Transportation Funding Task Force
A Task Force of the Santa Cruz County Regional Transportation Commission

Draft- Transportation Funding Improvement Plan

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

January 2007
Transportation Funding Task Force Membership

Luis Alejo, La Raza Lawyers Association of Santa Cruz County
Shirley Allen, Pleasure Point Business Association
Tove Beatty, Human Care Alliance
Jan Beauth, Highway Construction Authority
Donna Blitzer, UCSC
Brenda Brenner, American Medical Response
Kathryn Britton, Open Space Alliance
Debbie Bulger, Mission Pedestrian,
Dene Bustichi, City of Scotts Valley
Elayna Caldwell-Grim, Santa Cruz Bicycle Industry Coalition
Piet Canin, Santa Cruz Area TMA
David Casterson, SCCRTC Bike Committee
Toni Castro, Capitola Chamber of Commerce
Central Coast Center for Independent Living
Dan Chauvet, Watsonville Pilots Association
Sandra Coley, Pajaro Valley TMA
Kristen Collins, Pajaro Valley Chamber of Commerce
John T. Collins II, Santa Cruz County Office of Education
William Comfort, Rio del Mar Improvement Association
Jim Conklin, Santa Cruz Business Council
Zack Dahl, Land Use Development Community
James Danaher, Sierra Club
John Daugherty, Disabled Individual
Tamara Doan, Coastal Watershed Council
Charles Eadie, Land Use Development Community
Paul Elerick, Campaign for Sensible Transportation
Lucino & Rosa Escutia, Auto Advocate/Driver-At-Large
Benjamin Gettleman, Rails to Trails
Tami Grove, Coastal Commission
Terry Hancock, Human Care Alliance
Don Hoernschemeyer, Campaign for Sensible Transportation
Elizabeth Hurt, San Andreas Regional Center
Maggie Ivy, Santa Cruz County Conference & Visitors Council
Lou Jemison, Action Pajaro Valley
Virginia Johnson, Ecology Action, Inc.
Robert Jones, Santa Cruz Coalition Against Recreational Rail (SCCARED)
Majel Jordan, Community Bridges - Board of Directors
Clay Kempf, Seniors Council
Brian King, Cabrillo College
Bruce Korb, Commuter-At-Large
Beth Landes, County Emergency Medical Care Commission
League of Women Voters of Santa Cruz
Jeff Major, Aptos Chamber of Commerce
Chris Mann, City of Watsonville
Christina Manriquez, Safe on 17 Task Force
Paul Marcelin-Sampson, SCMTD Consumer
Wallace Matos, Latino Business Association (via Pajaro Valley Chamber of Commerce)
Michael J. McDougall, Santa Cruz Consolidated Emergency Comm. Center (SCCECC)
Ellen Mellon, Monterey Bay Central Labor Council
Michael Mokesky, SCCRTC Elderly & Disabled Transportation Advisory Committee
Bonnie Morr, United Transportation Unit (UTU) Local 23
Thomas Mullen, Auto Advocate/Driver-At-Large
Kirby Nicol, Santa Cruz Metro Transit District (SCMTD) Board
Dennis R. Norton, City of Capitola
Patrick Orozco, Native Americans
Karen Osmundson, Pajaro Valley Unified School District
Charles Paulsen, Sierra Club
Ellen Pirie, County of Santa Cruz
Thomas J. Pistole, Commuter-At-Large
Micah Posner, People Power
Emily Reilly, City of Santa Cruz
Tom Rider, Santa Cruz County Farm Bureau

Steve Robbins, County Sheriff
Lynn Robinson, Auto Advocate/Driver-At-Large
Theresa L. Rogerson, Community Traffic Safety Coalition
Barbara Rowland, San Lorenzo Valley Business Associations
Salud Para La Gente
Timothy C. Schewe, Commuter-At-Large
Francisco Sema, Davenport Resource Service Center
Al Smith, Commuter (Community)-At-Large
Phil Tedesco, Santa Cruz Association of Realtors
Bill Tysseling, Santa Cruz Chamber of Commerce
Sharolyn Ullestad, Scotts Valley Chamber of Commerce
Robert (Bob) Valleraga, Senior Coalition
Jim Van Houten, Watsonville Wetlands Watch
Ned Van Valkenburgh, Monterey Bay Central Labor Council
Terry-Lynn Winston, Seacliff Improvement Association
Dave Wright, Friends of the Rail Trail
Donna Ziel, Valley Women's Club of San Lorenzo Valley

Ex-Officio/Technical Advisory Task Force Members

Ken Anderson, City of Scotts Valley Public Works
Mark Dorfman, SCMTD Staff
Steve Jesberg, City of Capitola Public Works
Aileen Loe, Caltrans, District 5
Christina Manriquez, California Highway Patrol
John Presleigh, County of Santa Cruz Public Works
Maria Estrella Rodriguez, City of Watsonville Public Works
Christopher Schnite, City of Santa Cruz Public Works
Sam Storey, Community Bridges (CTSA) - Staff
Deborah Wong, AAA - CA State Auto Association

TF Task Force Convener
Fred Keeley
Santa Cruz County Treasurer
Transportation Funding Task Force
A Task Force of the Santa Cruz County Regional Transportation Commission
Draft Plan

TABLE OF CONTENTS

EXECUTIVE SUMMARY ....................................................................................................iii
Summary of Draft Plan Alternatives ................................................................................iv
INTRODUCTION AND BACKGROUND .................................................................................1
Workshops and Related Materials ..................................................................................2
Summary of Workbook Input .........................................................................................4
Potential Solutions ........................................................................................................4
Possible Funding Sources ..............................................................................................5
History of Transportation Funding Measures ..............................................................5
Criteria for Project Inclusion .........................................................................................6
THREE PLAN ALTERNATIVES ...........................................................................................7
Cost, Financing and Revenue Distribution Assumptions ................................................7
Next Steps ......................................................................................................................9
PLAN ALTERNATIVE ONE - COMPREHENSIVE CONGESTION RELIEF PLAN ...............11
Plan Alternative One Summary ...................................................................................11
Total Plan Alternative One Funding .............................................................................12
Regional Projects ..........................................................................................................13
Community Projects .....................................................................................................28
Neighborhood Projects ................................................................................................33
PLAN ALTERNATIVE TWO - MODERATE TRAFFIC CONGESTION RELIEF .............37
Plan Alternative Two Summary ....................................................................................37
Total Plan Alternative Two Funding ............................................................................38
Regional Projects ..........................................................................................................39
Community Projects .....................................................................................................46
Neighborhood Projects ................................................................................................50
PLAN ALTERNATIVE THREE - ALTERNATIVE BALLOT MEASURES .......................53
Ballot Measure A – Highway 1 Improvements ..............................................................53
Ballot Measure A Summary .........................................................................................53
Total Ballot Measure A Funding ...................................................................................53
Regional Projects ..........................................................................................................54
Ballot Measure B – Congestion Relief and Safe Neighborhoods ................................57
Ballot Measure B Summary ...........................................................................................57
Total Ballot Measure B Funding ....................................................................................57
Regional Projects ..........................................................................................................59
Community Projects .....................................................................................................69
Neighborhood Projects ................................................................................................73
FUNDING OVERSIGHT AND ADMINISTRATION .........................................................77
Establishment of Transportation Improvement Oversight Task Force .....................77
CONCLUSION ..................................................................................................................79
Acknowledgements ......................................................................................................79
TABLE OF CONTENTS (CONTINUED)

APPENDICES

Appendix A: SCCRTC Resolution
Appendix B: Summary of Workbook Input
Appendix C: Potential New Funding Sources
Appendix D: Highway 1 Project Maps
EXECUTIVE SUMMARY

Transportation funding levels have not kept pace with costs to support the transportation needs of the community. Revenues continue to fall far below the levels required to implement all of the projects necessary to reduce congestion, improve safety, expand mobility, and maintain the existing transportation system. Highways and local roads are regularly backed up. Many local streets and roads continue to decay. Gaps in the bicycle and pedestrian networks exist. Without new voter-approved funding sources, it will be impossible to adequately maintain, let alone enhance, the existing transportation system to address existing and future travel needs.

In an attempt to bridge the funding gap and address the backlog of transportation and transit needs in the region, the Santa Cruz County Regional Transportation Commission established the Transportation Funding Task Force (TF Task Force) in September of 2005 (Appendix A). The Task Force is comprised of over 90 members representing business, neighborhood, environmental, health and community based organizations (see inside cover for membership).

Over the course of many public workshops and an interactive website the Transportation Funding Task Force, which included the individual participation of TF Task Force members as well as the general public, identified several problem areas that need immediate attention as well as specific solutions. These include Highway 1 improvements, bicycle and pedestrian improvements, increased levels of road maintenance and repair on local streets and roads, viable alternatives to some trips that are currently taken by individuals traveling alone in their car, and targeted improvements to the existing bus transit system.

Funding options explored by the TF Task Force included a local-option gas tax, local sales tax, traffic impact fees, and a local vehicle registration fee. Increasing the local sales tax topped the list of most frequently mentioned solutions for addressing the funding shortfalls. Any type of new voter-approved revenues will also help leverage additional funding from other sources. Several state and federal grant programs require and/or reward areas that have local funds.

Based on the work and input of the Task Force members and the public at large, this Draft Plan was developed. The Draft Plan outlines three different alternatives for addressing the transportation problems in the region at varying degrees and costs; a comprehensive inclusive alternative, a lower cost moderate alternative, and a dual option highway and multi-mode transportation alternative.

Undoubtedly none of these options represent the perfect plan for Santa Cruz County; however, over the next few months the Transportation Funding Task Force is charged with discussing, modifying, developing, and approving a single Final Transportation Funding
Improvement Plan based on the three different options outlined in the Draft Plan and to be presented to the Regional Transportation Commission and local voters.

**Summary of Draft Plan Alternatives**

*Proposed Plan Share of costs*

*(Shown in millions of 2009 $)*

<table>
<thead>
<tr>
<th>PROJECT*</th>
<th>Plan 1</th>
<th>Plan 2</th>
<th>Plan 3A</th>
<th>Plan 3B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regional Projects</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highway 1 HOV Lane Project (Carpool/Bus Lanes)</td>
<td>$345</td>
<td>$345</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highway 1 Transportation Systems Management (Auxiliary/Merge Lanes &amp; Ramp Meters)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$192</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus Service Expansion</td>
<td>$90</td>
<td>$28</td>
<td>$27</td>
<td></td>
</tr>
<tr>
<td>Park-and-Ride Lots</td>
<td>$11</td>
<td></td>
<td>$6</td>
<td></td>
</tr>
<tr>
<td>Transportation Demand Management (Car/vanpool programs, Employer-Employee incentives)</td>
<td>$14</td>
<td>$14</td>
<td></td>
<td>$6</td>
</tr>
<tr>
<td></td>
<td>$7</td>
<td></td>
<td>$7</td>
<td></td>
</tr>
<tr>
<td>Coastal Trail Network</td>
<td>$24</td>
<td>$24</td>
<td></td>
<td>$24</td>
</tr>
<tr>
<td>Watsonville/Pajaro Rail Station (Link to Caltrain and Coast routes)</td>
<td>$10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rail Line Upgrade (Improve Track, Bridges, Crossings)</td>
<td>$23</td>
<td></td>
<td>$23</td>
<td></td>
</tr>
<tr>
<td>Starter Passenger Rail Service</td>
<td>$19</td>
<td></td>
<td>$17</td>
<td></td>
</tr>
<tr>
<td><strong>Community Projects</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Road Maintenance and Repair</td>
<td>$333</td>
<td>$225</td>
<td>$165</td>
<td></td>
</tr>
<tr>
<td>Specialized Transportation for Elderly/Disabled</td>
<td>$180</td>
<td>$15</td>
<td>$27</td>
<td></td>
</tr>
<tr>
<td>Bicycle Network Projects</td>
<td>$55</td>
<td>$33</td>
<td>$11</td>
<td></td>
</tr>
<tr>
<td>Advanced Transit Development/Personal Rapid Transit</td>
<td>$6</td>
<td></td>
<td></td>
<td>$6</td>
</tr>
<tr>
<td><strong>Neighborhood Projects</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neighborhood Safety Projects (Traffic Calming, Collision/Hazard Reduction)</td>
<td>$36</td>
<td></td>
<td></td>
<td>$11</td>
</tr>
<tr>
<td>Local Enforcement (traffic enforcement/speeding)</td>
<td>$3</td>
<td></td>
<td>$2</td>
<td></td>
</tr>
<tr>
<td>Safe School Routes (programs aimed at students)</td>
<td>$2</td>
<td>$1</td>
<td>$1</td>
<td></td>
</tr>
<tr>
<td>Pedestrian Safety Projects (ex. new sidewalks)</td>
<td>$55</td>
<td>$23</td>
<td></td>
<td>$11</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$1,213</td>
<td>$555</td>
<td>$345</td>
<td>$344</td>
</tr>
<tr>
<td><strong>Plan Oversight and Administration (1%)</strong></td>
<td>$12</td>
<td>$6</td>
<td>$3</td>
<td>$3</td>
</tr>
<tr>
<td><strong>Reserve (3%)</strong></td>
<td>$35</td>
<td>$17</td>
<td>$9</td>
<td>$10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$1,260</td>
<td>$578</td>
<td>$357</td>
<td>$357</td>
</tr>
</tbody>
</table>

*Project descriptions are included within each section of the plan, also available online at www.tftaskforce.org.

** Appendix C includes information on voter thresholds and additional possible new funding sources. In some cases, special legislation will be needed in order to place them on the ballot (ex. gasoline tax, local sales taxes in portions of the county that are near the ceiling, and the vehicle registration fee).

** Matching Funds:** This plan assumes that these new revenues will supplement and leverage the matching federal, state, local, and private funds that will be needed to fully fund these projects.

** Financing Costs:** In order to accelerate delivery of some projects, it may be necessary to secure some level of financing. The cost of financing will vary depending on project schedule, matching funds, and policies of each lead agency. Financing costs are not included in this funding plan.
## Summary of Funding Revenue for Plan Alternatives

<table>
<thead>
<tr>
<th>Funding</th>
<th>Amount/Unit</th>
<th>Plan One</th>
<th>Plan Two</th>
<th>Plan Three</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax</td>
<td>1/2 Cent</td>
<td>$510</td>
<td>$578</td>
<td>$357</td>
<td>$357</td>
</tr>
<tr>
<td>Parcel Tax</td>
<td>$19</td>
<td>$45</td>
<td></td>
<td></td>
<td>(1)</td>
</tr>
<tr>
<td>Transit Occupancy Tax</td>
<td>1%</td>
<td>$30</td>
<td></td>
<td></td>
<td>(2)</td>
</tr>
<tr>
<td>Vehicle Registration Fee</td>
<td>$15</td>
<td>$105</td>
<td></td>
<td></td>
<td>(3)</td>
</tr>
<tr>
<td>Gas Tax Increase/gallon</td>
<td>$0.10</td>
<td>$450</td>
<td></td>
<td></td>
<td>(4)</td>
</tr>
<tr>
<td>Regional Developer Fee</td>
<td>$5,000</td>
<td>$120</td>
<td></td>
<td></td>
<td>(5)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$1,260</strong></td>
<td><strong>$578</strong></td>
<td><strong>$357</strong></td>
<td><strong>$357</strong></td>
</tr>
</tbody>
</table>

**YEARS** 30 34 21 21

Notes:
1. $19/parcel/year. Based on 79,000 parcels in Santa Cruz County.
2. Assumes TOT revenue in 2009=$1M/yr ($850K received in 04/05)
3. Based on receipts from 234,000 registered vehicles
4. Increase of 10 cents per gallon
5. Per unit of new development
INTRODUCTION AND BACKGROUND

On September 1, 2005, the Santa Cruz County Regional Transportation Commission adopted Resolution 03-06, establishing the Transportation Funding Task Force (TF Task Force), and setting forth the purpose and goal of the TF Task Force. The resolution establishes the broad based task force to develop a comprehensive transportation funding plan for Santa Cruz County. The resolution is included as Appendix A.

The resolution notes that “there are insufficient local, state and federal transportation funds to implement desired transportation improvements for all modes.” According to the 2005 Santa Cruz County Regional Transportation Plan (RTP), the long range transportation planning document for the county, all types of transportation projects have a need for additional funding, including highway, road, bicycle, pedestrian, and transit projects. Without new voter-approved funds, not only is it unlikely that the transportation network will be improved, but also the existing transportation system will continue to deteriorate below current levels.

Transportation funding from state and federal government sources is unreliable and no longer pays for local transportation projects at the same levels they have in the past. Funding available from the state and federal government is highly competitive and generally favors large urban areas with local sources of revenues, such as local transportation sales taxes. As a “self help county,” locally generated funding can enable the community to have a secure, flexible source of funding that will not only pay for locally determined priorities, but can also be used to leverage other state and federal funding. The vast majority of California’s population (80%) lives in the eighteen counties that have their own local funding mechanisms. These counties exert a large influence on funding decisions at the state level.

Other reasons to pursue a transportation funding measure include: the high cost of transportation projects relative to the amount of revenue typically received by the region, the challenge of developing broad areas of agreement about priority transportation projects, the ever increasing number of miles traveled by the average driver, the relative decrease in transportation revenues based on gallons of gas consumed (rather than cost of gas), and the diversion of the state’s transportation funds into the general fund.

The 2005 Santa Cruz County Regional Transportation Commission (RTC) resolution establishing the TF Task Force also made reference to the lack of support for Measure J on the November 2004 General Election ballot. This measure would have authorized a one-half cent sales tax for various transportation purposes, chief among them being the widening of Highway 1 in Santa Cruz County. The resolution states, the inability “to reach 2/3 majority support for Measure J in November 2004 signaled the need to develop a new approach to transportation funding issues.”

Thus was born the Transportation Funding Task Force. The TF Task Force was charged with three specific duties:
1. Develop a comprehensive transportation funding plan for Santa Cruz County, using a broad based task force membership; and,
2. Approve recommendations of the task force by a two-thirds vote of the task force membership; and,
3. The duration of the task force shall be short term, as long as it takes to recommend a transportation funding plan.

The RTC appointed nearly one hundred individuals to the TF Task Force; a comprehensive range of business, environmental, neighborhood, health, social service, community organizations and other “stakeholders” throughout Santa Cruz County. The idea of having a broad based task force is to provide a two way conduit not only from the representative groups into the Task Force, but also back from the representatives out to a wider section of the public. The general public has been encouraged to provide input through workshops, a project website, and distribution of the materials through other forums.

The RTC asked County Treasurer Fred Keeley to serve as the Convener of the TF Task Force, and contracted with Eileen Goodwin for specialized consulting services. The RTC staff has provided general and technical assistance to support the TF Task Force’s work.

Following months of research and analysis of current conditions by the Convener, consultant, and RTC staff, the TF Task Force convened in mid-county for an initial orientation session followed by a series of workshops.

**Workshops and Related Materials**

The TF Task Force process in the spring and summer of 2006 consisted of holding a series of five community workshops (one in each Supervisorial District), and two smaller workshops (one at the University of California at Santa Cruz to coincide with the academic schedule, and one in the Summit Area). In preparation for the workshops, the RTC staff, consultant and TF Task Force Convener developed a Participation Guide, and a TF Task Force Workbook (available online at www.tftaskforce.org).

The Participation Guide provided a briefing on transportation funding, decision-making, and services in Santa Cruz County. The TF Task Force Workbook was a structured participation tool that helped participants work through three basic concepts: 1) What transportation problems exist in neighborhoods, the community, and the region? 2) What possible solutions are there for resolving such problems in neighborhoods, the community, and the region? 3) What funding source(s) would be appropriate for paying for such solutions?

The workshops were designed to encourage and allow maximum individual participation, and for collection and analysis of the information gathered from participants. Each workshop was divided into three basic segments: 1) Problem Identification; 2) Problem Solving; and, 3) Funding Possibilities. Each segment lasted about forty-five minutes, with participants working in groups of approximately eight to ten individuals. TF Task Force members were asked to serve as Table Hosts, with the task of being certain that all participants had an ample opportunity to speak and otherwise share their ideas. Each table
also designated a person to serve as a Recorder of the table’s discussion so that each table could report out the table’s work to the larger group.

In addition, participants were asked to agree to a set of Guidelines for Participation. Before the beginning of each workshop, Convener Fred Keeley reviewed the following guidelines and secured general agreement from participants:

1. Good Faith - It is critically important that each and every person participating in the TF Task Force process be there in good faith. This means that while advocacy, strong points of view, values and principles are all respected, each and every person deserves to have their points of view, values and principles respected as well. Secondly, good faith participation means that you will be there to help identify problems and solve them.

2. Civility - Ours is a community with many points of view, and people with passion about their points of view. We encourage passion and strength of conviction, but it must be presented in a civil and constructive manner. It is expected that people will participate orally and in writing, exhibiting the highest standards of civil discourse.

3. Principled Compromise vs. Compromising Principles - No one will ever be asked to compromise their principles at any point in this process; but, everyone is being asked now to acknowledge that we are all working toward a principled compromise. In other words, no one will be asked to accept something that violates their core values; while, at the same time, every one is being asked to listen and understand other points of view and needs in the community, and actively seek common ground.

At the end of each workshop, participants provided their input via Transportation Funding Task Force Workbooks, and the contents of the Workbooks were electronically posted on the TF Task Force website (www.tftaskforce.org). Online completion of Workbooks was encouraged for those members of the TF Task Force and the public at large who could not attend the Workshops or had additional thoughts on one or more components of the issues raised. In all, more than 515 people attended the Workshops, more than 550 Workbooks were completed, and more than 2,000 hits were recorded on the TF Task Force Website. (Note: Much like counting transit bus ridership, the number of people attending the Workshops includes individuals attending more than one Workshop.)

Following the Workshops, the RTC staff undertook the difficult task of sorting and organizing the information gathered at the Workshops and from on-line participation. The input from the Workshops and Workbooks can be divided into three general categories: Problem Identification; Problem Solving; and, Funding Possibilities.

A general scale was developed by the RTC staff, the project consultant and the Convener to characterize the results. The scale presented suggestions made in the categories of problem identification, potential solutions, and funding possibilities as follows: Very High Interest; High Interest; and, Moderate Interest. A summary of the results of the Workshops
and information contained in the Workbooks is available on the project website and is attached to this plan as Appendix B.

Many of the participants noted that federal, state and local transportation funding was a complex issue, and they requested more information about the topic before they could realistically discuss options and solutions. During the fall of 2006, the TF Task Force hosted an interactive community workshop concerning transportation funding. The workshop, “Transportation Funding 101,” was well attended, and provided the community with tools to better understand the funding options available, those appropriate for Santa Cruz County and the restrictions/limitations of each funding source. A list potential new local funding sources is included as Appendix C.

Summary of Workbook Input

Although the participants shared a wide range of diverse views in the workbooks, many common themes emerged. Those who attended workshops or completed online workbooks identified deficiencies with traffic congestion, particularly on Highway 1 and adjacent arterials and local roads, and the bicycle/pedestrian network as problems more often than any other issues. Safety (including speeding, unsafe roads and traffic law enforcement) and roadway conditions were also problems which generated a high level of interest, but not with the frequency of traffic congestion and bicycle/pedestrian network issues.

Transit and schools (including transportation to and from, and congestion relating thereto) were identified as issues by a large number of participants.

Issues related to land use, parking, alternative transportation (including carpooling, and park and ride lots and programs), fuel/oil issues, transportation for seniors and people living with disabilities, and passenger rail service were identified by some participants.

Based on discussions at the workshops, there seemed to be broad agreement that potholes, safety, and congestion around schools were problems that should be addressed.

Potential Solutions

A large number of participants suggested ways to address traffic congestion (including improvements to Highway 1, traffic signal synchronization, and transportation demand management), and transit service deficiencies (including increased/better bus service, more buses, and more express buses). Similarly, but not quite as frequently mentioned, bicycle/pedestrian network improvements (including more bicycle and pedestrian paths, more bicycle lanes, and road modifications for bicyclists and pedestrians) were of very high interest. Safety (more enforcement, traffic calming, and safer roads), train service, and school congestion also received a high level of attention. A moderate level of interest was expressed for projects that address road conditions (maintenance and repair), alternative transportation (safe alternatives to single-occupancy vehicles), and land use (including mixed-use and in-fill development). A smaller number of participants also identified solutions related to fuel/oil issues, parking (including limiting parking,
increasing parking, and parking safety), and transportation for seniors and people living
with disabilities, or voiced objections (to roads, rail, and alternative transportation).

Possible Funding Sources

Increasing the Local Sales Tax, and Local Option Gas Tax were identified at a very high
frequency as possible funding sources for implementation of potential solutions to the
problems identified in the Workshops and Workbooks. Traffic Impact Fees, Toll Roads,
and a local Vehicle Registration Fee were also mentioned at a very high frequency level,
but not as frequently as either the Local Sales Tax or the Local Option Gas Tax.
Unspecified Taxes, Amusement Tax, Developer Fees, Parcel Fees, Increasing the Local
Transient Occupancy Tax (hotel, motel and bed and breakfast guest tax) were also
regularly mentioned. Congestion Pricing, Transit Fares, Bond Issues, and Parking
Revenue, Payroll Taxes, Parking Fines, and Grants were also mentioned by participants.
Several other creative mechanisms to raise relatively smaller amounts of revenue were also
identified and could be considered by local jurisdictions in the future.

History of Transportation Funding Measures

Voters in Santa Cruz County have supported funding measures for transportation
throughout the years. In the late 1970’s voters approved a permanent sales tax for support
of the, at that time, infant Santa Cruz Metropolitan Transit District. Following the Loma
Prieta Earthquake in the late 1980’s, voters narrowly approved a majority-vote funding
plan to repair disaster-damaged roads. In recent years, the cities of Capitola, Scotts
Valley, and Santa Cruz have approved local sales tax measures to increase revenues
available for city operations, including roadway improvements1. In 2006, City of Santa
Cruz voters approved increasing and making their sales tax permanent.

By way of contrast, in November of 2004, Santa Cruz County voters rejected a thirty-year
half-cent increase in the local sales tax for a range of projects, including carpool/bus lanes
on Highway 1, safety projects on Highway 17, transit improvements, local road
rehabilitation, senior/disabled transportation expansion, a bike/walking path next to the rail
line, and various other projects and programs.

The reason why Measure J was not approved by voters is a source of endless speculation
and conversation in the community. However, it is indisputable that the population is
increasing (both in terms of permanent residents and in visitors), per capita transportation
demand is increasing as societal behavior has changed, and state and federal transportation
funds are inadequate to keep up with demands placed on all elements of the transportation
system. Transportation congestion can negatively impact the residents and visitors to this
community, the local economy and the environment that this community cherishes.

1 A permanent ¼ cent sales tax approved by City of Watsonville voters in November 2006 will replace
revenues lost with the capping of the City’s Retirement Tax, resulting in no net change in General Fund
revenues.
Criteria for Project Inclusion

In order to achieve a two-thirds approval from the members of the TF Task Force for recommendations to be forwarded to the Regional Transportation Commission for their consideration, four criteria have been developed for a potentially successful funding plan.

First, will each individual element of the Plan address a high priority problem identified in the TF Task Force process, and do so relatively quickly?

In order to achieve the very high threshold of two-thirds voter approval for transportation funding, any plan must be able to demonstrate that it is a plan responsive to the needs and values of the community, and that the plan can be implemented in ways that voters will see rapid progress and improvement.

Second, will the inclusion or absence of any individual element or combination of elements in the plan result in a critical loss of support, such that the plan would not be viable when presented to either the Regional Transportation Commission or to the general public as a ballot measure?

Virtually all revenue generating tax proposals for funding of a transportation plan currently require voter approval. A focused transportation sales tax proposal, such as those included herein, requires a two-thirds voter approval. This is the result of Proposition 218, adopted by California voters nearly a decade ago. Because of this high threshold, almost any moderately well organized and funded campaign against a funding ballot measure can succeed in defeating the measure. Therefore, a successful measure will have to consist of an appropriate balance of elements that reflect the values and aspirations of wide and deep segments of the community. Certainly, all elements of a plan must be realistic, practical, and genuine in terms of real problem solving.

Third, is the proposed funding plan able to receive two-thirds voter approval, because it is perceived by the public to be fair and adequate?

This question goes to the notion of essential fairness and adequacy. Voters are unlikely to support any measure that seems unfair. If a narrow segment of the community is asked to bear the burden of increased taxes in order to support the needs of a wide segment of the community, that segment will say “no.” Alternatively, if a wide segment of the community is asked to support a measure that seems fair, but is inadequate to meet at least a reasonable set of immediate needs, then the measure will also likely fail.

Voters in this community, like in most, are not automatically supportive of raising their taxes. In other words, there is not a constituency for taxes; there are only constituencies for projects which taxes could purchase. The TF Task Force Workshops and Workbooks demonstrated that there is a constituency for a more efficient, safer, better maintained, and more balanced transportation system.
Fourth, is the project new or enhancing a program already being provided?

The intent of seeking new transportation funds is not to alter the course of decisions already made, but rather to expand the breadth of transportation services and facilities in the region. Many transportation projects or programs require an influx of additional funds to meet current and anticipated future needs. This transportation funding plan is not a referendum by which the Regional Transportation Commission, city, county, state or transit entities would base all their decisions, but rather a funding plan for a specific set of transportation projects which have been deemed a priority to the community to be funded by a specific set of new revenues (ex. sales taxes). Funding decisions on other revenues will continue to be made through existing processes, such as the Regional Transportation Improvement Program (RTIP), Capital Improvement Programs (CIP), and annual budgets.

THREE PLAN ALTERNATIVES

This document presents three plan alternatives. The first is a comprehensive plan that would, to the degree possible, set forth an expensive but very inclusive and complete transportation plan to address large scale needs identified in the first phases of the TF Task Force process. The second is a lower cost and more moderate plan that would make initial progress on each of the important fronts identified by the participants in the workshops and by those who completed workbooks on-line. The third is a dual option plan that asks voters to select between two very different courses for dealing with traffic congestion relief, transportation, and mobility.

Generally, the plans are organized by projects within a particular theme. Plans One and Two continue the thematic structure of the workbooks and list funding elements in a scope that narrows projects from regional down to community and neighborhood. The Third Plan, due to its dual option approach, departs from structure of the two previous Plans and is built around the theme of providing two distinct courses to pursue. Each project within the plans includes a general description, solution statement, suggested lead agency or agencies, expected outcome/benefits, and costs.

Cost, Financing and Revenue Distribution Assumptions

The Draft Plan describes a variety of projects that could be funded by new taxes or other revenues. The plan includes estimated total project costs, with the amounts assumed to be covered by the plan, as well as possible matching funds. “Project Share” refers to the project costs to be borne by the new local funding measure. New local voter-approved revenues will also help leverage additional funding from other sources, as several state and federal grant programs require and/or reward areas that have local funds.2

The Draft Plan assumes that new revenues would be approved by voters in November 2008 and that collection of those revenues would begin in 2009. As such, revenue

---

2 Programs such as the State-Local Partnership Program and Corridor Mobility Improvement Account require and/or reward areas with local voter-approved revenues. Most federal programs require a non-federal match of 11.5% to 20%.
estimates and project cost estimates are shown in year 2009 dollars. *Both costs and revenues are estimates.* Each plan costs includes a 3% reserve for unforeseen cost increases. It is assumed that inflation and additional revenue growth rates will parallel project cost increases. Each plan also includes an amount equaling 1% for plan administration and oversight. The formation of an oversight committee is a common and effective mechanism to ensure that funds are allocated and expended in accordance to the ballot measure. More information about oversight and administration is included at the end of this document.

Each Plan also assumes that a portion of the project costs will be funded by other sources (examples: state and federal grants, city general funds). Matching funds could come from a variety of federal, state or local programs. In some instances, a match is required to receive these funds. For example it is not uncommon to receive 80% of federal or state funds with a 20% local match. Without matching funds these outside monies are unavailable. Estimated matching funds are based on projections of historical funds received by Santa Cruz County. If estimated matching funds do not become available, a project may need to be scaled back.

For several projects, financing may be necessary in order to implement those improvements earlier than they otherwise could be if projects have to wait until sufficient new funds accrue. *This Draft Plan does not currently include financing costs.* If the TF Task Force and/or lead agencies decide to finance a project, those costs may need to be covered using the funding plan revenues and the duration/amount of new taxes will need to be increased for the final plan. Although there are many variables which influence financing costs – namely how soon the funds are needed and the length of time it takes to construct the project – a very rough estimate of financing costs adds about 1/3 to the total project cost. Without financing, a project could be delayed, causing the total project cost to escalate over time, above and beyond the cost of financing. The state estimates compounded escalation rates of approximately 3.5% per year, however these rates would be low given increases in the cost of materials in recent years. This Draft Plan assumes that each responsible agency will determine what, if any, financial management tools to use (such as bonding) for the purpose of funding specific projects. In some instances it may be possible to phase the construction of a project in order to minimize financing needs.

Whether or not to use financing to accelerate a project within the Draft Plan is an option that can be discussed in the final phases of the Transportation Funding Plan development. Issues that still need to be evaluated include the types of financing available, amounts that may need to be borrowed, timing of financing, and debt interest rates.

All responsible entities will be required to demonstrate maintenance of effort. Revenues generated in this Draft Plan cannot be used to supplant existing funding commitments to these projects and programs. For instance, funds allocated to local jurisdictions for local streets and roads are to be supplemental to the funds a local jurisdiction typically dedicates to those purposes.
As the final Plan is ultimately developed and approved by the TF Task Force, it will be necessary to evaluate whether revenues should be distributed on a formula basis (distributed annually to the Lead Agency for each project or project type based on percent of measure to be dedicated to each project); whether revenues should be distributed to projects as they are ready or by community priority; or whether a combination of these two is most appropriate given anticipated project schedules and funding needs. As noted previously, the numbers shown in the plans are totals to be contributed during the life of the funding plan. Total project costs may exceed the funding plan amounts.

Next Steps

The Draft Plan will be released to the TF Task Force and the public at the end of January 2007. Following a briefing meeting of the TF Task Force, it is proposed that the TF Task Force will meet throughout February and March, on nearly a weekly basis, to find a principled compromise plan for submittal to the Regional Transportation Commission.

It is offered for consideration by the TF Task Force that the format of the negotiation meetings in February and March will be in a “Committee of the Whole” setting, with the Convener presiding. TF Task Force members will be asked to examine each alternative, offer amendments to each plan, and finally, to agree on a single approach that can gain at least two-thirds vote of the TF Task Force.

3 Committee of the Whole describes a process by which a body can advance discussion and debate by the committee members in attendance. Per RTC Resolution, the TF Task Force’s final action requires 2/3 support.
PLAN ALTERNATIVE ONE - COMPREHENSIVE CONGESTION RELIEF PLAN

Plan Alternative One Summary

Plan Alternative One is a comprehensive, inclusive transportation plan addressing nearly all significant transportation needs in the region. The cost of Plan Alternative One requires a range of new funding, above and beyond existing resources.

<table>
<thead>
<tr>
<th>Page #</th>
<th>Projects</th>
<th>Plan Share (in $ millions/2009 dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Regional Projects</strong></td>
<td></td>
</tr>
<tr>
<td>A. 13</td>
<td>Highway 1 HOV Lane Project</td>
<td>$345</td>
</tr>
<tr>
<td>B. 15</td>
<td>Bus Service Expansion</td>
<td>$90</td>
</tr>
<tr>
<td>C. 17</td>
<td>Park and Ride Lots</td>
<td>$11</td>
</tr>
<tr>
<td>D. 18</td>
<td>Transportation Demand Management</td>
<td>$14</td>
</tr>
<tr>
<td>E. 19</td>
<td>Highway Safety and Enforcement</td>
<td>$7</td>
</tr>
<tr>
<td>F. 21</td>
<td>Coastal Trail Network</td>
<td>$24</td>
</tr>
<tr>
<td>G. 23</td>
<td>Watsonville/Pajaro Rail Station</td>
<td>$10</td>
</tr>
<tr>
<td>H. 25</td>
<td>Freight Service Rail Line Upgrade</td>
<td>$23</td>
</tr>
<tr>
<td>I. 27</td>
<td>Starter Passenger Rail</td>
<td>$19</td>
</tr>
<tr>
<td></td>
<td><strong>Community Projects</strong></td>
<td></td>
</tr>
<tr>
<td>J. 28</td>
<td>Road Maintenance and Repair</td>
<td>$333</td>
</tr>
<tr>
<td>K. 29</td>
<td>Specialized Transportation for Seniors/Disabled</td>
<td>$180</td>
</tr>
<tr>
<td>L. 31</td>
<td>Bicycle Network Projects</td>
<td>$55</td>
</tr>
<tr>
<td>M. 32</td>
<td>Advanced Transit Development/PRT</td>
<td>$6</td>
</tr>
<tr>
<td></td>
<td><strong>Neighborhood Projects</strong></td>
<td></td>
</tr>
<tr>
<td>N. 33</td>
<td>Neighborhood Safety Projects</td>
<td>$36</td>
</tr>
<tr>
<td>O. 34</td>
<td>Local Enforcement</td>
<td>$3</td>
</tr>
<tr>
<td>P. 35</td>
<td>Safe School Routes</td>
<td>$2</td>
</tr>
<tr>
<td>Q. 36</td>
<td>Pedestrian Safety Projects</td>
<td>$55</td>
</tr>
<tr>
<td></td>
<td><strong>Subtotal</strong></td>
<td>$1213</td>
</tr>
<tr>
<td></td>
<td>Plan Administration and Oversight (1%)</td>
<td>$12</td>
</tr>
<tr>
<td></td>
<td>Reserve (3%)</td>
<td>$35</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL PLAN ALTERNATIVE ONE COST</strong></td>
<td>$1260 million</td>
</tr>
</tbody>
</table>

4 “Plan Share” refers to the amount of project costs to be borne by the plan alternative. This does not necessarily reflect the total project costs. Total costs for each project may be more than the Plan Share due to the availability of matching federal, state or local funds. See detailed project descriptions (following pages) for cost breakdowns. See also the Cost, Financing and Revenue Distribution Assumptions section. The plan share may need to be increased if financing is sought for any of these projects.
Total Plan Alternative One Funding

$1.26 billion in new local revenues will be needed to fund this package of projects. This package could be funded by using a wide variety of funding sources, including the following:

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Increase</th>
<th>Duration</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax Increase</td>
<td>½ Cent Increase</td>
<td>30 Years</td>
<td>$510 million</td>
</tr>
<tr>
<td>Parcel Fee</td>
<td>$19 Per Annum/Parcel</td>
<td>30 Years</td>
<td>$45 million</td>
</tr>
<tr>
<td>Transient Occupancy Tax</td>
<td>1% Increase</td>
<td>30 Years</td>
<td>$30 million</td>
</tr>
<tr>
<td>Vehicle Registration</td>
<td>$15 Per Annum/Vehicle</td>
<td>30 Years</td>
<td>$105 million</td>
</tr>
<tr>
<td>Gasoline Tax</td>
<td>10 Cents/Gallon</td>
<td>30 Years</td>
<td>$450 million</td>
</tr>
<tr>
<td>Regional Developer Fees</td>
<td>$5,000/New Parcel</td>
<td>30 Years</td>
<td>$120 million</td>
</tr>
</tbody>
</table>

**Total** $1,260 million

Appendix C includes information on voter thresholds and additional possible new funding sources. In some cases, special legislation will be needed in order to place them on the ballot (ex. gasoline tax, local sales taxes in portions of the county that are near the ceiling, and the vehicle registration fee).

**Matching Funds:** This plan assumes that these new revenues will supplement and leverage the matching federal, state, local, and private funds that will be needed to fully fund these projects.

**Financing Costs:** In order to accelerate delivery of some projects, it may be necessary to secure some level of financing. The cost of financing will vary depending on project schedule, matching funds, and policies of each lead agency. Financing costs are not included in this funding plan.
Regional Projects

A. Highway 1 HOV Lane Project - $345 million

Highway 1 is currently congested for over seven hours each day. It regularly takes over an hour to travel fifteen miles between the City of Santa Cruz and the City of Watsonville. Traffic has spilled over onto local streets and roads. Additionally, emergency vehicles, buses, carpools, and vanpools are currently subject to the same delays as other vehicles. This congestion is expected to more than double in the future. Regional jobs-to-housing imbalances, demographic and societal changes, combined with population increases have spurred growth in the annual vehicle miles of travel far in excess of population growth alone. Beyond efforts to improve operational efficiencies, there is a need to encourage carpooling and use of other alternative transportation modes as a means to increase the efficiency of our roadway network.

Solution Statement/Project Description:

The Highway 1 High Occupancy Vehicle (HOV) Lane project would add one lane in each direction between Morrissey Boulevard in Santa Cruz and San Andreas/Larkin Valley Road (near Aptos) for use by buses, carpools, vanpools, and emergency vehicles. On-ramps would be expanded along the entire corridor to include ramp meters and HOV by-pass lanes. In addition, auxiliary lanes would be constructed where necessary connecting the on and off ramps to extend the weaving and merging area between ramps to improve traffic flow and safety.

To improve bicycle and pedestrian movement over the highway and to reduce conflicts with motorists at freeway interchanges, three new bicycle/pedestrian bridges would be constructed as part of this project. Additionally, the sidewalks and bike lanes on all interchanges and over crossings requiring reconstruction will be expanded to improve safety and provide further protection to bicyclists and pedestrians through these areas.

Bus stops may also be installed at select locations within the freeway right-of-way to improve express bus service. The project also includes construction of soundwalls where appropriate, new park and ride lots, and a traffic operation systems (such as changeable message signs, closed circuit television, and vehicle detection systems) to quickly identify and respond to recurring and non-recurring traffic incidents.

7 AMBAG Traffic Model.
8 Analysis of facilities for express bus service is currently underway.
For a map of the Highway 1 HOV Lane project, see Appendix D.

Lead Agencies:

Santa Cruz County Regional Transportation Commission, Caltrans

Expected Outcome/ Benefit:

- Improved traffic operations - Reduce year 2035 vehicle delay on Highway 1 by over 80% in the northbound morning peak and over 75% in the southbound afternoon peak as compared with the “do nothing” alternative.

- Reduce travel times for carpools, vanpools, and buses, thereby increasing transit use and ridesharing

- Improve transit and carpooling on corridor – The project is evaluating opportunities to incorporate transit facilities such as bus pull-outs and park-and-ride lots. Ramp metering will allow buses and carpools to bypass the queue on the on-ramps

- Improve safety - Improved traffic flow will reduce congestion related accidents. Auxiliary lanes extend the area for traffic to merge on and off the freeway

- Reduce “cut-through” traffic on local streets and roads

- Soundwalls reduce noise levels adjacent to the highway

- Improve bicycle/pedestrian access and safety. Interchanges will be improved and new crossings for pedestrians and bicycles are proposed over Highway 1 at Mar Vista Drive, Chanticleer Avenue and Trevethan Avenue

Cost:

- Total Cost: $360 million
- Plan Share: $345 million
- Matching Funds: $15 million will need to be secured from existing State and Federal Funding Sources
- Financing: If financing is used for this project, the total project cost and Plan Share may increase by one-third

---

B. Bus Service Expansion - $90 million

Additional funds are needed to expand existing transit service along the Highway 1 corridor between Watsonville and Santa Cruz in order to reduce congestion and make transit a viable option for more people. Additionally, existing bus service within the Watsonville area is insufficient to meet existing and projected future transit demand. Finally, buses periodically need to be replaced. The cost to replace the existing and projected future fleet of buses over the next thirty years far exceeds funds that can reasonably be expected from other future sources. If the vehicles are not replaced, some buses would have to be parked, resulting in a reduction of bus service.

Solution Statement/Project Description:

Implement an express/limited-stop or a Bus Rapid Transit\textsuperscript{10} type of service from Watsonville and mid-county to Santa Cruz and UCSC. The service would utilize the new lanes and park-and-ride lots to be constructed as part of the HOV Lane project and connect to existing Highway 17 Express Bus and other transit service. These funds would also be used to double local service hours within the Watsonville area and provide one-third of the funding needed to replace fixed route and Americans with Disabilities Act-mandated paratransit\textsuperscript{11} vehicles as needed.

Lead Agency:

Santa Cruz Metropolitan Transit District

Expected Outcome/ Benefit:

- Reduce peak period bus travel times between Watsonville and Santa Cruz by offering express or limited stop service
- Increase number of riders choosing to use transit over other options they possess
- Increase mobility options in our community
- Reduce congestion in the Highway 1 corridor by reducing the number of single-occupancy vehicles
- Increase the efficiency of bus service, by increasing the average number of riders

\textsuperscript{10} Bus Rapid Transit (BRT) is a bus system that, through infrastructural and scheduling improvements, provides higher quality service and vehicles than an ordinary bus line.
\textsuperscript{11} Paratransit describes specialized transportation services for seniors and people with disabilities. The Americans with Disabilities Act mandates that complementary transportation services be available for people unable to use fixed route transit (bus).
• Minimize bus vehicle break downs
• Expand transit options for transit-dependent population

Cost:

• Total Cost: $156 million\textsuperscript{12}
  o Express Bus Operations: $30 million over 30 years ($1 million/year)
  o Express Bus Capital Cost: $15.5 million for ten BRT type of vehicles to be replaced once during the 30 year plan and $500,000 for other capital, such as bus stop and facilities
  o Infrastructure improvements for BRT-type service: Cost unknown, dependent on route; a portion of the infrastructure costs are included within the Highway 1 HOV Lane project
  o Watsonville Service Expansion: $22 million over 30 years
  o Bus Replacements for both Fixed Route and ADA Paratransit Vehicles: $88 million

• Plan Share: $90 million
  o Express Bus Service: $40 million
  o Bus Replacements: $30 million
  o Watsonville Service Expansion: $20 million

• Matching Funds:
  o $66 million will need to be secured from local, state, and federal funds (such as the existing \( \frac{1}{2} \) cent sales tax dedicated to transit, the State Transit Assistance (STA) program, and Federal Transit Administration programs)

• Financing: Financing may be needed to address capital start up costs for Express Bus and Watsonville Service Expansion (primarily bus purchases)

\textsuperscript{12} Santa Cruz Metropolitan Transit District.
C. Park and Ride Lots - $11 million (Including Right-of-Way Costs)

People interested in carpooling, vanpooling and riding express bus service lack meeting areas and parking facilities in convenient locations.

Solution Statement/Project Description:

Construct three new park-and-ride lots for bus, carpool, and vanpool riders on Highway 17, near the Highway 1/17 interchange and off Highway 1 near Watsonville. These would be supplemental to the park and ride Lots to be constructed as part of the Highway 1 HOV Lane Project.

Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Encourage carpooling, vanpooling, and bus ridership
- Link express transit stops

Cost:

- Total Cost: $11 million
- Plan Share: $11 million
- Matching Funds: Depending on construction timing, additional funds may be needed to address right-of-way cost increases
- Financing: May be needed to accelerate early construction
D. Transportation Demand Management - $14 million

Streets and roads are regularly congested. Existing infrastructure is incapable of expanding to accommodate projected increases in vehicle miles traveled. However, capacity exists on the existing transportation network within automobiles, buses and other alternatives to the single-occupant vehicle. Transportation Demand Management encourages and promotes use of viable, safe travel choices that increase the efficiency of the transportation system.

Solution Statement/Project Description:

Transportation Demand Management (TDM) is a general term for strategies that result in more efficient use of transportation resources. Funds would be used to implement programs aimed at increasing availability and use of alternatives to the single-occupant vehicle. These programs, implemented by a variety of public and non-profit entities, facilitate and promote carpooling, vanpooling, bicycling, telecommuting and using transit. Programs include helping commuters find carpool and vanpool partners, educational events, incentive programs that increase alternative transportation use, bicycle safety training, bicycle buddy matching programs, and transit training programs.

Lead Agency:

Santa Cruz County Regional Transportation Commission to distribute funds to a variety of public and non-profit entities that implement TDM programs.

Expected Outcome/ Benefit:

- Increased carpooling, vanpooling, transit use, bicycling, walking, and telecommuting
- Maximized use of existing transportation system, focused on people-moving capabilities
- Expenditures on low cost programs rather than high cost capital projects
- Reduction or delay in need for network expansion resulting in cost savings

Cost:

- Total Cost: $22 million
- Plan Share: $14 million
- Matching Funds: $8 million will need to be secured from local, state, federal, and private funding sources
- Financing: It is anticipated that funds will be distributed on an annual basis
E. Highway Safety and Enforcement - $7 million

Residents consistently request increased enforcement of traffic laws and speed limits to preserve neighborhood character as well as increase safety on streets and highways. As shown in the table below, approximately 1,500 injury and fatal collisions occur each year in Santa Cruz County. Increased traffic enforcement can dramatically reduce these collision rates. When incidents occur on state highways, congestion occurs and traffic is impacted until the vehicles are removed from the roadway.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal Collisions</td>
<td>21*</td>
<td>21*</td>
<td>9</td>
<td>18</td>
<td>23</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>Injury Collisions</td>
<td>1,453*</td>
<td>1,448*</td>
<td>1,350</td>
<td>1,380</td>
<td>1,313</td>
<td>1,286</td>
<td>1,367</td>
</tr>
</tbody>
</table>

Source: CHP & SWITRS annual report (tables 8A, dated 5/4/05)
*Amended data from the CHP SWITRS Annual Report. Original data published by SCCRTC was obtained from the local district office of CHP, which only has data for state highways and local roads that it patrols, and does not include data for city streets and roads.

Solution Statement/Project Description:

Increase CHP enforcement on Highways 1 and 17, and increase Freeway Service Patrol tow truck patrols which quickly clear collisions, remove debris from travel lanes and aid motorists with free service during peak commute and visitor hours on Highway 1 and Highway 17 to keep incident related congestion to a minimum and keep traffic moving.

Lead Agency:

Santa Cruz County Regional Transportation Commission and California Highway Patrol

Expected Outcome/Benefit:

- Reduce collisions and improve motorist safety on Highway 17 between the cities of Santa Cruz and Los Gatos
- Improve traffic flow by removing congestion-causing incidents from the path of travel

Cost:

- Total Cost: $7 million
  - Enhanced Freeway Service Patrol Coverage (Freeway Service Patrol): $4 million
- Enhanced CHP enforcement on Highway 17: $3 million

  - Plan Share: $7 million
  - Matching Funds: Additional service to be funded by Plan only. Existing service not included in the Plan
  - Financing: It is anticipated that funds will be distributed on an annual basis
F. Coastal Trail Network – $24 million

There is a shortage of safe, direct bicycle and pedestrian routes in Santa Cruz County. With a few exceptions, the majority of the existing ped/bike network in Santa Cruz County is within the roadway system. On-street bicycle lanes and sidewalks attached to the roadway are typical. Interest has been steadily growing over the past decade in constructing a safe network of trails that improve safety for bicycles and pedestrians and provide access to the Pacific coastline and the surrounding environment in Santa Cruz County.

The Coastal Trail Network is an interconnected trail system which includes the Monterey Bay Sanctuary Scenic Trail (MBSST). The MBSST spans both Santa Cruz and Monterey Counties. Current segments of the trail are complete within Monterey County, but are unfunded within Santa Cruz County.

Solution Statement/Project Description:

This project would include Construction of a continuous network of bicycle/pedestrian facilities on or near the coast through Santa Cruz County. If the Santa Cruz Branch Rail Line is taken into public ownership, the multi-use trail would be situated along the Santa Cruz Branch Rail Line right-of-way wherever feasible to help span from Davenport to Watsonville and connect with the trail system in Monterey County. Any portions of the trail network on the Santa Cruz Branch Rail Line will be constructed adjacent to (not in place of) the train tracks currently owned by Union Pacific. Freight rail service would continue under any scenario and currently operates three round trips per week on the branch rail line. The coastal trail network will greatly improve the existing bicycle and pedestrian network by providing a direct connection between north and south county and will help to complete the Monterey Bay Sanctuary Scenic Trail. This trail network will also become part of the 1,300 mile statewide California Coastal Trail.
Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Encourage alternative transportation by providing a direct connection between north and south county.
- Provide a commuter and recreational route for bicyclists separate from autos.
- Expand the Monterey Bay Sanctuary Scenic Trail network.
- Gradual grade of the railroad line will encourage more users.
- Trail will be constructed to meet Americans with Disabilities Act (ADA) requirements.

Cost:

- Total Cost: $39 million
- Plan Share: $24 million
- Matching Funds: $15 million from Federal, State, and other funding sources. Approximately $6 million has already been secured from existing State and Federal sources.
- Financing: May be needed to advance construction of the entire trail. Alternately, the project could be constructed in phases as funds become available.
G. Watsonville/Pajaro Rail Station - $10 million

Over 25,000 Santa Cruz County residents (approximately 20% of Santa Cruz County working residents over the age of 16) commute from Santa Cruz County to the San Francisco Bay area.\(^\text{13}\) The highways are congested and Highways 17, 129, and 152 are subject to closures as the result of collisions and weather. Caltrain\(^\text{14}\) currently runs train service between San Francisco and Gilroy. The Transportation Agency for Monterey County (TAMC) is working on a $90 million capital project to extend Caltrain to Salinas in Monterey County. The Caltrain service extension includes a station at the Watsonville/Pajaro rail junction, which provides access to the second largest city in the County, Watsonville, as well as the southern part of Santa Cruz County.

**Solution Statement/Project Description:**

Contribute to the joint development (with TAMC) of a multi-modal station at the existing Watsonville/Pajaro rail junction to provide Santa Cruz County residents with access to the planned Caltrain extension from the San Francisco Bay Area to Salinas. It is projected that 80% of the users of this station will be Santa Cruz County residents.\(^\text{15}\) The station would also be used by the planned new Amtrak service between San Francisco and Los Angeles. Initial stages of the station development include constructing a passenger platform, parking area, and bus transit/carpool drop off facilities. In addition, the freight tracks would be moved to bypass the passenger area. The extended Caltrain service and rail station at Watsonville Junction will help residents get to jobs, health care, shopping, and other travel opportunities in San Jose, Silicon Valley and the San Francisco Bay Area conveniently and safely while avoiding traffic jams.

**Lead Agencies:**

Transportation Agency for Monterey County and the Santa Cruz County Regional Transportation Commission

**Expected Outcome/ Benefit:**

- Reduce Highway 1 congestion by attracting Silicon Valley commuters
- Provide a viable transit option to the San Francisco Bay Area and Salinas
- Provide up to 159,000 annual rides to the San Francisco Bay Area with 80% (or 127,200) expected to be from Watsonville and the rest of Santa Cruz County\(^\text{16}\)

---

\(^\text{14}\) [www.caltrain.org](http://www.caltrain.org)
• Provide a station stop for the planned Amtrak Coast Daylight train service that will operate between San Francisco and Los Angeles

Cost:

• Total Cost: $15 million - Construction $13 million; Right-of-Way $2 million
• Plan Share: $10 million
• Matching Funds: The Transportation Agency for Monterey County will provide the remaining $5 million for construction of the Watsonville/Pajaro Station and continues to seek the necessary funding to complete the $90 million funding package for the entire Caltrain extension project to Salinas. A variety of local, state, and federal sources will be used to fully fund this project.
• Financing: May be needed to advance the construction of the full project. Alternately, the project could be constructed in phases as funds become available.
H. Freight Service Rail Line Upgrade - $23 million

The Santa Cruz Branch Rail Line is currently classified as “excepted” track according to the Federal Railroad Administration (FRA) standards. This classification does not meet the FRA standards for regular freight service but allows limited freight operations on the line with restrictions and additional inspections. In addition, a structural assessment determined that additional work is needed on some of the bridges in the rail corridor. Upgrades such as signalization of grade (or street) crossings, warning systems and concrete pads along with track improvements would improve the safety of the rail line and allow trains to operate up to 25 miles per hour rather than at the current limit of 10 miles per hour. The SCCRTC is working to purchase the Santa Cruz Branch Rail Line to ensure continued freight service and for future transportation purposes.

Solution Statement/Project Description:

Upgrade the branch rail line to FRA Class 2 to bring the rail line into a condition where it can be maintained in a reasonable manner over the foreseeable future and ensure continued freight rail operations. The project includes upgrading all of the rail crossings to current safety standards, replacing current jointed rail with continuously welded rail, upgrading the structures as recommended by the Santa Cruz Branch Rail Line Structures Assessments17, and establishing a fund for unforeseeable damage repairs.

Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Ensures continued freight operations into the foreseeable future and keeps 20,000 to 25,000 truck trips annually off of the congested roads
- Minimizes long term repair and maintenance needs
- Improves the safety of railroad crossings, the track and the structures
- Minimizes noise and vibration from existing trains
- Improves the efficiency and effectiveness of freight rail operations
- Minimizes freight service down time when unforeseeable damages to the rail line occur

• Preserves an option to operate passenger rail or other transit service if and when feasible

Cost:

• Total Cost: $24.5 million
  o Track Upgrade: $12.5 million
  o Bridge Upgrade: $4.5 million
  o Grade Crossing Upgrade: $6 million
  o Unforeseeable Damage Repair Fund: $1.5 million

• Plan Share: $23 million

• Matching Funds: $1.5 million from Federal and State sources.

• Financing: May be needed to advance construction of the entire project. Alternately, the project could be constructed in phases as funds become available.
I. Starter Passenger Rail - $19 million

Roadways are congested. Residents, visitors and bus riders alike are subject to delays due to congestion. In order to maximize the efficiency of the transportation system, it is necessary to use all transportation assets to their fullest potential and give the community as many transportation choices as possible. The Santa Cruz Branch Rail Line runs along the heaviest traveled corridor in the county, spans the length of the county and is adjacent to many of the area’s key trip destinations and origins.

Solution Statement/Project Description:

Identify and implement initial starter segments of passenger rail, including excursion service, or other transit service that meets the needs of the community, coordinates with bus transit and the existing freight rail service, and connects to planned rail service in Monterey and Santa Clara Counties at the Watsonville Junction in Pajaro. The project would prioritize segments and service which would be self supporting or minimize any required operating subsidy. The project would construct minimal platforms, install next-train information systems, purchase train equipment and provide seismic retrofit of structures as needed. Also included are four passing sidings to help ensure good coordination with the existing freight service and prevent the need for freight service during the night. This project requires improvements to the rail line as specified in the rail line upgrade project (see previous project).

Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Provide options to congestion and single-occupant vehicles
- Maximize the efficiency of the transportation system
- Expand an underused community transportation corridor
- Link other transportation options

Cost:

- Total Cost: $19 million
  - Capital: $13 million
  - Operations: $6 million
- Plan Share: $19 million
- Matching Funds: No matching funds are currently available for the capital costs. Passenger fares would partially fund operations.
- Financing: Financing may be needed to accelerate early construction of capital improvements.
Community Projects

J. Road Maintenance and Repair Fund - $333 million

Potholes, cracked and failing pavement are prevalent on roadways throughout Santa Cruz County. Deteriorating pavement affects motorists, bicyclists, and pedestrians. Much of the local street system has reached its expected life-cycle and years of deferred maintenance have resulted in a backlog of infrastructure needs (including sidewalks, safety projects, pavement, etc.) throughout the county of well over $250 million. In addition to this backlog, $8 million is needed each year to keep up with ongoing maintenance and operations.

Solution Statement/Project Description:

This fund would increase maintenance and repair of existing roadways. Though some cities have recently approved new taxes to address some of the funding needs within their jurisdictions, the backlog is so great that those funds are insufficient to address all of the needs. Local jurisdictions will be required to demonstrate “maintenance of effort” – funds cannot be used to supplant funds that otherwise would have been used for local road maintenance and repairs.

Lead Agencies:

Cities of Capitola, Santa Cruz, Scotts Valley, Watsonville, and County of Santa Cruz

Expected Outcome/ Benefit:

- Improve conditions for drivers, bicyclists and pedestrians, including children, seniors and wheelchair users
- Reduce costs overall through regular maintenance rather than costly major upgrades necessary when conditions deteriorate dramatically

Cost:

- Total Cost: $333 - 555 million
  - Backlog: $250 million
  - Ongoing Maintenance and Operations: $8 million/year
- Plan Share: $333 million
- Matching Funds: Funds would need to be secured from existing state, federal and local funding sources to fully fund local road maintenance and repairs.
- Financing: May be needed to accelerate construction of repairs.
K. Specialized Transportation for Seniors and People Living With Disabilities - $180 million

As “Baby Boomers” age, the population of seniors and people living with disabilities is expected to dramatically grow. Currently more than $5.5 million is spent annually to provide specialized transportation services for those unable to use the fixed-route bus system, yet the demand exceeds the available supply. It is anticipated that an additional $6 million will be needed each year (over currently budgeted amounts) to adequately meet the region’s future specialized transportation needs. Currently there is a lack of information about transportation services available, costs, and eligibility because there is no centralized point of information/referral for people needing these transportation services. Consequently, people may not be receiving services needed, may not be using the most appropriate services and/or opportunities for shared (less costly) rides may not be realized.

Solution Statement/Project Description:

Funding will provide specialized transportation services to accommodate people living with disabilities and the increasing senior population, provide same-day transportation to medically fragile individuals, expand Americans with Disabilities Act (ADA)-mandated ParaCruz service without reducing the amount of regular bus service, expand “safety net” services for people ineligible to use ADA Paratransit (people that don’t live within ¾ mile of a bus route, who can’t afford the $3 fare, etc.), build a permanent maintenance center for Lift Line, replace paratransit vehicles as needed, expand transit mobility training programs and provide better accessibility at bus stops. Also, a Mobility Management Center would ensure that people are directed to the most proficient and cost effective service provider and that rides are provided in a coordinated, efficient manner.

Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Provide mobility options to seniors and persons with disabilities who might otherwise be homebound
- Plan for the specialized transportation needs of the future population including “baby boomers”
- Meet the requirements of the Americans with Disabilities Act
- Guarantee that people receive the most appropriate service available and that services are provided in a coordinated, efficient manner
Cost:

- Total Cost: $345 million
- Plan Share: $180 million
- Matching Funds: Federal, State and Local sources used to maintain existing service.
- Financing: It is anticipated that funds will be distributed on an annual basis
L. Bicycle Network Projects - $55 million

Additional bicycle lanes and paths are needed to provide continuous bicycle corridors. Gaps in the existing bicycle network create safety hazards and make it challenging to attract people to use their bicycles for trips that would otherwise be made in a car. Priority bicycle projects in each jurisdiction are outlined in a Bicycle Plan which identifies needed local and regional bicycle facility enhancements.

Solution Statement/Project Description:

Construct bicycle paths, lanes, and bicycle parking facilities as identified in local jurisdiction (cities and County) and other local agency master bicycle/trail plans. Emphasize safety improvements and regional connections that enhance both commuter and recreational bicycle use.

Lead Agencies:

City of Capitola, City of Scotts Valley, City of Santa Cruz, City of Watsonville, County of Santa Cruz

Expected Outcome/Benefit:

- Eliminate hazardous conditions for bicyclists and interfaces with other modes
- Attract more/new bicyclists
- Implement relatively low cost transportation improvements
- Encourage less dependence on petroleum
- Use existing transportation infrastructure more effectively
- Provide better regional connections between bicycle facilities

Cost:

- Total Cost: $80 million
- Plan Share: $55 million
- Matching Funds: $25 million from existing federal, state, and local sources
- Financing: May be needed to advance construction of some projects. Alternately, projects could be constructed in phases as funds become available.
M. Advanced Transit Development/PRT - $6 million

UCSC and the City of Santa Cruz have a need to develop a comprehensive transportation solution that will address the University’s proposed growth and help mitigate congestion on city streets. The city and university both need a system capable of safely conveying the required volumes of people between the university campus, downtown and Boardwalk areas while reducing automobile traffic, noise, and pollution. Such a system should also allow for the diversion of tourist traffic from the streets of Santa Cruz during the summer months, alleviating congestion and freeing up parking on city streets for residents. In addition, a system should be economical and environmentally sustainable by reducing fossil fuel dependence and greenhouse gases.

Solution Statement/Project Description:

Explore the applicability of Personal Rapid Transit (PRT)\(^{18}\) or other applicable advanced transit technology systems. These advanced transit technologies are envisioned to provide on-demand service much like a car so that students, residents and tourists can meet many of their personal mobility requirements. Due to the very preliminary status of this project the proposed funding is intended to assist in concept development to a stage consistent with public agency decision making authority.

Lead Agency: TBD

Expected Outcome/ Benefit:

- Reduce auto congestion between the university campus and downtown while classes are in session
- Divert tourist traffic during peak periods to strategically located parking structures
- Expands public transit network

Cost:

- Total Cost: Capital, Right-of-Way and Operation costs are unknown, a number of different routes are under discussion, more analysis is needed
- Plan Share: $6 million toward development of the advanced transit system
- Matching Funds: Demonstration and/or private funds may be available
- Financing: Not needed for the development stage

\(^{18}\) Ultra lightweight PRT is an energy efficiency advanced transit technology capable of transporting high volumes of people non-stop from point to point within a network. PRT systems use small, automated 2-3 passenger vehicles that safely travel above surface congestion on an elevated guideway.
Neighborhood Projects

N. Neighborhood Safety Projects - $36 million

The community has consistently identified the need for improved safety in neighborhoods as a high priority.

Solution Statement/Project Description:

Allocate funds for priority hazard elimination and safety projects in the county; and neighborhood calming and safety projects in each city and the county. Items requested include street lighting and traffic calming devices to discourage cut through traffic and decrease speeds in residential areas.

Lead Agency:

Santa Cruz County Regional Transportation Commission, local jurisdictions, and transportation service providers

Expected Outcome/ Benefit:

- Provide a safer environment for all including children, seniors, people with disabilities
- Reduce cut through traffic in residential areas not equipped for high traffic volumes
- Reduce speeds in neighborhoods
- Cost savings from fewer injuries, loss of life, and property damage
- Reduction in expenses related to law enforcement and emergency personnel responding to accidents and hazardous situations

Cost:

- Total Cost: $36 million
- Plan Share: $36 million
- Matching Funds: None
- Financing: May be needed to advance construction of some project components. Alternately, projects could b constructed in phases as funds become available.
O. Local Enforcement - $3 million

Residents consistently request increased enforcement of traffic laws and speed limits to preserve neighborhood character as well as increase safety on local streets. As shown in the table below, bicycle and pedestrian injuries and fatalities occur each year in Santa Cruz County. Increased traffic enforcement can dramatically reduce these collision rates.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal Collisions</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Injury Collisions</td>
<td>197</td>
<td>161</td>
<td>180</td>
<td>154</td>
<td>150</td>
<td>150</td>
<td>170</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal Collisions</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Injury Collisions</td>
<td>118</td>
<td>127</td>
<td>98</td>
<td>97</td>
<td>87</td>
<td>83</td>
<td>87</td>
</tr>
</tbody>
</table>

Source: CHP & SWITRS annual report (tables 8A, dated 5/4/05)

Solution Statement/Project Description:

Increase local traffic enforcement on local streets and roads by providing additional police and sheriff patrols in residential areas.

Lead Agency:

Santa Cruz County Regional Transportation Commission, local police/sheriff departments

Expected Outcome/ Benefit:

- Increase adherence to speed limits on local roads
- Reduce collision rates
- Improve safety conditions near schools
- Decrease reckless driving
- Maintain residential character
- Cost savings from fewer injuries, loss of life, and property damage
- Reduction in expenses related to law enforcement and emergency personnel responding to accidents and hazardous situations

Cost:

- Total Cost: $3 million
- Plan Share: $3 million
- Matching Funds: None. These funds are supplemental to existing service
- Financing: It is anticipated that funds will be distributed on an annual basis
P. Safe School Routes - $2 million

Parents regularly cite concerns about safe pedestrian and bicycle facilities as reasons why they generally opt to drive their children to school.

Solution Statement/Project Description:

Programs include identifying and implementing safe school route improvements, walking school buses, SchoolPool (carpool) programs, educational events, incentive programs, bicycle safety training, bicycle buddy group formation and transit training programs.

Lead Agency:

Santa Cruz County Regional Transportation Commission to distribute funds to a variety of public and non-profit entities.

Expected Outcome/ Benefit:

- Increased carpooling, transit use, bicycling and walking to school
- Decreased congestion around school sites
- Improved fitness and healthier lifestyle for schoolchildren
- Programs that alleviate parental safety concerns and enable children to travel safely
- Increased neighborhood awareness and “street smart” skills for children
- Expenditures on low cost programs rather than high cost capital projects

Cost:

- Total Cost: $2.5 million
- Plan Share: $2 million
- Matching Funds: Additional funds will be sought from local, state, federal, and private funding sources
- Financing: It is anticipated that funds will be distributed on an annual basis
Q. Pedestrian Safety Projects - $55 million

There are a number of gaps in the existing pedestrian network which also serves seniors, children, and people with disabilities. This lack of safe and continuous pedestrian facilities creates neighborhood and community hazards.

Solution Statement/Project Description:

Implement high priority pedestrian improvements, accessibility measures, and gap closures identified by local jurisdictions, community members, pedestrian advocacy groups, seniors, and people living with disabilities. Improvements could include construction of new sidewalks, removal of obstacles, widening walkways, improvement of sight distances, addition of lighting, addition of curb cuts and crossing devices.

Lead Agencies:

City of Capitola, City of Scotts Valley, City of Santa Cruz, City of Watsonville, County of Santa Cruz

Expected Outcome/ Benefit:

- Improved safety for pedestrians
- Increased use of sidewalks by the community, including seniors, children and people with disabilities
- Improved connections in pedestrian facilities
- Ease of crossing streets by pedestrians
- Improved streetscape

Cost:

- Total Cost: $111 million
- Plan Share: $55 million
- Matching Funds: Additional funds will be sought from Local, State, and Federal funding sources
- Financing: May be needed to advance construction of some pedestrian projects. Alternately, projects could be constructed in phases as funds become available.
Plan Alternative Two Summary

Draft Plan Alternative Two suggests a moderate scenario which recognizes the need for new funding, above and beyond existing resources, to address some of the most significant transportation needs in the region. The Plan Alternative Two still provides a substantial infusion of new transportation funding, yet offers a more modest, compromised approach than Plan Alternative One. The revenues provided by the ½ cent sales tax increase outlined in this plan will be sufficient to make initial progress on each of the important fronts identified by the participants in the workshops and by those who completed workbooks online.

<table>
<thead>
<tr>
<th>Projects</th>
<th>Plan Share (in $ millions/2009 dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. 39 Highway 1 Transportation Systems Management</td>
<td>$192</td>
</tr>
<tr>
<td>B. 41 Bus Service Expansion</td>
<td>$28</td>
</tr>
<tr>
<td>C. 43 Transportation Demand Management</td>
<td>$14</td>
</tr>
<tr>
<td>D. 44 Coastal Trail Network</td>
<td>$24</td>
</tr>
<tr>
<td>E. 46 Road Maintenance and Repair</td>
<td>$225</td>
</tr>
<tr>
<td>F. 47 Specialized Transportation for Seniors/Disabled</td>
<td>$15</td>
</tr>
<tr>
<td>G. 49 Bicycle Network Projects</td>
<td>$33</td>
</tr>
<tr>
<td>H. 50 Safe School Routes</td>
<td>$1</td>
</tr>
<tr>
<td>I. 51 Pedestrian Safety Projects</td>
<td>$23</td>
</tr>
<tr>
<td><strong>Plan Administration and Oversight (1%)</strong></td>
<td>$6</td>
</tr>
<tr>
<td><strong>Reserve (3%)</strong></td>
<td>$17</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$578</strong></td>
</tr>
</tbody>
</table>

19 “Plan Share” refers to the amount of project costs to be borne by the plan alternative. This does not necessarily reflect the total project costs. Total costs for each project may be more than the Plan Share due to the availability of matching federal, state or local funds. See detailed project descriptions (following pages) for cost breakdowns. See also the Cost, Financing and Revenue Distribution Assumptions section. The plan share may need to be increased if financing is sought for any of these projects.
**Total Plan Alternative Two Funding**

**Thirty-four Year, One-Half Cent to Sales Tax in All Local Jurisdictions**  
(Approximate Revenue: $578 million)

The Plan proposes to place on the November 2008 General Election ballot, a thirty-four year, one-half cent sales tax, applicable in all jurisdictions within Santa Cruz County. It is estimated that approval of such a proposal would raise approximately $17 million per annum ($578 million over the life of the tax). This package could be funded by using a wide variety of funding sources (see Appendix C), including the following:

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Increase</th>
<th>Duration</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax Increase</td>
<td>½ Cent Increase</td>
<td>34 Years</td>
<td>$578 million</td>
</tr>
</tbody>
</table>

**Total $578 million**

**Matching Funds:** This plan assumes that these new revenues will supplement and leverage the matching federal, state, local, and private funds that will be needed to fully fund these projects.

**Financing Costs:** In order to accelerate delivery of certain projects, it may be necessary to secure some level of financing. The cost of financing will vary depending on project schedule, matching funds, and policies of each lead agency. Financing costs are not included in this funding plan.
Regional Projects

A. Highway 1 Transportation Systems Management Alternative (Ramp Metering and Auxiliary Lanes Project) - $192 million

Highway 1 is currently congested for over seven hours each day.\(^{20}\) It regularly takes over an hour to travel fifteen miles between the City of Santa Cruz and the City of Watsonville. Traffic has spilled over onto local streets and roads. This congestion is expected to more than double in the future.\(^{21}\) Regional jobs-to-housing imbalances, demographic and societal changes, combined with population increases have spurred growth in the annual vehicle miles of travel far in excess of population growth alone in Santa Cruz County.\(^{22}\) Beyond efforts to improve operational efficiencies, there is a need to encourage carpooling and use of other alternative transportation modes as a means to increase the efficiency of our roadway network.

Solution Statement/Project Description:

This project would provide ramp metering and auxiliary lanes between on and off ramps without requiring reconstruction of the interchange structures, but would not include high occupancy vehicle (HOV) lanes outlined in Plan Alternative One.\(^{23}\) The highway on-ramps would be widened and signals added to regulate or “meter” the amount of traffic coming onto the highway to avoid a breakdown of traffic flow on the through freeway lanes. The expanded ramp would provide greater vehicle storage area, behind the metered lights and provide an HOV by-pass lane for buses, carpools, vanpools and emergency vehicles during peak periods, as proposed in the HOV Lane project. Auxiliary lanes would be constructed where necessary connecting the on and off ramps to extend the weaving and merging area between ramps to further improve traffic flow and safety.

Three new bicycle/pedestrian bridges are proposed to improve bicycle and pedestrian movement over the highway and dissuade bicyclists and pedestrians from using the highway interchanges to reduce conflicts with motorists.

Bus stops may also be installed at select locations within the freeway right-of-way to improve express bus service.\(^{24}\) The project also includes construction of soundwalls where appropriate, new park and ride lots, and a traffic operation systems (such as changeable message signs, closed circuit television, and vehicle detection systems) to quickly identify and respond to recurring and non-recurring traffic incidents.

---

\(^{22}\) AMBAG Traffic Model.
\(^{23}\) The State Park Drive and 41st Avenue over crossings would be reconstructed to accommodate the auxiliary lanes, but the ramp alignments would not change.
\(^{24}\) Analysis of facilities for express bus service is currently underway.
For a map of the Highway 1 Transportation Systems Management project, see Appendix D.

**Lead Agencies:**

Santa Cruz County Regional Transportation Commission, Caltrans

**Expected Outcome/ Benefit:**

- Improved traffic operations - Reduce year 2035 vehicle delay on Highway 1 by over 35% in the northbound morning peak and over 20% in the southbound afternoon peak as compared with the “do nothing” alternative.\(^{25}\)
- Improve safety – The auxiliary lanes will extend the area for traffic to merge on and off the freeway safely. Improved traffic flow will reduce congestion related accidents.
- Improve transit and carpooling on corridor – The project is evaluating opportunities to incorporate transit facilities such as bus pull-outs and park-and-ride lots. Ramp metering will allow buses and carpools to bypass the queue on the on-ramps.
- Incorporate soundwalls to reduce noise levels adjacent to the highway
- Add bicycle/pedestrian improvements - New crossings are proposed over Highway 1 at Mar Vista Drive, Chanticleer Avenue and Trevethan Avenue.

**Cost:**

- Total Cost: $222 million
- Plan Share: $192 million
- Matching Funds: $30 million will need to be secured from State and Federal Funding Sources
- Financing: Will likely be needed for this project to accelerate early construction of capital improvements

---

\(^{25}\) Preliminary Traffic Analysis by Wilber Smith and Associates
B. Bus Service Expansion - $28 million

Additional funds are needed to expand existing transit service along the Highway 1 corridor between Watsonville and Santa Cruz in order to reduce congestion and make transit a viable option for more people. Additionally, existing bus service within the Watsonville area is insufficient to meet existing and projected future transit demand. Finally, buses periodically need to be replaced. The cost to replace the existing and projected future fleet of buses over the next thirty years far outweighs funds that can reasonably be expected from other future sources. If the vehicles are not replaced, some buses would have to be parked, resulting in a reduction of bus service.

Solution Statement/Project Description:

Implement bus service that increases bus ridership and thereby help reduce traffic congestion. Increase express/limited stop bus service from Watsonville and mid-county to Santa Cruz and expand local bus service.

Lead Agency:

Santa Cruz Metropolitan Transit District

Expected Outcome/ Benefit:

- Assist in congestion relief, environmental protection, and expansion of an alternative to single-occupancy vehicle travel.
- Reduce peak period bus travel times between Watsonville and Santa Cruz by offering express or limited stop service
- Increase mobility options in our community.
- Reduce congestion in the Highway 1 corridor by reducing the number of single-occupancy vehicles.
- Increase the efficiency of bus service, by increasing the average number of riders.
- Expand transit options for transit-dependent population.

Cost:

- Total Costs: $28-156 million depending on service levels\(^{26}\)
- Plan Share: $28 million

\(^{26}\) Santa Cruz Metropolitan Transit District.
• Matching Funds: Funding would need to be secured from local, state, and federal funds (such as the existing \( \frac{1}{2} \) cent sales tax dedicated to transit, the State Transit Assistance (STA) program, and Federal Transit Administration programs). Amount of additional funds will determine amount of new service that can be funded.

• Financing: Financing may be needed to address capital start up costs (primarily bus purchases).
C. Transportation Demand Management - $14 million

Streets and roads are regularly congested. Existing infrastructure is incapable of expanding to accommodate projected increases in vehicle miles traveled. However, capacity exists on the existing transportation network within automobiles, buses and other alternatives to the single-occupant vehicle. Transportation Demand Management encourages and promotes use of viable, safe travel choices that increase the efficiency of the transportation system.

Solution Statement/Project Description:

Transportation Demand Management (TDM) is a general term for strategies that result in more efficient use of transportation resources. Funds would be used to implement programs aimed at increasing availability and use of alternatives to the single-occupant vehicle. These programs, implemented by a variety of public and non-profit entities, facilitate and promote carpooling, vanpooling, bicycling, telecommuting and using transit. Programs include helping commuters find carpool and vanpool partners, educational events, incentive programs that increase alternative transportation use, bicycle safety training, bicycle buddy matching programs, and transit training programs.

Lead Agency:

Santa Cruz County Regional Transportation Commission to distribute funds to a variety of public and non-profit entities that implement TDM programs.

Expected Outcome/ Benefit:

- Increased carpooling, vanpooling, transit use, bicycling, walking, and telecommuting
- Maximized use of existing transportation system, focused on people-moving capabilities
- Expenditures on low cost programs rather than high cost capital projects.
- Reduction or delay in need for network expansion resulting in cost savings

Cost:

- Total Cost: $22 million
- Plan Share: $14 million
- Matching Funds: $8 million will be need to be secured from local, state, federal, and private funding sources
- Financing: It is anticipated that funds will be distributed on an annual basis
D. Coastal Trail Network – $24 million

There is a shortage of safe, direct bicycle and pedestrian routes in Santa Cruz County. With a few exceptions, the majority of the existing ped/bike network in Santa Cruz County is within the roadway system. On-street bicycle lanes and sidewalks attached to the roadway are typical. Interest has been steadily growing over the past decade in constructing a safe network of trails that improve safety for bicycles and pedestrians and provide access to the Pacific coastline and the surrounding environment in Santa Cruz County.

The Coastal Trail Network is an interconnected trail system which includes the Monterey Bay Sanctuary Scenic Trail (MBSST). The MBSST spans both Santa Cruz and Monterey Counties. Current segments of the trail are complete within Monterey County, but are unfunded within Santa Cruz County.

Solution Statement/Project Description:

This project would include Construction of a continuous network of bicycle/pedestrian facilities on or near the coast through Santa Cruz County. If the Santa Cruz Branch Rail Line is taken into public ownership, the multi-use trail would be situated along the Santa Cruz Branch Rail Line right-of-way wherever feasible to help span from Davenport to Watsonville and connect with the trail system in Monterey County. Any portions of the trail network on the Santa Cruz Branch Rail Line will be constructed adjacent to (not in place of) the train tracks currently owned by Union Pacific. Freight rail service would continue under any scenario and currently operates three round trips per week on the branch rail line. The coastal trail network will greatly improve the existing bicycle and pedestrian network by providing a direct connection between north and south county and will help to complete the Monterey Bay Sanctuary Scenic Trail. This trail network will also become part of the 1,300 mile statewide California Coastal Trail.

Lead Agency:

Santa Cruz County Regional Transportation Commission
Expected Outcome/ Benefit:

- Encourage alternative transportation by providing a direct connection between north and south county.
- Provide a commuter and recreational route for bicyclists separate from autos.
- Expand the Monterey Bay Sanctuary Scenic Trail network.
- Gradual grade of the railroad line will encourage more users.
- Trail will be constructed to meet Americans with Disabilities Act (ADA) requirements.

Cost:

- Total Cost: $39 million
- Plan Share: $24 million
- Matching Funds: $15 million from Federal, State, and other funding sources. Approximately $6 million has already been secured from existing State and Federal sources.
- Financing: May be needed to advance construction of the entire trail. Alternately, the project could be constructed in phases as funds become available.
Community Projects

E. Road Maintenance and Repair Fund - $225 million

Potholes, cracked and failing pavement are prevalent on roadways throughout Santa Cruz County. Deteriorating pavement affects motorists, bicyclists, and pedestrians. Much of the local street system has reached its expected life-cycle and years of deferred maintenance have resulted in a backlog of infrastructure needs (including sidewalks, safety projects, pavement, etc.) throughout the county of well over $250 million. In addition to this backlog, $8 million is needed each year to keep up with ongoing maintenance and operations.

Solution Statement/Project Description:

This fund would increase maintenance and repair of existing roadways. Though some cities have recently approved new taxes to address some of the funding needs within their jurisdictions, the backlog is so great that those funds are insufficient to address all of the needs. Funds may be distributed to local jurisdictions based on needs. Local jurisdictions will be required to demonstrate “maintenance of effort” – funds cannot be used to supplant funds that otherwise would have been used for local road maintenance and repairs.

Lead Agencies:

City of Capitola, City of Santa Cruz, City of Scotts Valley, City of Watsonville, and County of Santa Cruz

Expected Outcome/ Benefit:

- Improve conditions for drivers, bicyclists and pedestrians, including children, seniors and wheelchair users
- Reduce costs overall through regular maintenance rather than costly major upgrades necessary when conditions deteriorate dramatically

Cost:

- Total Cost: $225-555 million
- Plan Share: $225 million
- Matching Funds: Would need to be secured from existing State, Federal and Local Funding Sources to fully fund local road maintenance and repairs.
F. Specialized Transportation for Seniors/Disabled - $15 million

As “Baby Boomers” age, the population of seniors and people living with disabilities is expected to dramatically grow. Currently more than $5.5 million is spent annually to provide specialized transportation services for those unable to use the fixed-route bus system, yet the demand exceeds the available supply. It is anticipated that an additional $6 million will be needed each year (over currently budgeted amounts) to adequately meet the region’s future specialized transportation needs. Currently there is a lack of information about transportation services available, costs, and eligibility because there is no centralized point of information/referral for people needing these transportation services. Consequently, people may not be receiving services needed, may not be using the most appropriate services and/or opportunities for shared (less costly) rides may not be realized.

Solution Statement/Project Description:

In this lower cost plan alternative, the project would fund the development and operation of a Mobility Management Center to ensure that people needing specialized transportation services are directed to the most proficient and cost effective service provider and that rides are provided in a coordinated, efficient manner. In addition, this project includes a small amount of “safety net” transportation services for riders with special needs who are unable to qualify for Americans with Disabilities Act (ADA)-mandated ParaCruz service (people that don’t live within ¾ mile of a bus route, who can’t afford the $3 fare, etc.).

Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Guarantee that people receive the most appropriate service available and that services are provided in a coordinated, efficient manner

- Provide “safety net” mobility options to seniors and persons with disabilities who might otherwise be homebound because they don’t qualify for Americans with Disabilities Act mandated paratransit services
Cost:

- Total Cost: $15 million
- Plan Share: $15 million
- Matching Funds: Additional funds will be sought to expand specialized transportation service options
- Financing: It is anticipated that funds will be distributed on an annual basis
**G. Bicycle Network Projects - $33 million**

Additional bicycle lanes and paths are needed to provide continuous bicycle corridors. Gaps in the existing bicycle network create safety hazards and make it challenging to attract people to use their bicycles for trips that would otherwise be made in a car. Priority bicycle projects in each jurisdiction are outlined in a Bicycle Plan which identifies needed local and regional bicycle facility enhancements.

**Solution Statement/Project Description:**

Construct bicycle paths, lanes, and bicycle parking facilities as identified in local jurisdiction (cities and County) and other local agency master bicycle/trail plans. Emphasize safety improvements and regional connections that enhance both commuter and recreational bicycle use.

**Lead Agencies:**

City of Capitola, City of Scotts Valley, City of Santa Cruz, City of Watsonville, County of Santa Cruz

**Expected Outcome/ Benefit:**

- Eliminate hazardous conditions for bicyclists and interfaces with other modes
- Attract more/new bicyclists
- Implement relatively low cost transportation improvements
- Encourage less dependence on petroleum
- Use existing transportation infrastructure more effectively
- Provide better regional connections between bicycle facilities

**Cost:**

- Total Cost: $33-80 million
- Plan Share: $33 million
- Matching Funds: Would need to be sought to fund additional bicycle projects
- Financing: May be needed to advance construction of some bicycle projects. Alternately, projects could be constructed in phases as funds become available
Neighborhood Projects

H. Safe School Routes - $1 million

Parents regularly cite concerns about safe pedestrian and bicycle facilities as reasons why they generally opt to drive their children to school.

Solution Statement/Project Description:

Programs include identifying and implementing safe school route improvements, walking school buses, SchoolPool (carpool) programs, educational events, incentive programs, bicycle safety training, bicycle buddy group formation and transit training programs.

Lead Agency:

Santa Cruz County Regional Transportation Commission to distribute funds to a variety of public and non-profit entities.

Expected Outcome/ Benefit:

- Increased carpooling, transit use, bicycling and walking to school
- Decreased congestion around school sites
- Improved fitness and healthier lifestyle for schoolchildren
- Programs that alleviate parental safety concerns and enable children to travel safely
- Increased neighborhood awareness and “street smart” skills for children
- Expenditures on low cost programs rather than high cost capital projects

Cost:

- Total Cost: $2 million
- Plan Share: $1 million
- Matching Funds: Additional funds could be sought from local, state, federal, and private funding sources
- Financing: It is anticipated that funds will be distributed on an annual basis
I. Pedestrian Safety Projects - $23 million

There are a number of gaps in the existing pedestrian network which also serves seniors, children and people with disabilities. This lack of safe and continuous pedestrian facilities creates neighborhood and community hazards.

Solution Statement/Project Description:

Implement high priority pedestrian improvements, accessibility measures, and gap closures identified by local jurisdictions, community members, pedestrian advocacy groups, seniors, and people living with disabilities. Improvements could include construction of new sidewalks, removal of obstacles, widening walkways, improvement of sight distances, addition of lighting, addition of curb cuts and crossing devices.

Lead Agencies:

City of Capitola, City of Scotts Valley, City of Santa Cruz, City of Watsonville, County of Santa Cruz

Expected Outcome/ Benefit:

- Improved safety for pedestrians
- Increased use of sidewalks by the community including seniors, children and people with disabilities
- Improved connections in pedestrian facilities
- Ease of crossing streets by pedestrians
- Improved streetscape

Cost:

- Total Cost: $23-111 million
- Plan Share: $23 million
- Matching Funds: Will be needed to fully fund pedestrian needs countywide
- Financing: May be needed to advance construction of some pedestrian projects. Alternately, projects could be constructed in phases as funds become available
(page left intentionally blank)
PLAN ALTERNATIVE THREE - DUAL OPTION BALLOT MEASURES

Following the Workshop and Workbook Phase of this project, there have been many contacts with members of the TF Task Force, the public, and the Convener. While TF Task Force members have been reviewing and reacting to the development of these Plans by the Convener, there has been a strong under-current that has advocated for, in essence, single issue ballot measures.

The single issue ballot measures option would place two or more transportation funding alternatives on the ballot. If both alternative measures passed, the measure receiving the largest number of votes would prevail. Ballot Measure A, a ½ cent sales tax increase for twenty-one years would fund the Highway 1 HOV Lane Project. Ballot Measure B, a ½ cent sales tax increase for twenty-one years would fund transportation and transit projects that do not increase the capacity of Highway 1.

Ballot Measure A – Highway 1 Improvements

Ballot Measure A Summary

<table>
<thead>
<tr>
<th>Page</th>
<th>Projects</th>
<th>Plan Share (in Smillions/2009 dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>#</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regional Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. 55</td>
<td>Highway 1 HOV Lane Project</td>
<td>$345</td>
</tr>
<tr>
<td>Plan Administration and Oversight (1%)</td>
<td></td>
<td>$3</td>
</tr>
<tr>
<td>Reserve (3%)</td>
<td></td>
<td>$9</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>$357</td>
</tr>
</tbody>
</table>

Total Ballot Measure A Funding

Twenty-one year, One-Half Cent Sales Tax in All Local Jurisdictions (Approximate Revenue: $357 million)

The Plan proposes to place on the November 2008 General Election ballot, a twenty-one year, one-half cent sales tax, applicable in all jurisdictions within Santa Cruz County.

---

27 “Plan Share” refers to the amount of project costs to be borne by the plan alternative. This does not necessarily reflect the total project costs. Total costs for each project may be more than the Plan Share due to the availability of matching federal, state or local funds. See detailed project descriptions (following pages) for cost breakdowns. See also the Cost, Financing and Revenue Distribution Assumptions section. The plan share may need to be increased if financing is sought for any of these projects.
It is estimated that approval of such a proposal would raise approximately $17 million per annum, or $357 million over the life of the tax to fund this project. This project could be funded by using a wide variety of funding sources (see Appendix C), but for this plan includes the following:

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Increase</th>
<th>Duration</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax Increase</td>
<td>½ Cent Increase</td>
<td>21 Years</td>
<td>$357 million</td>
</tr>
</tbody>
</table>

**Total $357 million**

**Matching Funds:** This plan assumes that these new revenues will supplement and leverage the matching federal, state, local, and private funds that will be needed to fully fund this project.

**Financing Costs:** In order to accelerate delivery of some projects, it may be necessary to secure some level of financing. The cost of financing will vary depending on project schedule, matching funds, and policies of each lead agency. Financing costs are not included in this funding plan.

Some TF Task Force participants have said that Measure J would have passed in 2004, but for the inclusion of non-Highway 1 related projects and programs in the measure. Some of those same people have requested that a “highway only” improvement plan be submitted to the voters. Ballot Measure A would allow voters to approve a ½ cent increase in the local sales tax for twenty-one years to make major improvements on Highway 1 by adding a High Occupancy Vehicle (carpool/bus/emergency vehicle) lane in each direction (a full project description follows). The only other expenditures in this proposal would be a Reserve to cover unforeseen costs and Plan Administration/Oversight, both of which are contained in all options.

Because Plan Alternative Three is structured different from Plan Alternatives One and Two, the description of the plan is outlined in a question, similar to a ballot measure. Exact ballot measure language would be crafted at a later date.

**Question:**

“Should the local sales tax be increased by ½ cent, for a period of 21 years in order to fund the following transportation project: New High Occupancy Vehicle lanes in each direction between Morrissey Boulevard in Santa Cruz, to San Andreas/Larkin Valley Road near Aptos for use by buses, carpools, vanpools, and emergency vehicles; and, to add ramp meters within the same area; and, to construct auxiliary lanes between most of the existing on and off ramps; and, to construct three new bicycle/pedestrian bridges over Highway 1 at appropriate locations; and, establish an oversight task force to monitor and effectively administer the plan?”
Regional Projects

A. Highway 1 HOV Lane Project - $345 million

Highway 1 is currently congested for over seven hours each day.\(^{28}\) It regularly takes over an hour to travel fifteen miles between the City of Santa Cruz and the City of Watsonville. Traffic has spilled over onto local streets and roads. Additionally, emergency vehicles, buses, carpools, and vanpools are currently subject to the same delays as other vehicles. This congestion is expected to more than double in the future.\(^{29}\) Regional jobs-to-housing imbalances, demographic and societal changes, combined with population increases have spurred growth in the annual vehicle miles of travel far in excess of population growth alone.\(^{30}\) Beyond efforts to improve operational efficiencies, there is a need to encourage carpooling and use of other alternative transportation modes as a means to increase the efficiency of our roadway network.

Solution Statement/Project Description:

The Highway 1 High Occupancy Vehicle (HOV) Lane project would add one lane in each direction between Morrissey Boulevard in Santa Cruz and San Andreas/Larkin Valley Road (near Aptos) for use by buses, carpools, vanpools, and emergency vehicles. On-ramps would be expanded along the entire corridor to include ramp meters and HOV by-pass lanes. In addition, auxiliary lanes would be constructed where necessary connecting the on and off ramps to extend the weaving and merging area between ramps to improve traffic flow and safety.

To improve bicycle and pedestrian movement over the highway and to reduce conflicts with motorists at freeway interchanges, three new bicycle/pedestrian bridges would be constructed as part of this project. Additionally, the sidewalks and bike lanes on all interchanges and over crossings requiring reconstruction will be expanded to improve safety and provide further protection to bicyclists and pedestrians through these areas.

Bus stops may also be installed at select locations within the freeway right-of-way to improve express bus service.\(^ {31}\) The project also includes construction of soundwalls where appropriate, new park and ride lots, and a traffic operation systems (such as

\(^{30}\) AMBAG Traffic Model.
\(^{31}\) Analysis of facilities for express bus service is currently underway.
changeable message signs, closed circuit television, and vehicle detection systems) to quickly identify and respond to recurring and non-recurring traffic incidents.

For a map of the Highway 1 HOV Lane project, see Appendix D.

Lead Agencies:

Santa Cruz County Regional Transportation Commission, Caltrans

Expected Outcome/ Benefit:

- Improved traffic operations - Reduce year 2035 vehicle delay on Highway 1 by over 80% in the northbound morning peak and over 75% in the southbound afternoon peak as compared with the “do nothing” alternative. ³²
- Reduce travel times for carpools, vanpools, and buses, thereby increasing transit use and ridesharing.
- Improve transit and carpooling on corridor – The project is evaluating opportunities to incorporate transit facilities such as bus pull-outs and park-and-ride lots. Ramp metering will allow buses and carpools to bypass the queue on the on-ramps.
- Improve safety - Improved traffic flow will reduce congestion related accidents. Auxiliary lanes extend the area for traffic to merge on and off the freeway.
- Reduce “cut-through” traffic on local streets and roads.
- Soundwalls reduce noise levels adjacent to the highway.
- Improve bicycle/pedestrian access and safety. Interchanges will be improved and new crossings for pedestrians and bicycles are proposed over Highway 1 at Mar Vista Drive, Chanticleer Avenue and Trevethan Avenue.

Cost:

- Total Cost: $360 million
- Plan Share: $345 million
- Matching Funds: $15 million will need to be secured from existing State and Federal Funding Sources
- Financing: If financing is used for this project, the total project cost and Plan Share may increase.

Ballot Measure B – Congestion Relief and Safe Neighborhoods

Ballot Measure B Summary

<table>
<thead>
<tr>
<th>Page #</th>
<th>Projects</th>
<th>Plan Share (in $millions/2009 dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regional Projects</td>
<td></td>
</tr>
<tr>
<td>A.</td>
<td>59  Bus Service Expansion</td>
<td>$27</td>
</tr>
<tr>
<td>B.</td>
<td>61  Park and Ride Lots</td>
<td>$6</td>
</tr>
<tr>
<td>C.</td>
<td>62  Transportation Demand Management</td>
<td>$6</td>
</tr>
<tr>
<td>D.</td>
<td>63  Highway Safety and Enforcement</td>
<td>$7</td>
</tr>
<tr>
<td>E.</td>
<td>64  Coastal Trail Network</td>
<td>$24</td>
</tr>
<tr>
<td>F.</td>
<td>66  Freight Service Rail Line Upgrade</td>
<td>$23</td>
</tr>
<tr>
<td>G.</td>
<td>68  Starter Passenger Rail</td>
<td>$17</td>
</tr>
<tr>
<td></td>
<td>Community Projects</td>
<td></td>
</tr>
<tr>
<td>H.</td>
<td>69  Road Maintenance and Repair</td>
<td>$165</td>
</tr>
<tr>
<td>I.</td>
<td>70  Specialized Transportation for Seniors/Disabled</td>
<td>$27</td>
</tr>
<tr>
<td>J.</td>
<td>71  Bicycle Network Projects</td>
<td>$11</td>
</tr>
<tr>
<td>K.</td>
<td>72  Advanced Transit Development/ PRT</td>
<td>$6</td>
</tr>
<tr>
<td></td>
<td>Neighborhood Projects</td>
<td></td>
</tr>
<tr>
<td>L.</td>
<td>73  Neighborhood Safety Projects</td>
<td>$11</td>
</tr>
<tr>
<td>M.</td>
<td>74  Local Enforcement</td>
<td>$2</td>
</tr>
<tr>
<td>N.</td>
<td>75  Safe School Routes</td>
<td>$1</td>
</tr>
<tr>
<td>O.</td>
<td>76  Pedestrian Safety Projects</td>
<td>$11</td>
</tr>
<tr>
<td>Plan Administration and Oversight (1%)</td>
<td>$3</td>
<td></td>
</tr>
<tr>
<td>Reserve (3%)</td>
<td>$10</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>$357</td>
</tr>
</tbody>
</table>

Total Ballot Measure B Funding

Twenty–one year, One–Half Cent to Sales Tax in All Local Jurisdictions
(Approximate Revenue: $357 million)

The Plan proposes to place on the November 2008 General Election ballot, a twenty one year, one-half cent sales tax, applicable in all jurisdictions within Santa Cruz County.

It is estimated that approval of such a proposal would raise approximately $17 million per annum, or $357 million over the life of the tax to fund this package of projects. This package could be funded by using a wide variety of funding sources (see Appendix C), including the following:

---

33 “Plan Share” refers to the amount of project costs to be borne by the plan alternative. This does not necessarily reflect the total project costs. Total costs for each project may be more than the Plan Share due to the availability of matching federal, state or local funds. See detailed project descriptions (following pages) for cost breakdowns. See also the Cost, Financing and Revenue Distribution Assumptions section. The plan share may need to be increased if financing is sought for any of these projects.
<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Increase</th>
<th>Duration</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax Increase</td>
<td>½ Cent Increase</td>
<td>21 Years</td>
<td>$357 million</td>
</tr>
</tbody>
</table>

Total $357 million

**Matching Funds:** This plan assumes that these new revenues will supplement and leverage the matching federal, state, local, and private funds that will be needed to fully fund these projects.

**Financing Costs:** In order to accelerate delivery of some projects, it may be necessary to secure some level of financing. The cost of financing will vary depending on project schedule, matching funds, and policies of each lead agency. Financing costs are not included in this funding plan.

While some have argued that Measure J in 2004 failed because it contained more than Highway 1 improvements, others have argued that it failed because it had funding for Highway 1 improvements. Ballot Measure B, in contrast to Ballot Measure A, proposes a plan with no funding for Highway 1 improvements, but, instead, for projects and programs designed to relieve congestion by funding major rehabilitation of local roads, and provide alternatives to single-occupancy vehicle trips And offering a wide variety of mobility options for those who travel.

Because Plan Alternative Three is structured different from Plan Alternatives One and Two, the description of the plan is outlined in a question, similar to a ballot measure. Exact ballot measure language would be crafted at a later date.

**Question:**

“Should the local sales tax be increased by ½ cent, for a period of 21 years in order to fund the following transportation projects: $27 million for Expanded Bus services; $6 million for the construction of Park and Ride lots and associated structures to serve the expanded Express Bus system; $6 million for employer/employee incentives to increase car-pooling and other forms of traffic congestions relief; $7 million for enhanced highway traffic enforcement and tow service patrols; $24 million for a Coastal Bicycle Trail running north and south in the county, roughly along the existing Union Pacific Railroad right of way; $23 million for the Freight Service Rail Line Upgrade; $17 million for Starter Passenger Rail; $165 million to improve local city and county roads to Pavement Condition Index “good”; $27 million for expansion of transportation services for the elderly and disabled community; $11 million for completion of bicycle network projects in each city and the county; $6 million to analyze the applicability of Advanced Transit Development/Personal Rapid Transit; $11 million for neighborhood safety projects (i.e. hazard reduction, traffic calming); $2 million for local traffic law enforcement; $1 million for safe school routes; $11 million for pedestrian safety projects; $3 million for the establishment of an oversight task force to monitor and effectively administer the plan; and, $10 million for the establishment of a reserve account?”
Regional Projects

A. Bus Service Expansion - $27 million

Thirty years ago, voters in Santa Cruz County approved a permanent half-cent sales tax dedicated to providing transit service. However, additional funds are needed to expand existing transit service. Additional express service is needed along the Highway 1 corridor between Watsonville and Santa Cruz in order to reduce congestion and make transit a viable option for more people. Additionally, existing bus service within the Watsonville area is insufficient to meet existing and projected future transit demand. Finally, buses need to periodically be replaced. The cost to replace the existing and projected future fleet of buses over the next thirty years far outweighs funds that can reasonably expected from other future sources. If the vehicles are not replaced, some buses would have to be parked, resulting in a reduction of bus service.

Solution Statement/Project Description:

Implement bus service that demonstrates it will increase bus ridership and thereby help reduce traffic congestion. Increase express/limited stop bus service from Watsonville and mid-county to Santa Cruz and expand local bus service.

Lead Agency:

Santa Cruz Metropolitan Transit District

Expected Outcome/ Benefit:

- Assist in congestion relief, environmental protection, and expansion of an alternative to single-occupancy vehicle travel.
- Reduce peak period bus travel times between Watsonville and Santa Cruz by offering express or limited stop service
- Increase mobility options in our community.
- Reduce congestion in the Highway 1 corridor by reducing the number of single-occupancy vehicles.
- Increase the efficiency of bus service, by increasing the average number of riders.
- Expand transit options for transit-dependent population.
Cost:

- Total Costs: $27-156 million depending on service levels\(^{34}\)
- Plan Share: $27 million
- Matching Funds: Funding would need to be secured from local, state, and federal funds (such as the existing ½ cent sales tax dedicated to transit, the State Transit Assistance (STA) program, and Federal Transit Administration programs). Amount of additional funds will determine amount of new service that can be funded.
- Financing: Financing may be needed to address capital start up costs (primarily bus purchases).

\(^{34}\) Santa Cruz Metropolitan Transit District
B. Park and Ride Lots - $6 million (Including Right of Way Costs)

People interested in carpooling, vanpooling and taking express transit lack meeting areas and parking facilities in convenient locations.

Solution Statement/Project Description:

Construct new park and ride lots for bus, carpool, and vanpool riders on Highways 1 and 17. These would be supplemental to the Park and Ride Lots to be constructed as part of the Highway 1 HOV Lane Project, should it move forward independent of this plan.

Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Encourage carpooling and vanpooling, and bus ridership
- Link express transit stops

Cost:

- Total Cost: $6 million
- Plan Share: $6 million
- Matching Funds: Additional park and ride lots could be constructed if matching funds are available
- Financing: May be needed to accelerate early construction of capital improvements
C. Transportation Demand Management - $6 million

Streets and roads are regularly congested. Existing infrastructure is incapable of expanding to accommodate projected increases in vehicle miles traveled. However, capacity exists on the existing transportation network within automobiles, buses and other alternatives to the single-occupant vehicle. Transportation Demand Management encourages and promotes use of viable, safe travel choices that increase the efficiency of the transportation system.

Solution Statement/Project Description:

Transportation Demand Management (TDM) is a general term for strategies that result in more efficient use of transportation resources. Funds would be used to implement programs aimed at increasing availability and use of alternatives to the single-occupant vehicle. These programs, implemented by a variety of public and non-profit entities, facilitate and promote carpooling, vanpooling, bicycling, telecommuting and using transit. Programs include matching carpool and vanpool partners, educational events, incentive programs that increase alternative transportation use, bicycle safety training, bicycle buddy matching programs, and transit training programs.

Lead Agency:

Santa Cruz County Regional Transportation Commission to distribute funds to a variety of public and non-profit entities that implement TDM programs.

Expected Outcome/ Benefit:

- Increased carpooling, vanpooling, transit, bicycling, walking, and telecommuting
- Maximized use of existing transportation system, focused on people-moving capabilities
- Expenditures on low cost programs rather than high cost capital projects.
- Reduction or delay in need for network expansion resulting in cost savings

Cost:

- Total Cost: $22 million
- Plan Share: $6 million
- Matching Funds: $16 million will be need to be secured from local, state, federal, and private funding sources
- Financing: It is anticipated that funds will be distributed on an annual basis
D. Highway Safety and Enforcement - $7 million

Residents consistently request increased enforcement of traffic laws and speed limits to preserve neighborhood character as well as increase safety on streets and highways. As shown in the table below, approximately 1,500 injury and fatal collisions occur each year in Santa Cruz County. Increased traffic enforcement can dramatically reduce these collision rates. When incidents occur on state highways, congestion occurs and traffic is impacted until the vehicles are removed from the roadway.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal Collisions</td>
<td>21*</td>
<td>21*</td>
<td>9</td>
<td>18</td>
<td>23</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>Injury Collisions</td>
<td>1,453*</td>
<td>1,448*</td>
<td>1,350</td>
<td>1,380</td>
<td>1,313</td>
<td>1,286</td>
<td>1,367</td>
</tr>
</tbody>
</table>

Source: CHP & SWITRS annual report (tables 8A, dated 5/4/05)
*Amended data from the CHP SWITRS Annual Report. Original data published by SCCRTC was obtained from the local district office of CHP, which only has data for state highways and local roads that it patrols, and does not include data for city streets and roads.

Solution Statement/Project Description:

Increase CHP enforcement on Highways 1 and 17, and increase Freeway Service Patrol tow truck patrols which quickly clear collisions, remove debris from travel lanes and aid motorists with free service during peak commute and visitor hours on Highway 1 and Highway 17 to keep incident related congestion to a minimum and keep traffic moving.

Lead Agency:

Santa Cruz County Regional Transportation Commission and California Highway Patrol

Expected Outcome/ Benefit:

- Reduce collisions and improve motorist safety on Highway 17 between the cities of Santa Cruz and Los Gatos.
- Improve traffic flow by removing congestion-causing incidents from the path of travel

Cost:

- Total Cost: $7 million
  - Enhanced Highway Incident Removal Services (Freeway Service Patrol): $4 million
  - Enhanced CHP enforcement on Highway 17: $3 million
- Plan Share: $7 million
- Matching Funds: Additional service to be funded by Plan only. Existing service not included in the Plan.
- Financing: It is anticipated that funds will be distributed on an annual basis.
E. Coastal Trail Network – $24 million

There is a shortage of safe, direct bicycle and pedestrian routes in Santa Cruz County. With a few exceptions, the majority of the existing ped/bike network in Santa Cruz County is within the roadway system. On-street bicycle lanes and sidewalks attached to the roadway are typical. Interest has been steadily growing over the past decade in constructing a safe network of trails that improve safety for bicycles and pedestrians and provide access to the Pacific coastline and the surrounding environment in Santa Cruz County.

The Coastal Trail Network is an interconnected trail system which includes the Monterey Bay Sanctuary Scenic Trail (MBSST). The MBSST spans both Santa Cruz and Monterey Counties. Current segments of the trail are complete within Monterey County, but are unfunded within Santa Cruz County.

Solution Statement/Project Description:

This project would include Construction of a continuous network of bicycle/pedestrian facilities on or near the coast through Santa Cruz County. If the Santa Cruz Branch Rail Line is taken into public ownership, the multi-use trail would be situated along the Santa Cruz Branch Rail Line right-of-way wherever feasible to help span from Davenport to Watsonville and connect with the trail system in Monterey County. Any portions of the trail network on the Santa Cruz Branch Rail Line will be constructed adjacent to (not in place of) the train tracks currently owned by Union Pacific. Freight rail service would continue under any scenario and currently operates three round trips per week on the branch rail line. The coastal trail network will greatly improve the existing bicycle and pedestrian network by providing a direct connection between north and south county and will help to complete the Monterey Bay Sanctuary Scenic Trail. This trail network will also become part of the 1,300 mile statewide California Coastal Trail.

Lead Agency:

Santa Cruz County Regional Transportation Commission
Expected Outcome/ Benefit:

- Encourage alternative transportation by providing a direct connection between north and south county.
- Provide a commuter and recreational route for bicyclists separate from autos.
- Expand the Monterey Bay Sanctuary Scenic Trail network.
- Gradual grade of the railroad line will encourage more users.
- Trail will be constructed to meet Americans with Disabilities Act (ADA) requirements.

Cost:

- Total Cost: $39 million
- Plan Share: $24 million
- Matching Funds: $15 million from Federal, State, and other funding sources. Approximately $6 million has already been secured from existing State and Federal sources.
- Financing: May be needed to advance construction of the entire trail. Alternately, the project could be constructed in phases as funds become available.
F. Freight Service Rail Line Upgrade - $23 million

The Santa Cruz Branch Rail Line is currently classified as “excepted” track according to the Federal Railroad Administration (FRA) standards. This classification does not meet the FRA standards for regular freight service but allows limited freight operations on the line with restrictions and additional inspections. In addition, a structural assessment determined that additional work is needed on some of the bridges in the rail corridor. Upgrades such as signalization of grade (or street) crossings, warning systems and concrete pads along with track improvements would improve the safety of the rail line and allow trains to operate up to 25 miles per hour rather than at the current limit of 10 miles per hour. The SCCRTC is working to purchase the Santa Cruz Branch Rail Line to ensure continued freight service and for future transportation purposes.

Solution Statement/Project Description:

Upgrade the branch rail line to FRA Class 2 to bring the rail line into a condition where it can be maintained in a reasonable manner over the foreseeable future and ensure continued freight rail operations. The project includes upgrading all of the rail crossings to current safety standards, replacing current jointed rail with continuously welded rail, upgrading the structures as recommended by the Santa Cruz Branch Rail Line Structures Assessments, and establishing a fund for unforeseeable damage repairs.

Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Ensures continued freight operations into the foreseeable future and keeps 20,000 to 25,000 truck trips annually off of the congested roads
- Minimizes long term repair and maintenance needs
- Improves the safety of railroad crossings, the track and the structures
- Minimizes noise and vibration from existing trains
- Improves the efficiency and effectiveness of freight rail operations
- Minimizes freight service down time when unforeseeable damages to the rail line occur
- Preserves an option to operate passenger rail or other transit service if and when feasible

Cost:

- Total Cost: $24.5 million
  - Track Upgrade: $12.5 million
  - Bridge Upgrade: $4.5 million
  - Grade Crossing Upgrade: $6 million
  - Unforeseeable Damage Repair Fund: $1.5 million
- Plan Share: $23 million
- Matching Funds: $1.5 million from Federal and State sources
- Financing: May be needed to advance construction of the entire project. Alternately, the project could be constructed in phases as funds become available
G. Starter Passenger Rail - $17 million

Roadways are congested. Residents, visitors and bus riders alike are subject to delays due to congestion. In order to maximize the efficiency of the transportation system, it is necessary to use all transportation assets to their fullest potential and give the community as many transportation choices as possible. The Santa Cruz Branch Rail Line runs along the heaviest traveled corridor in the county, spans the length of the county and is adjacent to many of the area’s key trip destinations and origins.

Solution Statement/Project Description:

Identify and implement initial starter segments of passenger rail, including excursion service, or other transit service that meets the needs of the community, coordinates with bus transit and the existing freight rail service, and connects to planned rail service in Monterey and Santa Clara Counties at the Watsonville Junction in Pajaro. The project would prioritize segments and service which would be self supporting or minimize any required operating subsidy. The project would construct minimal platforms, install next-train information systems, purchase train equipment and provide seismic retrofit of structures as needed. Also included are four passing sidings to help ensure good coordination with the existing freight service and prevent the need for freight service during the night. This project requires improvements to the rail line as specified in the rail line upgrade project (see previous project).

Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Provide options to congestion and single-occupant vehicles
- Maximize the efficiency of the transportation system
- Expand an underused community transportation corridor
- Link other transportation options

Cost:

- Total Cost: $19 million
  - Capital: $13 million
  - Operations: $6 million
- Plan Share: $17 million
- Matching Funds: No matching funds are currently available for the capital costs. Passenger fares would partially fund operations.
- Financing: Financing may be needed to accelerate early construction of capital improvements.
Community Projects

H. Road Maintenance and Repair Fund - $165 million

Potholes, cracked and failing pavement are prevalent on roadways throughout Santa Cruz County. Deteriorating pavement affects motorists, bicyclists, and pedestrians. Much of the local street system has reached its expected life-cycle and years of deferred maintenance have resulted in a backlog of infrastructure needs (including sidewalks, safety projects, pavement, etc.) throughout the county of well over $250 million. In addition to this backlog, $8 million is needed each year to keep up with ongoing maintenance and operations.

Solution Statement/Project Description:

This fund would increase maintenance and repair of existing roadways. Though some cities have recently approved new taxes to address some of the funding needs within their jurisdictions, the backlog is so great that those funds are insufficient to address all of the needs. Funds may be distributed to local jurisdictions based on needs. Local jurisdictions will be required to demonstrate “maintenance of effort” – funds cannot be used to supplant funds that otherwise would have been used for local road maintenance and repairs.

Lead Agencies:

City of Capitola, City of Santa Cruz, City of Scotts Valley, City of Watsonville, and County of Santa Cruz

Expected Outcome/ Benefit:

- Improve conditions for drivers, bicyclists and pedestrians, including children, seniors and wheelchair users
- Reduce costs overall through regular maintenance rather than costly major upgrades necessary when conditions deteriorate dramatically

Cost:

- Total Cost: $165-555 million
  - Backlog: $250 million
  - Ongoing Maintenance and Operations: $8 million/year
- Plan Share: $165 million
- Matching Funds: Funds would need to be secured from existing state, federal and local funding sources to fully fund local road maintenance and repairs
- Financing: May be needed to accelerate construction of repairs
I. Specialized Transportation for Seniors/Disabled - $27 million

Issue Statement:

As baby boomers age, the population of seniors and people with disabilities is expected to grow dramatically. Currently demand for specialized transportation services exceeds the available supply. An additional $6 million is needed each year (over currently budgeted amounts of approximately $5.5 million) to adequately meet the transportation needs of seniors and persons with disabilities that are unable to use the fixed-route bus system. Currently there is a lack of information about transportation services available, costs, and eligibility because there is no centralized point of information/referral for people needing these transportation services. Consequently, people may not be receiving services needed, may not be using the most appropriate services and/or opportunities for shared (less costly) rides may not be realized.

Solution Statement/Project Description:

In this plan alternative, the project would fund the development and operation of a Mobility Management Center to ensure that people needing specialized transportation services are directed to the most proficient and cost effective service provider and that rides are provided in a coordinated, efficient manner. In addition, this project includes funding for “safety net” transportation services for riders with special needs who are unable to qualify for ADA mandated ParaCruz service (people that don’t live within ¾ mile of a bus route, who can’t afford the $3 fare, etc.).

Lead Agency:

Santa Cruz County Regional Transportation Commission

Expected Outcome/ Benefit:

- Guarantee that people receive the most appropriate service available and that services are provided in a coordinated, efficient manner
- Provide “safety net” mobility options to seniors and persons with disabilities who might otherwise be homebound because they don’t qualify for Americans with Disabilities Act mandated paratransit services

Cost:

- Total Cost: $27-180 million
- Plan Share: $27 million
- Matching Funds: Additional Funds will be sought to expand specialized transportation service options
- Financing: It is anticipated that funds will be distributed on an annual basis
J. Bicycle Network Projects - $11 million

Additional bicycle lanes and paths are needed to provide continuous bicycle corridors. Gaps in the existing bicycle network create safety hazards and make it challenging to attract people to use their bicycles for trips that would otherwise be made in a car. Priority bicycle projects in each jurisdiction are outlined in a Bicycle Plan which identifies local and regional bicycle facility enhancements.

Solution Statement/Project Description:

Construct bicycle paths, lanes, and bicycle parking facilities as identified in the local jurisdiction (cities and County) bicycle plans. Emphasize safety improvements and regional connections that enhance both commuter and recreational bicycle use.

Lead Agencies:

City of Capitola, City of Scotts Valley, City of Santa Cruz, City of Watsonville, County of Santa Cruz

Expected Outcome/ Benefit:

- Eliminate hazardous conditions for bicyclists and interfaces with other modes
- Attract more/new bicyclists
- Implement relatively low cost transportation improvements
- Encourage less dependence on petroleum
- Use existing transportation infrastructure more effectively
- Provide less space for parking

Cost:

- Total Cost: $11-80 million
- Plan Share: $11 million
- Matching Funds: Would need to be secured from existing State, Federal and Local Funding Sources to fully fund bicycle projects
- Financing: May be needed to advance construction of some bicycle projects. Alternately, projects could be constructed in phases as funds become available
K. Advanced Transit Development/PRT - $6 million

UCSC and the City of Santa Cruz have a need to develop a comprehensive transportation solution that will address the University’s proposed growth and help mitigate congestion on city streets. The city and university both need a system capable of safely conveying the required volumes of people between the university campus, downtown and Boardwalk areas while reducing automobile traffic, noise, and pollution. Such a system should also allow for the diversion of tourist traffic from the streets of Santa Cruz during the summer months, alleviating congestion and freeing up parking on city streets for residents. In addition, a system should be economical and environmentally sustainable by reducing fossil fuel dependence and greenhouse gases.

Solution Statement/Project Description:

Explore the applicability of Personal Rapid Transit (PRT)\(^{36}\) or other applicable advanced transit technology systems. These advanced transit technologies are envisioned to provide on-demand service much like a car so that students, residents and tourists can meet many of their personal mobility requirements. Due to the very preliminary status of this project the proposed funding is intended to assist in concept development to a stage consistent with public agency decision making authority.

Lead Agency: TBD

Expected Outcome/ Benefit:

- Reduce auto congestion between the university campus and downtown while classes are in session
- Divert tourist traffic during the summer months to strategically located parking structures in Santa Cruz
- Expands public transit network

Cost:

- Total Cost: Capital, Right-of-Way and Operation costs are unknown, a number of different routes are under discussion, more analysis is needed
- Plan Share: $6 million toward development of the advanced transit system
- Matching Funds: Demonstration and/or private funds may be available
- Financing: Not needed for the development stage

\(^{36}\) Ultra lightweight PRT is an energy efficiency advanced transit technology capable of transporting high volumes of people non-stop from point to point within a network. PRT systems use small, automated 2-3 passenger vehicles that safely travel above surface congestion on an elevated guideway.
Neighborhood Projects

L. Neighborhood Safety Projects - $11 million

The community has consistently identified the need for improved safety in neighborhoods as a high priority.

Solution Statement/Project Description:

Allocate funds for priority hazard elimination and safety projects in the county; and neighborhood calming and safety projects in each city and the county. Items requested include street lighting and traffic calming devices to discourage cut through traffic and decrease speeds in residential areas.

Lead Agency:

Santa Cruz County Regional Transportation Commission, local jurisdictions, and transportation service providers

Expected Outcome/ Benefit:

- Provide a safer environment for all including children, seniors, people with disabilities
- Reduce cut through traffic in housing areas not equipped for high traffic volumes
- Reduce speeds in neighborhoods
- Cost savings from fewer injuries, loss of life, and property damage
- Reduction in expenses related to law enforcement and emergency personnel responding to accidents and hazardous situations

Cost:

- Total Cost: $11 million
- Plan Share: $11 million
- Matching Funds: Would need to be secured from existing State, Federal and Local Funding Sources to fully fund additional safety improvements.
- Financing: May be needed to advance construction of some project components. Alternately, projects could be constructed in phases as funds become available.
**M. Local Enforcement - $2 million**

Residents consistently request increased enforcement of traffic laws and speed limits to preserve neighborhood character as well as increase safety on local streets. As shown in the table below, bicycle and pedestrian injuries and fatalities occur each year in Santa Cruz County. Increased traffic enforcement can dramatically reduce these collision rates.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal Collisions</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Injury Collisions</td>
<td>197</td>
<td>161</td>
<td>180</td>
<td>154</td>
<td>150</td>
<td>150</td>
<td>170</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal Collisions</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Injury Collisions</td>
<td>118</td>
<td>127</td>
<td>98</td>
<td>97</td>
<td>87</td>
<td>83</td>
<td>87</td>
</tr>
</tbody>
</table>

Source: CHP & SWITRS annual report (tables 8A, dated 5/4/05)

**Solution Statement/Project Description:**

Increase local traffic enforcement on local streets and roads by providing additional police and sheriff patrols in residential areas.

**Lead Agency:**

Santa Cruz County Regional Transportation Commission, local police/sheriff departments

**Expected Outcome/ Benefit:**

- Increase adherence to speed limits on local roads
- Reduce collision rates
- Improve safety conditions near schools
- Decrease reckless driving
- Maintain residential character
- Cost savings from fewer injuries, loss of life, and property damage
- Reduction in expenses related to law enforcement and emergency personnel responding to accidents and hazardous situations

**Cost:**

- Total Cost: $2 million
- Plan Share: $2 million
- Matching Funds: None
- Financing: It is anticipated that funds will be distributed on an annual basis
N. Safe School Routes - $1 million

Parents regularly cite concerns about safe pedestrian and bicycle facilities as reasons why they generally opt to drive their children to school.

Solution Statement/Project Description:

Programs include identifying and implementing safe school route improvements, walking school buses, SchoolPool (carpool) programs, educational events, incentive programs, bicycle safety training, bicycle buddy group formation and transit training programs.

Lead Agency:

Santa Cruz County Regional Transportation Commission to distribute funds to a variety of public and non-profit entities.

Expected Outcome/ Benefit:

- Increased carpooling, transit use, bicycling and walking to school
- Decreased congestion around school sites
- Improved fitness and healthier lifestyle for schoolchildren
- Programs that alleviate parental safety concerns and enable children to travel safely
- Increased neighborhood awareness and “street smart” skills for children
- Expenditures on low cost programs rather than high cost capital projects

Cost:

- Total Cost: $2 million
- Plan Share: $1 million
- Matching Funds: Additional funds will be sought from local, state, federal, and private funding sources
- Financing: It is anticipated that funds will be distributed on an annual basis
O. Pedestrian Safety Projects - $11 million

There are a number of gaps in the existing pedestrian network which also serves seniors, children, and people with disabilities. This lack of safe and continuous pedestrian facilities creates neighborhood and community hazards.

Solution Statement/Project Description:

Implement high priority pedestrian improvements, accessibility measures, and gap closures identified by local jurisdictions, community members, pedestrian advocacy groups, seniors, and people living with disabilities. Improvements could include construction of new sidewalks, removal of obstacles, widening walkways, improvement of sight distances, addition of lighting, addition of curb cuts and crossing devices.

Lead Agencies:

City of Capitola, City of Scotts Valley, City of Santa Cruz, City of Watsonville, County of Santa Cruz

Expected Outcome/Benefit:

- Improved safety for pedestrians
- Increased use of sidewalks by the community, including seniors, children and people with disabilities
- Improved connections in pedestrian facilities
- Ease of crossing streets by pedestrians
- Improved streetscape

Cost:

- Total Cost: $11-111 million
- Plan Share: $11 million
- Matching Funds: Would be needed to fully fund pedestrian needs
- Financing: May be needed to advance construction of some pedestrian projects. Alternately, projects could be constructed in phases as funds become available
Establishment of Transportation Improvement Oversight Task Force

Total costs not to exceed 1% of total revenues

In order to provide constant and effective oversight of the Plan, it is proposed that a Transportation Improvement Oversight Task Force be authorized as part of the Plan. The Transportation Improvement Oversight Task Force would consist of seventeen (17) members, appointed as follows:

- Each City: 1 Member Each (4)
- County of Santa Cruz: 3 Members (3)
- Santa Cruz Metro: 1 Members (1)
- Public At-Large: 9 Members (9)

The City members would be appointed from the membership of the City Councils. The County membership would be appointed from the membership of the Board of Supervisors. The Santa Cruz Metropolitan Transit District members would be appointed from the Transit District Board membership. The Public At-Large would be appointed from the community at-large by each of the four city councils (one (1) appointment from each) and by the County of Santa Cruz Board of Supervisors (one appointment from each Supervisorial District).

The purpose of the Transportation Improvement Oversight Task Force would be two-fold:

- First, to provide independent, community oversight of the implementation of this Plan, as approved by the voters.
- Second, provide an annual audit of the program.

The Santa Cruz County Regional Transportation Commission, at the direction of the Transportation Improvement Task Force would have the authority to contract for auditing, planning and other services consistent with the duties of the Task Force.

For administrative purposes only, the Transportation Oversight Improvement Task Force would be adjunct to the SCCRTC with staff assisting in preparation of Oversight Task Force meetings.

In addition, an entity will need to be responsible for disseminating the funds to the appropriate lead agencies and communicating progress to the public. These administrative tasks are included in the cost estimate.
CONCLUSION

This report contains three basic alternative plans for the Transportation Funding Task Force to consider. It is the hope of the Convener that the TF Task Force will meet in open session on several occasions, to debate and discuss such options, and work toward a single option that will meet the needs of a majority of residents of our community.

Submitted By:

Fred Keeley
Convener
Transportation Funding Task Force

Acknowledgements

Special thanks and acknowledgement are extended by the Convener to the members of the Transportation Funding Task Force, the staff of the Regional Transportation Commission, staff from the city and county public works departments, staff from the Santa Cruz Metropolitan Transit District, Eileen Goodwin, Hina Pendle, and members of the public who have given of their time and talents to make this draft Plan possible.
APPENDIX A

RESOLUTION NO. 03-06

Adopted by the Santa Cruz County Regional Transportation Commission on the date of September 1, 2005 on the motion of Commissioner Reilly duly seconded by Commissioner Norton

A RESOLUTION AUTHORIZING THE ESTABLISHMENT OF A BROADLY BASED TRANSPORTATION FUNDING TASK FORCE TO DEVELOP A COMPREHENSIVE TRANSPORTATION FUNDING PROGRAM

WHEREAS, the Santa Cruz County Regional Transportation Commission, as part of its long-standing commitment to transportation planning, recognizes the importance of developing a comprehensive plan to fund local transportation improvements;

WHEREAS, the Regional Transportation Commission, as the state designated regional transportation planning agency, is charged with determining regional-level transportation priorities;

WHEREAS, the 2004 Regional Transportation Plan identified that there are insufficient local, state and federal transportation funds to implement desired transportation improvements for all modes;

WHEREAS, the failure to reach a 2/3 majority support for Measure J in November 2004 signaled the need to develop a new approach to transportation funding issues; and

WHEREAS, there is general agreement that a wide range of community input is needed to address the gap between transportation revenues and desired transportation projects;

BE IT RESOLVED BY THE SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION:

1. A Transportation Funding Task Force is hereby established, consisting of a broad-based membership, to develop a comprehensive transportation funding plan for Santa Cruz County;

2. The Task Force recommendations must be approved by a two-thirds vote of its membership in order for it to be forwarded to the Regional Transportation Commission for its consideration; and

3. The duration of the Task Force will be short term, as long as it takes to form recommendations on a transportation funding plan.
AYES: COMMISSIONERS Gonzalez, Norton, Pirie, Rivas, Reilly, Tavantzis, Wormhoudt, Ziel, Johnson
NOES: COMMISSIONERS Beutz, Keogh, Spence
ABSTAIN: COMMISSIONERS
ABSENT: COMMISSIONERS

Ellen Pirie, Chair

ATTEST:

Pat Dellin, Secretary

Distribution: Auditor-Controller
SCCRTC Fiscal
Contractor
APPENDIX B

Transportation Funding Task Force Workbook Summary

During the spring and summer of 2006 the Santa Cruz County Regional Transportation Commission’s Transportation Funding Task Force solicited input on transportation problems and possible solutions through a series of seven community workshops and the Task Force website: www.tftaskforce.org. Participants filled out over 550 Workbooks. The following is summary of the problems and solutions identified in the Workbooks.

Workbook Response Considerations

Coding of Open Ended Questions – The workbook purposely included a series of open ended questions, rather than have participants select answers from a predetermined set of responses. For this reason, compiling the results was cumbersome, challenging, could be subject to many interpretations, and could be summarized in different ways. Staff consolidated the comments into key phrases and every effort was made to capture the intent of the comment. Similar workbook responses were grouped to get a sense of common themes. It is inevitable that subtleties will be lost in the process of grouping and consolidating comments. Every attempt has been made to assemble and categorize the comments as they were intended by the author. Staff has been as neutral as possible in the compilation of these comments.

Open Ended Questions Trade Offs – The down side to asking open ended questions is that they are labor intensive to collate and lack the statistical accuracy of objective questions. The upside is depth, breadth, richness and creativity of the responses. Participants came up with a massive range of transportation problems, solutions and funding options. Phase Two of the project synthesized these responses into a draft plan.

Regional, Community and Neighborhood Classification Subject to Interpretation - Participants were asked to provide their input on transportation problems and solutions in their neighborhood, community and the region. It is apparent from the responses that there is a wide range of perceptions about these classifications, and many participants chose to ignore them altogether. For example, the region for a person who primarily travels by bicycle is much smaller than for a person who commutes to Silicon Valley or Monterey County. Overall these classifications were most helpful in gathering very specific information about issues in residential areas such as sidewalk and bus stop repairs. This specific information was forwarded to planning and engineering staffs at partner transportation agencies.

Results – The comments may or may not represent the general population of Santa Cruz County, and they most certainly are not a statistically accurate sample as a poll would represent. Many Task Force members attended multiple workshops and were encouraged to complete a workbook at each gathering. This assumed that the community members most interested in transportation devoted the time to participate in the process. The results characterize not only the wide range of opinions in the county, but also those of the most passionate community
members, those likely to actively pursue support and opposition positions. About 57% of
those who submitted a workbook completed the demographic information. Of those who
completed the demographic information, the average time living in Santa Cruz County is 23.7
years, 85% work inside the county, and 41% travel six miles or less to work/school.
Information about the demographics of those completing the workbook, pie charts showing
the source of the workbooks and stated neighborhoods for the on-line submissions can be
found on the Task Force website.

Interest Areas/Emerging Themes – The workbook did not ask participants to rate choices, nor
did it ask participants to note their opposition to projects, even though many people offered
their unsolicited opinions. As can be expected, many more people agreed on the problems
than the solutions. The summary sheets attempt to provide an understanding of the breadth
of comments and the level of interest. Participants expressed the most interest in the
following general subject areas:

- Road Conditions
- Traffic Congestion
- Safety
- Bicycle/Pedestrian Network
- School Related Transportation Issues
- Transit
- Land Use

General & Specific Comments – To help consolidate the detailed list of workbook comments,
areas where a large volume of very specific comments were received (ex. “There is no
sidewalk on 26th Ave/Add a sidewalk on 26th Ave”) were listed together in either the
problem list or the solution list. The amount of specific comments, elevate the expressed
level of interest for these subject areas/categories. Another example is that a person may
have listed many specific bus route, stop, and location improvements, but may have only
once listed that roads need maintenance. Because the workbook results were not asked in a
quantifiable way, the level of interest is only provided to show very general indicators of
attention to the topics.

More detailed lists of problems, solutions, and funding options identified by participants is
## Transportation Funding Task Force
### SUMMARY of WORKBOOK COMMENTS - PROBLEMS

<table>
<thead>
<tr>
<th>Category</th>
<th>Problem</th>
<th>Interest Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bicycle/Pedestrian Network</strong></td>
<td>- Bike Lanes/Paths Needed or unsafe on Specific Roads</td>
<td>Very High</td>
</tr>
<tr>
<td></td>
<td>- Pedestrian Paths/Sidewalks Needed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Bicycle safety</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Ped facilities unsafe</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- East/West Path Needed: SC to eastside and south</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Need more (safe) bike lanes/roads unsafe for bikes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Need more bike/ped paths, existing ones unsafe</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Sidewalks in poor condition/Need Maintenance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- North/South Path Needed: Santa Cruz to SLV/Scotts Valley</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Bike lanes potholes/repair/maint.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Bicycle/Ped Safety</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Inadequate Bicycle Parking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Road capacity limited by addition of bike lanes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Sidewalks too narrow/need improvement</td>
<td></td>
</tr>
<tr>
<td><strong>Traffic</strong></td>
<td></td>
<td>Very High</td>
</tr>
<tr>
<td></td>
<td>- General Congestion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Highway 1 Congestion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Noise</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Aesthetics</td>
<td></td>
</tr>
<tr>
<td><strong>Safety (see also &quot;Schools&quot; and &quot;Bike/Ped&quot; sections)</strong></td>
<td></td>
<td>Very High</td>
</tr>
<tr>
<td></td>
<td>- Speeding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Roads/Intersections unsafe</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- General</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Enforcement/Unsafe Drivers</td>
<td></td>
</tr>
<tr>
<td><strong>Road Conditions</strong></td>
<td></td>
<td>Very High</td>
</tr>
<tr>
<td></td>
<td>- Poor Road Condition: Potholes/Repair/Maintenance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Vegetation overgrown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Specific Road Maintenance Problems</td>
<td></td>
</tr>
<tr>
<td><strong>Transit</strong></td>
<td></td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>- Bus service not sufficient</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Buses Slow/not efficient</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Specific Areas Need (More) Service</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Bus Stops (including Access and Safety)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Misc. Transit</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Bus Size</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Paying for the Bus</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Information</td>
<td></td>
</tr>
</tbody>
</table>
Schools

Congestion
UCSC
Safety
Cabrillo
Misc. School

Land Use

Mixed Use/Infill Development/Growth
Development Increases Traffic
Job/Housing Imbalance (workers travel to SJ or MoCo)
Misc. Land Use Problems

Parking

Not Enough Parking
Too Much Parking
Parking General
Parking Safety
Paying for Parking

Alternative Transportation - General

No feasible alt. to the SOV
Not enough carpooling
Park and Rides not sufficient

Uncategorized

Fuel/Oil Issues
Transportation Planning/Decision Making
Transportation Funding

Seniors/Disabled Transportation

Trains

High Interest

Moderate Interest
### Transportation Funding Task Force

**SUMMARY of WORKBOOK COMMENTS - SOLUTIONS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Solution</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Traffic</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improvements to Hwy 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Traffic signals (synchronize, change timing, add signal)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improvements to Other Roads</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Traffic Demand Management (TDM)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improvements to Intersections</td>
<td></td>
</tr>
<tr>
<td><strong>Transit</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase/Better Bus Service</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More busses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More express/direct busses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other Transit Alternatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bus size</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paying for Bus</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shuttle/Van service</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Storage</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other Bus Related Comments</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bus stops</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bus information/marketing/funding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Airport</td>
<td></td>
</tr>
<tr>
<td><strong>Bicycle/Pedestrian Network</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>More Bike/Ped Paths</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More bike lanes/Improve bike lanes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional/Improved Crosswalks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pedestrian Improvements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Modify Roads for Bikes/Peds</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maint. and Repairs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve Intersections for bike/ped</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More/better bike facilities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Install bike/ped over crossings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bike/Ped Safety Improvements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enforcement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td></td>
</tr>
<tr>
<td><strong>Safety (see also Schools, Bike/Ped and parking)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>More Enforcement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduce speeds in neighborhoods (calming)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Make roads safer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Add stop signs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More street lighting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduce speed limit (specific areas)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Signage</td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Solution</td>
<td>Interest</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Trains</td>
<td>Add passenger train</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Add light rail/monorail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Streetcar/Trolley</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Buy rail line</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Schools</td>
<td>UCSC</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>School Busses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other Alternative Transportation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Misc. Schools</td>
<td></td>
</tr>
<tr>
<td>Road Condition</td>
<td>Maintain roads/fill potholes/road even/resurface</td>
<td>Moderate</td>
</tr>
<tr>
<td></td>
<td>Pavement marking/reflectors</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Drainage</td>
<td></td>
</tr>
<tr>
<td>Alternative Transportation - General</td>
<td>Need convenient, safe alts to SOV</td>
<td>Moderate</td>
</tr>
<tr>
<td></td>
<td>Encourage carpooling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More park and ride lots</td>
<td></td>
</tr>
<tr>
<td>Land Use</td>
<td>Mixed Use/Infill Development/Growth</td>
<td>Moderate</td>
</tr>
<tr>
<td></td>
<td>Planning</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Traffic Planning</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Job/Housing Imbalance</td>
<td></td>
</tr>
<tr>
<td>Uncategorized</td>
<td>Misc</td>
<td>Moderate</td>
</tr>
<tr>
<td></td>
<td>Fuel/Oil Issues</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Transportation Funding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Air/Water Pollution</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Signs</td>
<td></td>
</tr>
<tr>
<td>Objections</td>
<td>Roads</td>
<td>Moderate</td>
</tr>
<tr>
<td></td>
<td>Rail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bicycles/Pedestrians</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Alternative Transportation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Money</td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td>Limiting Parking</td>
<td>Moderate</td>
</tr>
<tr>
<td></td>
<td>Increasing Parking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paying for Parking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Parking Safety</td>
<td></td>
</tr>
<tr>
<td>Seniors/Disabled Transportation</td>
<td></td>
<td>Moderate</td>
</tr>
</tbody>
</table>

*Draft Transportation Funding Task Force Plan Appendix B-6*
<table>
<thead>
<tr>
<th>Funding Category</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax (local)</td>
<td>Very High</td>
</tr>
<tr>
<td>Gas Tax (local option)</td>
<td>Very High</td>
</tr>
<tr>
<td>Other Options</td>
<td>Very High</td>
</tr>
<tr>
<td>Impact Fees (traffic)</td>
<td>Very High</td>
</tr>
<tr>
<td>Toll Roads</td>
<td>Very High</td>
</tr>
<tr>
<td>Veh. Reg. Fee</td>
<td>Very High</td>
</tr>
<tr>
<td>Unspecified Tax (unspecified)</td>
<td>High</td>
</tr>
<tr>
<td>Amusement Tax</td>
<td>High</td>
</tr>
<tr>
<td>Developer Fees</td>
<td>High</td>
</tr>
<tr>
<td>Parcel/Property Tax</td>
<td>High</td>
</tr>
<tr>
<td>TOT (Transient Occupancy Tax)</td>
<td>High</td>
</tr>
<tr>
<td>Congestion Pricing</td>
<td>Moderate</td>
</tr>
<tr>
<td>Transit Fares</td>
<td>Moderate</td>
</tr>
<tr>
<td>Bike Lic. Fees</td>
<td>Moderate</td>
</tr>
<tr>
<td>Bond Issue</td>
<td>Moderate</td>
</tr>
<tr>
<td>Parking Rev.</td>
<td>Moderate</td>
</tr>
<tr>
<td>Payroll Tax</td>
<td>Moderate</td>
</tr>
<tr>
<td>Parking Fines</td>
<td>Moderate</td>
</tr>
<tr>
<td>Grants</td>
<td>Moderate</td>
</tr>
</tbody>
</table>
## Possible New Funding Sources

<table>
<thead>
<tr>
<th>Potential Source</th>
<th>Decision/Approval Process</th>
<th>Annual avg (rounded)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New 1/4 Cent Local Sales Tax - Countywide</td>
<td>Expenditure Plan on ballot approved by 2/3 of voters</td>
<td>$ 8,500,000</td>
</tr>
<tr>
<td>New 1/2 Cent Local Sales Tax - Countywide</td>
<td></td>
<td>$ 17,000,000</td>
</tr>
<tr>
<td>New 1 Cent Local Sales Tax</td>
<td></td>
<td>$ 34,000,000</td>
</tr>
<tr>
<td>1/4 Cent Sales Tax - City of Capitola *</td>
<td>If general tax: 50%+1; If specific tax: 2/3 plus Expenditure Plan</td>
<td>$ 1,200,000</td>
</tr>
<tr>
<td>1/4 Cent Sales Tax - City of Santa Cruz *</td>
<td></td>
<td>$ 2,500,000</td>
</tr>
<tr>
<td>1/4 Cent Sales Tax - City of Scotts Valley *</td>
<td></td>
<td>$ 500,000</td>
</tr>
<tr>
<td>1/4 Cent Sales Tax - City of Watsonville</td>
<td></td>
<td>$ 1,200,000</td>
</tr>
<tr>
<td>1/4 Cent Sales Tax - Unincorporated areas of Co.</td>
<td>Legislation to give County authority to collect; voter approval</td>
<td>$ 1,600,000</td>
</tr>
<tr>
<td>New 5 Cent/Gallon Gas Sales Tax</td>
<td>Legislation, majority of city councils and Co Board of Sups, plus 2/3 voter approval</td>
<td>$ 7,500,000</td>
</tr>
<tr>
<td>New 10 Cent/Gallon Gas Sales Tax</td>
<td></td>
<td>$ 15,000,000</td>
</tr>
<tr>
<td>Vehicle Registration Fees - $1/vehicle</td>
<td>Legislation</td>
<td>$ 230,000</td>
</tr>
<tr>
<td>Regional Traffic Impact/Developer Fees - Amounts/unit can vary. Ex. $5,000/new unit</td>
<td>City councils/Board of Sups adopt; Requires nexus study</td>
<td>$ 4,000,000</td>
</tr>
<tr>
<td>Property Tax - $30/parcel/year (79,000 developed parcels in Santa Cruz County)</td>
<td>County Board of Supervisors &amp; 2/3 voter approval</td>
<td>$ 2,370,000</td>
</tr>
<tr>
<td>Transient Occupancy Tax (TOT or hotel tax) - Each 1%</td>
<td>2/3 Vote of Each Jurisdiction</td>
<td>$ 1,000,000</td>
</tr>
<tr>
<td>Toll Roads or Congestion pricing (peak period fees)</td>
<td>Caltrans/RTC. FHWA requires legislation. No public vote.</td>
<td>$ 2,000,000</td>
</tr>
<tr>
<td>Transit Fares - 50 cent increase per ride</td>
<td>SCMTD Board Discretion</td>
<td>$ 100,000</td>
</tr>
<tr>
<td>Increased Traffic and Parking fines/fees</td>
<td>State legislation</td>
<td>Less than $100,000</td>
</tr>
<tr>
<td>Bicycle License Fees (currently $0-6.5/jurisdiction)</td>
<td>Local Jurisdictions</td>
<td>Less than $10,000/year</td>
</tr>
<tr>
<td>Payroll/Income tax</td>
<td>County Board of Sups/requires nexus study to determine fee</td>
<td>varies</td>
</tr>
</tbody>
</table>

Based on projected 2009 revenues. Actual numbers will vary based on economic conditions.

* Some cities already have general sales taxes in place, which can be used for transportation and other purpose. None currently have a specific transportation tax.

General sales taxes require majority approval and project selection is up to the governing board. Specific sales taxes require 2/3 voter approval and a expenditure plan that specifies projects to be funded.
Appendix D

Highway 1 HOV Lane Project
(*Plan Alternatives One & Three-A*)

Highway 1 Transportation Systems Management
Ramp Metering and Auxiliary Lanes Project
(*Plan Alternative Two*)