melissa Ott Melissaott4@gmail.com	First Appointed: 3/15 Term Expires: 3/18
Alternate	Wilson Fieberling anbfieb@yahoo.com	First Appointed: 2/97 Term Expires: 3/18
City of Scotts Valley - Voting	Lex Rau 419-1817 lexrau@sbcglobal.net	First Appointed: 2007 Term Expires: 3/17
Alternate	Gary Milburn 427-3839 hm g.milburn@sbcglobal.net/438-2888 ext 210 wk	First Appointed: 1997 Term Expires: 3/17
City of Watsonville - Voting	Vacant	Term Expires: 3/19
Alternate	Vacant	Term Expires: 3/19
Bike To Work - Voting	Emily Granville 415-637-2744 eglanville@ecoact.org	First Appointed: 4/14 Term Expires: 3/19
Alternate	Piet Canin 426-5925 ext. 127 pcanin@ecoact.org	First Appointed: 4/02 Term Expires: 3/19
Community Traffic Safety Coalition - Voting	Leo Jed, Vice-Chair 425-2650 leojed@gmail.com	First Appointed: 3/09 Term Expires: 3/18
Alternate	Jim Langley 423-7248 jim@jimlangley.net	First Appointed: 4/02 Term Expires: 3/18

All phone numbers have the (831) area code unless otherwise noted.