Santa Cruz County Regional Transportation Commission’s
BICYCLE COMMITTEE

AGENDA
Monday, April 4th, 2011 - 6:30 p.m.

SPECIAL DATE AND TIME

SCCRTC Office
1523 Pacific Ave
Santa Cruz, CA 95060

1. Call to Order
2. Introductions
3. Announcements - RTC Staff
4. Oral Communications
   
   The Committee will receive oral communications during this time on items not on today’s agenda. Presentations must be within the jurisdiction of the Committee, and may be limited in time at the discretion of the Chair. Committee members will not take action or respond immediately to any Oral Communications presented, but may choose to follow up at a later time, either individually, or on a subsequent Committee agenda.

5. Additions or deletions to consent and regular agendas

CONSENT AGENDA

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

6. Approve draft minutes of the February 15, 2011 Bicycle Committee meeting (pages 4 - 7)
7. Accept Hazard Reports (pages 8 - 12)
8. Accept Bicycle Committee Roster (page 13)
9. Accept letter to Caltrans regarding RTC certification of the 2011 Santa Cruz County Bicycle Plan (page 14)
10. Accept letters to Caltrans in support of Bicycle Transportation Account grant applications from the City of Santa Cruz for Mission Street Extension improvements and from the City of Capitola for video detection sensors and bicycle parking (page 15 and 16)

11. Accept letter of support for the County of Santa Cruz Health Service Agency’s Office of Traffic Safety grant application (page 17)

12. Accept letter to Mayor Coonerty and City of Santa Cruz Council Members regarding the proposed Market Street/Isbel housing development and recommendations for off-site transportation improvements (page 18)

13. Accept correspondence from People Power reporting on City of Santa Cruz Council action on transportation improvement decisions for the Market Street corridor in the vicinity of the proposed housing development (page 19)

14. Accept letter to Mayor Coonerty and City of Santa Cruz Council Members regarding the City’s bicycle licensing ordinance (page 20)

15. Approve Bikes Secure/Bicycle Parking Subside Program applications from Second Harvest Food Bank and Encina Investment Group (page 21 - 34)

REGULAR AGENDA

16. Officer Elections (page 35)

17. Community Traffic Safety Coalition and Ride ’n Stride FY 11/12 Transportation Development Act Funding Request – Presentation from Katie LeBaron, County of Santa Cruz Health Services Agency (pages 36 - 52)

18. Bike to Work FY 11/12 Transportation Development Act Funding Request – Presentation from Nick Mucha, Ecology Action (pages 53 - 69)

19. Review Subcommittee Memberships (pages 70)

20. Project Tracking/Subcommittee Tasks: Oral Reports (actions may be taken at the meeting)
   a. City of Santa Cruz Project Tracking: Fieberling/Hyman/Garza
   b. City of Capitola Project Tracking: Ward
   c. City of Scotts Valley Project Tracking: Milburn/Lau
   d. City of Watsonville Project Tracking: Montague
   e. County of Santa Cruz Project Tracking: Akol
   f. Bike To Work Update: Canin
   g. CTSC and the South County Bike/Pedestrian Work Group Update: Langley/Jed/Montague
   h. UCSC: Scott/Menchine
   i. Legislative Tracking: Ward/Jed
   j. Sanctuary Scenic Trail: Fieberling
   k. Committee Effectiveness: Milburn/Casterson/Menchine/Akol
   l. Technical Subcommittee: Menchine/Casterson
   m. Bicyclist/Motorist Safety Education: Jed/Menchine/Montague
n. RTC Packet Monitoring Subcommittee: Hyman
o. Safe Routes to School: Horton/Menchine/Akol

21. Adjourn

NEXT MEETING: The next Bicycle Committee meeting is scheduled for Monday, June 13th, 2011 at the Special Meeting Time of 6:30 p.m. at the RTC at 1523 Pacific Avenue, Santa Cruz, CA.

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

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

ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES
The Santa Cruz County Regional Transportation Commission does not discriminate on the basis of disability and no person shall, by reason of a disability, be denied the benefits of its services, programs, or activities. This meeting location is an accessible facility. If you wish to attend this meeting and require special assistance in order to participate, please contact RTC staff at 460-3200 (CRS 800/735-2929) at least three working days in advance of this meeting to make arrangements. People with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those person affected, Please attend the meeting smoke and scent-free.

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

BICYCLE COMMITTEE

Minutes - Draft

Tuesday, February 15, 2011 6:30 p.m. (special date and time)

SCCRTC Office - 1523 Pacific Ave; Santa Cruz CA 95060

1. Call to Order

2. Introductions

Members Present:
Kem Akol, District 1
David Casterson, District 2, Vice Chair
Bill Fieberling, City of Santa Cruz
Eric Horton, District 2 (Alt.)
Rick Hyman, District 5
Leo Jed, CTSC (Alt.)
Will Mencine, District 3 (Alt.)
Lex Rau, Scotts Valley (Alt.)
Peter Scott, District 3
Andy Ward, City of Capitola (Alt.)

Unexcused Absences:
Bob Montague, City of Watsonville

Excused Absences:
Brandon Kett, District 4
Carlos Garza, City of Santa Cruz (Alt.)
Jim Langley, CTSC
Daniel Kostelec, City of Capitola, Chair
Gary Milburn, City of Scotts Valley

Guests:
Cathy Crowe, UC Santa Cruz
Katie DeClerg, Member of the public
Cheryl Schmitt, City of Santa Cruz
Cliff Walters, Sierra Northern Railway
Nick Mucha, Bike-to-Work

Staff:
Cory Caletti, Senior Transportation Planner

Vacancies:
District 4 – Alternate
District 5 – Alternate
City of Watsonville – Alternate
Bike to Work – Alternate

3. Announcements - Cory Caletti shared information about a goodbye/retirement party for out-going Chair Daniel Kostelec scheduled for Sunday, March 13, at Will Mencine’s home. The Commission will present Mr. Kostelec with a Certificate of Appreciation at the March 3rd meeting. Three-year terms on the Bicycle Committee will expire in March and Ms. Caletti is processing appointment requests. Adoption scheduling for the Capitola Bicycle Plan prohibited staff bringing the plan back to the Bicycle Committee for further review. Committee members’ comments and feedback were addressed in the plan. Bicycle Plans for all jurisdictions will be posted on the RTC’s new website.

4. Oral Communications - Cheryl Schmitt gave an overview of the Mission Street Extension project noting that the $50,000 in allocated Transportation Development Act (TDA) funds are insufficient to complete the project. The City of Santa Cruz will apply for a Bicycle Transportation Account (BTA) grant to implement additional improvements as recommended by the Bicycle Committee. The TDA funds will serve as a match for the BTA grant.
Peter Scott said that he talked to Tegan Speiser about the new RTC website and the Bike Hazard page. Cory Caletti added that features for the online submission form are being developed. Uploading photographs and dropping a pin on a map to indicate the exact location of a hazard will likely be available. Launch of the new website is scheduled for April 2011.

5. Additions or deletions to consent and regular agenda - Cory Caletti addressed an update to Item 13 which addressed the Bicycle Committee schedule for the remainder of the calendar year. A change was needed for the April meeting and members agreed to hold the next meeting on the special date of Monday, April 4th.

CONSENT AGENDA

A motion (Scott/Fieberling) to approve the consent agenda passed unanimously.

6. Approved draft minutes of the December 13, 2010 Bicycle Committee meeting
7. Accepted Hazard Reports
8. Accepted Bicycle Committee Roster
9. Accepted letter to Caltrans regarding RTC certification of the 2011 City of Capitola Bicycle Transportation Plan
10. Accepted Bicycle Transportation Account grant application acceptance notice
11. Accepted Bikes Secure/Bicycle Parking Subsidy Program grant extension request letter to the Monterey Bay Unified Air Pollution Control District
12. Accepted miscellaneous correspondence regarding items of potential interest
13. Accepted 2011 Bicycle Committee meeting schedule

REGULAR AGENDA

14. Sierra Northern Railway’s preliminary plans for recreational rail service and bicycle accommodations – Cliff Walters of Sierra Northern discussed preliminary plans for recreational service on the Santa Cruz Branch Rail Line. Service will be ADA compliant and will accommodate bicycles. Wilder Ranch and Four Mile Beach being considered as the northern terminus points at this point in time. Cliff addressed the rail purchase being contingent on recreational rail service provision and indicated that service from the yacht harbor to Davenport has been approved. Members raised questions about passenger service, track clean up, track safety, how tickets would be sold, and planned crossing improvements. Cliff also discussed the possibility of a multi-use trail adjacent to the rail line and indicated Sierra Northern’s support for such a project. He mentioned that a well designed trail would enhance user safety and provide good accessibility for law enforcement, as well as being a great community asset. He stressed the importance of good planning at the onset since moving tracks is costly and suggested that a split trail be considered for certain segments. Drainage is an important issue to plan for and he suggested the trail be designed to allow proper runoff.

15. Review the City of Scotts Valley Bicycle Transportation Plan’s project list – Cory Caletti introduced the item and indicated that the City of Scotts Valley is in the process of updating the Bicycle Transportation Plan. The plan may be submitted for this year’s Bicycle Transportation Account funding cycle or may be delayed until next year. Majid Yamin, City Engineer, is working on the draft plan and presented the project list. He indicated that the full draft plan would be presented at a later date. He went on to discuss each proposed project and identified Glen Canyon Road from Camp Evers Park to
Green Hills Road as the City’s highest priority bicycle project. He also addressed details and assigned priorities of each project listed. Members recommended some changes such as assigning a lower priority for project #7, Glenwood Drive from Casa Way to the City limit. Additional re-prioritizations were discussed as was adding the Santa Cruz County Bicycle Signage Program to the project lists. A motion (Hyman/Rau) to write a letter of support for the City of Scotts Valley’s BTA application for Phase II of the Glen Canyon project passed unanimously. Members were asked to submit additional comments on the project list directly to Majid by February 18th.

16. Update on City of Scotts Valley’s upcoming bicycle projects – Majid Yamin, City Engineer, addressed this item in conjunction with Item 15.

17. Request for Letter of Support from the City of Capitola for a Bicycle Transportation Account Grant Application for $147,500 for Video Detection System and Bicycle Parking – Derek Johnson, City of Capitola Community Development Director, reported that the Capitola Bicycle Plan was approved by City Council at their February board meeting and the Council authorized the City to submit a BTA application for $147,500 for video detection system and bicycle parking in Capitola Village. He said that the City plans to remove parking meters in Capitola Village and replace them with pay stations. Details of bicycle parking locations as well as functionality of video detection systems for traffic light actuation were discussed. A motion (Scott/Ward) to write a letter of support for the City of Capitola Bicycle Transportation Account Grant carried unanimously.

18. Draft Update to the Monterey Bay Public Participation Plan- Cory Caletti, RTC Senior Transportation Planner, gave an overview of the Draft Monterey Bay Area Public Participation Plan indicating that the RTC has been working on the plan in conjunction with the Association of Monterey Bay Area Governments (AMBAG), as well as San Benito and Monterey Counties. AMBAG is required by state and federal mandates to periodically update the Public Participation Plan, to address how the public may participate in planning projects and to discuss how greenhouse gas emission mandates will be incorporated into the Regional Transportation Plan. The Draft Plan is available for review and comments are due by March 30th. Key sections such as those outlining outreach strategies currently in use and potential new strategies were provided in the packet. Cory suggested that Bicycle Committee members provide feedback by the deadline.

19. Project Tracking/Subcommittee Tasks: Oral Reports
   a. City of Santa Cruz Project Tracking: Members discussed the BTA grant application request for Mission Street Extension improvements that the City of Santa Cruz is submitting. Cory informed members that proposed improvements are based on recommendations made by the Bicycle Committees’ technical subcommittee. Should the City’s grant application be successful, design plans will be provided for Bicycle Committee review prior to construction. A motion (Fieberling/Ward) to send a letter of support in favor of the City of Santa Cruz BTA Grant Application for the Mission Street Extension Improvement project passed unanimously. Rick Hyman said that the City of Santa Cruz is also planning a new 32 home housing project at Market/Isabel Street that will impact cyclists. He described specific issues and told members that the plan is going to the City Council on March 6. Members discussed possible amendments to the current traffic proposal that would make bicycle travel safer. A motion was made (Jed/Fieberling) to send a letter to the City of Santa Cruz City Council asking for bicycle facility improvements to facilitate safe travel in both directions. The motion included a request for the City and developer to analyze improvements to the entire corridor in conjunction with the development. The motion passed unanimously.
Rick Hyman also brought attention to the bicycle licensing ordinance that the City of Santa Cruz is considering amending. Local jurisdictions are allowed by state law to require licenses but the practice is not uniformly applied in California making for a confusing situation for cyclists who are unaware of applicable local laws. Rick sent a letter to the City asking that the program be changed to be optional. A motion was made (Jed/Scott) to send a letter to the Santa Cruz City Council requesting that the City consider an optional licensing program and to request that ITAC review the ordinances for regional coordination and recommend optional programs in the jurisdictions which currently have mandatory programs. The motion passed.

b. City of Capitola Project Tracking: Derek Johnson said that the City of Capitola is kicking off development of its General Plan on February 16. He indicated that the circulation element will focus on a Complete Streets approach with sustainable growth and design being a major component. He also mentioned that an analysis is in the works for transforming 41st into a more bike friendly corridor. The City is also very interested in pursuing a multi-use path adjacent to the rail line once the RTC has complete purchase of the facility. Derek reported that the City finished a study for a parking structure behind City Hall and information about the report as well as the General Plan is available on the City's website. In response to a member question, Derek will check with the Public Works Director, Steve Jesberg, regarding the 38th Avenue project and forward information to Cory.

c. City of Scotts Valley Project Tracking: Discussed previously during the meeting.
d. City of Watsonville Project Tracking: No report given.
e. County of Santa Cruz Project Tracking: No report given.
f. Bike-to-Work Update: Nick Mucha told members that a Bike-to-Work e-newsletter campaign is underway.
g. CTSC and the South County Bike/Pedestrian Work Group Update: A summary report was briefly provided regarding education and outreach efforts conducted since the last meeting.
h. UCSC: No report given
i. Legislative Tracking: No report given.
j. Sanctuary Scenic Trail: No report given.
k. Committee Effectiveness: No report given.
l. Technical Subcommittee: No report given.
m. Bicyclist/Motorist Safety Education: No report given.
n. RTC Packet Monitoring Subcommittee: No report given.
o. Safe Routes to School: No report given.

20. Meeting adjourned at 9:10 p.m.

NEXT MEETING: The next Bicycle Committee meeting is scheduled for the Special Meeting Date of Tuesday, April 4, 2011 at the Special Meeting Time of 6:30 p.m. at the RTC office, 1523 Pacific Avenue, Santa Cruz, CA.

Minutes respectfully prepared and submitted by:

Cathy Judd, Administrative Assistant II and Cory Caletti, Senior Transportation Planner
Hi: I think that there is an easy solution to this problematic crash site – eliminate one parking space. With 150 new off-street spaces, eliminating one on-street space should not be an issue.

Rick
Bicycle Hazard Report

This Hazard Reporting Form is available to all individuals who wish to report a hazard affecting cyclists traveling on roadways and bikeways. The Santa Cruz County Regional Transportation Commission will forward your comments to the appropriate Public Works Department and will contact you after your concerns are reported. It will be up to you to let the Regional Transportation Commission know that the hazard reported has been fixed. Please mail your completed form to the Regional Transportation Commission at 1523 Pacific Avenue, Santa Cruz, CA 95060 or fax the form to (408) 460-3215.

Date: 3/25/11  Name: Rick Hyman
Phone/Fax Number or E-mail Address: bike@alk.oh.net
Where did you obtain this form?

Location of Hazard: Sycamore Ave
   Northbound  Southbound  X  Eastbound  Westbound
Cross Streets: near Pogoda Avenue
City: Santa Cruz

Please check all that apply:

☐ Pothole or Pavement Cracks
☐ Rough Service
☐ Debris on Shoulder
☐ Debris in Bikeway
☐ Hazardous Drainage Crater
☐ Protruding or Sunken Access Cover
☐ Overgrowth Interfering with Line of Sight
☐ Traffic Signal Not Triggered by Bicycles
☐ Bikeways (paths, lanes, routes) Not Clearly Marked
☐ Railroad Tracks at Oblique Angle to Bicycle Travel
☐ Damaged Bikeway Signs
☐ Construction Hazard (describe, work done by who?)

☐ Other (please describe)

Please comment on how this hazard has impacted you.
Bicyclist is not afforded right to stay in bike lane at some time, vehicles leaving staff of life are entering bike lane.

* The Regional Transportation Commission is not responsible for repairing any hazards. This form is forwarded to the appropriate public works department for the agency with jurisdiction over the right of way on which the hazard exists.

Thank you for participating in the Hazard Reporting Program!
Bicycle Hazard Report

This Hazard Reporting Form is available to all who wish to report a hazard affecting cyclists traveling on roadways and bikeways. The Santa Cruz County Regional Transportation Commission will forward your comments to the appropriate Public Works Department. It will be up to you to let the Regional Transportation Commission know that the hazard reported has been fixed. Please mail your completed form to the Regional Transportation Commission at:

1523 Pacific Avenue, Santa Cruz, CA 95060 or fax to (831) 460-3215.

Location of Hazard: Hwy 1 SB exit ramp @ Ocean St (near Denny’s)
Please circle one: Northbound Southbound Eastbound Westbound
Cross Streets: Ocean Street
City: Santa Cruz

Please check all that apply:
- Pothole or Pavement Cracks
- Rough Surface
- Debris on Shoulder
- Debris in Bikeway
- Hazardous Drainage Grate
- Protruding of Sunken Access Cover
- Overgrowth Interfering with Line of Sight
- Traffic Signal not Triggered by Bicycles
- Bikeways (paths, lanes, routes) Not Clearly Marked
- Railroad Hazard
- Damaged Bikeway Signs
- Construction Hazard (describe, work done by whom?)

Other (please describe): Vehicles speed into bike lane can’t see bikes coming partly due to the overgrowth and bridge wall.

Please comment on how this hazard has impacted you.
Large SUV sped into intersection and did not stop before the bike lane. I almost crashed into the car, but instead fell (with my 1/2 year old in the bike seat). My bike broke from the impact, and I was very traumatized.

Date: 3/22/11 Name: Allison Guevara
Phone/Fax Number or E-mail Address: allisonสอง@gmail.com 239-2898
Where did you obtain this form? online - secret4.org

The Regional Transportation Commission is not responsible for repairing any hazards. This form is forwarded to the appropriate public works department for the agency with jurisdiction over the right of way on which the hazard exists.

Thank you for participating in the Hazard Reporting Program!
Cory Caletti

bikerick [bikerick@att.net]
Sunday, February 27, 2011 7:57 PM

Cory Caletti traffic light problem -- hazard report

Location of Hazard: Mission St at Laurel
Eastbound on Mission
Santa Cruz
Traffic Signal not Triggered by Bicycles
Left turn lane onto Laurel; I kept my bike on the stenciled area through 2 cycles and the left turn arrow didn’t go on

Rick Hyman
Bicycle Hazard Report

This Hazard Reporting Form is available to all who wish to report a hazard affecting cyclists traveling on road-ways and bikeways. The Santa Cruz County Regional Transportation Commission will forward your comments to the appropriate Public Works Department. It will be up to you to let the Regional Transportation Commission know that the hazard reported has been fixed. Please mail your completed form to the Regional Transportation Commission at:

1523 Pacific Avenue, Santa Cruz, CA 95060 or fax to (831) 460-3215.

Location of Hazard: Empire Grade at University West Entrance

Please circle one: Northbound Southbound Eastbound Westbound

Cross Streets: See Above

City: Santa Cruz

Please check all that apply:

☐ Pothole or Pavement Cracks
☐ Rough Surface
☐ Debris on Shoulder
☐ Debris in Bikeway
☐ Hazardous Drainage Grate
☐ Protruding of Sunken Access Cover
☐ Overgrowth Interfering with Line of Sight
☐ Traffic Signal not Triggered by Bicycles
☐ Bikeways (paths, lanes, routes) Not Clearly Marked
☐ Railroad Hazard
☐ Damaged Bikeway Signs
☐ Construction Hazard (describe, work done by whom?)

________________________________________

Other (please describe): Red functioning traffic light at UCSC west entrance

________________________________________

Please comment on how this hazard has impacted you.

The left turn traffic light does not recognize a cyclist and never turns green (unless a car is also waiting to turn).

Date: 2/14/2011 Name: James Biermai

Phone/Fax Number or E-mail Address: (831) 429-1205 / jlope@ucsc.edu

Where did you obtain this form? Online

The Regional Transportation Commission is not responsible for repairing any hazards. This form is forwarded to the appropriate public works department for the agency with jurisdiction over the right of way on which the hazard exists.

Thank you for participating in the Hazard Reporting Program!
<table>
<thead>
<tr>
<th>Representing</th>
<th>Member Name/Contact Info</th>
<th>Appointment Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>District 1 - Voting</strong></td>
<td>Kem Akol <a href="mailto:kemakol@msn.com">kemakol@msn.com</a> 247-2944</td>
<td>First Appointed: 1993 Term Expires: 3/13</td>
</tr>
<tr>
<td>Alternate</td>
<td>Holly M. Tyler</td>
<td>First Appointed: 2010 Term Expires: 3/13</td>
</tr>
<tr>
<td><strong>District 2 - Voting</strong></td>
<td>David Casterson, Vice Chair dc <a href="mailto:casterson@comcast.net">casterson@comcast.net</a></td>
<td>First Appointed: 2005 Term Expires: 3/12</td>
</tr>
<tr>
<td>Alternate</td>
<td>Eric Horton erichorton@<a href="mailto:design@yahoo.com">design@yahoo.com</a> 419-7296</td>
<td>First Appointed: 3/09 Term Expires: 3/12</td>
</tr>
<tr>
<td><strong>District 3 - Voting</strong></td>
<td>Peter Scott <a href="mailto:drip@ucsc.edu">drip@ucsc.edu</a> 423-0796</td>
<td>First Appointed: 2007 Term Expires: 3/13</td>
</tr>
<tr>
<td>Alternate</td>
<td>William Menchine (Will) <a href="mailto:mencchine@cruzip.com">mencchine@cruzip.com</a></td>
<td>First Appointed: 4/02 Term Expires: 3/13</td>
</tr>
<tr>
<td><strong>District 4 - Voting</strong></td>
<td>Brandon Kett 722-4646</td>
<td>Term Expires: 3/12</td>
</tr>
<tr>
<td>Alternate</td>
<td>Vacant</td>
<td>Term Expires: 3/12</td>
</tr>
<tr>
<td><strong>District 5 - Voting</strong></td>
<td>Rick Hyman <a href="mailto:bikerick@att.net">bikerick@att.net</a></td>
<td>First Appointed: 1989 Term Expires: 3/13</td>
</tr>
<tr>
<td>Alternate</td>
<td>Vacant</td>
<td>Term Expires: 3/13</td>
</tr>
<tr>
<td><strong>City of Capitola - Voting</strong></td>
<td>Daniel Kostelec, Chair <a href="mailto:dkostelec@sbcglobal.net">dkostelec@sbcglobal.net</a> 325-9623</td>
<td>First Appointed 4/02 Term Expires: 3/11</td>
</tr>
<tr>
<td>Alternate</td>
<td>Andy Ward <a href="mailto:Andrew.ward@plantronics.com">Andrew.ward@plantronics.com</a> 462-6653</td>
<td>First Appointed: 2005 Term Expires: 3/11</td>
</tr>
<tr>
<td><strong>City of Santa Cruz - Voting</strong></td>
<td>Wilson Fieberling anbfie@yahoocom</td>
<td>First Appointed: 2/97 Term Expires: 3/12</td>
</tr>
<tr>
<td>Alternate</td>
<td>Carlos Garza <a href="mailto:carlos@cruzip.com">carlos@cruzip.com</a></td>
<td>First Appointed: 4/02 Term Expires: 3/12</td>
</tr>
<tr>
<td><strong>City of Scotts Valley - Voting</strong></td>
<td>Gary Milburn <a href="mailto:g.milburn@sbcglobal.net">g.milburn@sbcglobal.net</a>/438-2888 ext 210 wk</td>
<td>First Appointed: 1997 Term Expires: 3/11</td>
</tr>
<tr>
<td>Alternate</td>
<td>Lex Rau <a href="mailto:lexrau@sbcglobal.net">lexrau@sbcglobal.net</a> 419-1817</td>
<td>First Appointed: 2007 Term Expires: 3/11</td>
</tr>
<tr>
<td><strong>City of Watsonville - Voting</strong></td>
<td>Bob Montague <a href="mailto:bob.montague@sbcglobal.net">bob.montague@sbcglobal.net</a> 332-8025</td>
<td>First Appointed: 8/08 Term Expires: 3/13</td>
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<tr>
<td>Alternate</td>
<td>Vacant</td>
<td>Term Expires: 3/13</td>
</tr>
<tr>
<td><strong>Bike To Work - Voting</strong></td>
<td>Piet Canin <a href="mailto:pcanin@ecoact.org">pcanin@ecoact.org</a> 426-5925 ext. 127</td>
<td>First Appointed: 4/02 Term Expires: 3/13</td>
</tr>
<tr>
<td>Alternate</td>
<td>Vacant</td>
<td>First Appointed: 1/05</td>
</tr>
<tr>
<td><strong>Community Traffic Safety Coalition - Voting</strong></td>
<td>Jim Langley <a href="mailto:jim@jimlangley.net">jim@jimlangley.net</a> 423-7248</td>
<td>First Appointed: 4/02 Term Expires: 3/12</td>
</tr>
<tr>
<td>Alternate</td>
<td>Leo Jed <a href="mailto:leojed@gmail.com">leojed@gmail.com</a> 425-2650</td>
<td>First Appointed: 3/09 Term Expires: 3/12</td>
</tr>
</tbody>
</table>

All phone numbers have the (831) area code unless otherwise noted.
March 24, 2011

Ann Mahaney
Bicycle Transportation Account Program Coordinator
California Department of Transportation
Division of Local Assistance MS 1
Bicycle Facilities Unit
P.O. Box 942874
Sacramento, CA 94274-0001

RE: Certification of 2011 Santa Cruz County Bicycle Plan

Dear Ms. Mahaney:

The Santa Cruz County Regional Transportation Commission’s (RTC) Bicycle Committee received the 2011 Santa Cruz County Bicycle Plan on October 18, 2010 and offered significant feedback. Additionally, RTC staff provided extensive review and hereby certifies the 2011 Santa Cruz County Bicycle Plan after finding it in compliance with Section 891.2 of the California Streets and Highways Code (California Bicycle Transportation Act).

Additionally, staff appreciates the County of Santa Cruz’s ongoing efforts to improve conditions for bicyclists and promote a safe environment in which to travel by bike.

If you have any questions, please contact Cory Caletti of my staff at (831) 460-3201.

Sincerely,

George Dondero
Executive Director

cc: County of Santa Cruz Public Works
Santa Cruz County Regional Transportation Commission
Santa Cruz County Regional Transportation Commission’ Bicycle Committee
March 15, 2011

District 5 Local Assistance
Garin Schneider
50 Higuera Street
San Luis Obispo, CA 93401-5415

RE: Letter of Support for the City of Santa Cruz’s Bicycle Transportation Account Application

Dear Mr. Schneider:

As Chair of the Santa Cruz County Regional Transportation Commission (RTC) Bicycle Committee, I’d like to offer our support for the City of Santa Cruz’s Bicycle Transportation Account application in the amount of $145,650 for design and construction of a multi-use path for bicyclists and pedestrians on Mission Street Extension. Bicycle commuters living adjacent to the path will benefit from this facility improvement project as will employees, volunteers and staff of nearby research and public services facilities. Finally, although currently deficient, the multi-use path is a well-used gateway leading bicyclists and pedestrians of all abilities and persuasions to a high use state park. Improving this corridor will result in increased safety and bicycle ridership.

The RTC’s Bicycle Committee serves to assist in the development and maintenance of a complete, convenient and safe regional bicycle and pedestrian network. Such a network increases the opportunity and attractiveness of bicycle and pedestrian trips. This project serves to accomplish the committee’s goals.

Please feel free to contact the Regional Transportation Commission’s Bicycle Coordinator and staff to the Bicycle Committee, Cory Caletti at (831) 460-3201 or by email at ccaletti@sccrtc.org, for this and any other Bicycle Committee related matters.

Sincerely,

Daniel Kostelec
Chair, SCCRTC Bicycle Committee

cc: Santa Cruz County Regional Transportation Commission
Santa Cruz County Regional Transportation Commission’s Bicycle Committee
March 15, 2011

District 5 Local Assistance
Garin Schneider
50 Higuera Street
San Luis Obispo, CA 93401-5415

RE: Letter of Support for the City of Capitola's Bicycle Transportation Account Application

Dear Mr. Schneider:

As Chair of the Santa Cruz County Regional Transportation Commission (RTC) Bicycle Committee, I'd like to offer our support for the City of Capitola's Bicycle Transportation Account application in the amount of $147,500 for video sensors at three intersections and bicycle parking facilities. The video sensors will detect bicyclists at signalized intersections, trigger the green light, and thus improve the safety of bicyclists traveling across town. Additionally, the grant requests funding for bicycle parking facilities in Capitola Village, a major commercial and recreational destination within the City of Capitola.

The RTC's Bicycle Committee serves to assist in the development and maintenance of a complete, convenient and safe regional bicycle and pedestrian network. Such a network increases the opportunity and attractiveness of bicycle and pedestrian trips. This effort serves to accomplish the committee's goals.

Please feel free to contact the Regional Transportation Commission's Bicycle Coordinator and staff to the Bicycle Committee, Cory Caletti at (831) 460-3201 or by email at caletti@scrtc.org, for this and any other Bicycle Committee related matters.

Sincerely,

Daniel Kostelec
Chair, SCCRTC Bicycle Committee

cc: Santa Cruz County Regional Transportation Commission
Santa Cruz County Regional Transportation Commission's Bicycle Committee
February 18, 2011

Christopher J. Murphy, Director
Office of Traffic Safety
2208 Kausen Drive, Ste. 300
Elk Grove, CA 95758-7115

RE: Letter of Support for the County of Santa Cruz Health Services Agency 2012 OTS grant

Dear Mr. Murphy:

I am writing on behalf of the Bicycle Committee of the Santa Cruz County Regional Transportation Commission (RTC) to offer our support of the County of Santa Cruz County Health Services Agency’s (HSA) 2012 Office of Traffic Safety grant proposal. The “Safe and Sober Traffic Safety Education and Encouragement Project” will address the areas of pedestrian, bicycle, child passenger, teen driver safety and distracted driving.

The Regional Transportation Commission’s Bicycle Committee serves to assist in the development and maintenance of a complete, convenient and safe regional bicycle and pedestrian network. Such a network increases the opportunity and attractiveness of bicycle and pedestrian trips for transportation purposes. The HSA grant complements the RTC and the Bicycle Committee’s goals by providing enhanced safety awareness and education resulting in increased bicycle trips. The RTC also provides direct funding to the HSA’s Ride ‘n Stride Program, the Community Traffic Safety Coalition, and the coalition’s South County Bicycle and Pedestrian Work Group to address community wide bicycle and pedestrian safety education and inter-jurisdictional collaboration on traffic safety needs.

Please feel free to contact the Regional Transportation Commission’s Bicycle Coordinator and staff to the Bicycle Committee, Cory Caletti at (831) 460-3201 or by email at ccaletti@sccrtc.org, for this and any other Bicycle Committee related matters.

Sincerely,

Daniel Kostelec
Chair, SCCRTC Bicycle Committee

cc: Santa Cruz County Regional Transportation Commission
Santa Cruz County Regional Transportation Commission’s Bicycle Committee
February 18, 2011

Mayor Coonerty and City of Santa Cruz Council Members
City of Santa Cruz
809 Center Street
Santa Cruz, CA 95060

RE: Market Street proposed housing development – bicycle facilities

Dear Mayor Coonerty and City Council Members:

I am writing on behalf of the Santa Cruz County Regional Transportation Commission (RTC) Bicycle Committee in light of the City Council’s consideration of the housing development proposal on Market Street, between Highway 1 and Isbel Drive. The Bicycle Committee requests that you consider transportation facility improvements for the entire Market Street corridor as well as the Market/Isbel/Goss/Branciforte intersection as part of the housing development project and related off-site improvements. Specifically, the Bicycle Committee is concerned that adequate provisions are made for safe bicycle travel especially in the northbound direction where cyclists travel at a slight uphill at slower speeds.

The RTC’s Bicycle Committee serves to assist in the development and maintenance of a complete, convenient and safe regional bicycle and pedestrian network. Such a network increases the opportunity and attractiveness of bicycle and pedestrian trips for transportation purposes. The Committee advocates for improved conditions, infrastructure and policies to make bicycle transportation safer in Santa Cruz County.

The Bicycle Committee offers its technical expertise to review and provide feedback on design plans as well as the expertise of its staff. Thanks you for your ongoing efforts to improve bicycle transportation and mobility needs in our county. If you have any questions, please contact Cory Caletti, staff to the Bicycle Committee, at (831) 460-3201.

Sincerely,

Daniel Kostelec
Chair, SCCRTC Bicycle Committee

cc: Santa Cruz County Regional Transportation Commission
Santa Cruz County Regional Transportation Commission’s Bicycle Committee
Dear Market Street Activists,

We made some good progress last night at the council meeting. The developer will pay to widen the sidewalk to 7 feet on the west side of the street as well as put in a bike lane (most of that was expected) AND will pitch in 20K towards a bike lane AND sidewalk on the northbound lane to be built by the city in the next 3 years.

We brought a dozen people to the meeting including some awesome youth activists. Go Greenways.

While the bike lane and sidewalk will cost 200K (the sidewalk is the expensive part), the 20K set aside will likely insure that the project will happen by supplying critical local matching funding and bumping the project to the "partially funded" section of the city's Capitol Improvement Project. The "partially funded" section gets way more attention than the unfunded section. In fact, the "partially funded" section usually gets done in short order.

David Terazas made the arrangement to get another 20K from the developer with collaboration from Don Lane. It was unanimously supported by the Council. I think we could have gotten 50K out of them and Hillary B (who is in real estate) privately agreed with me after the meeting but getting anything less than 200K would have had the same effect.

The bid from Earthworks was helpful and talked about by the Council. They all took it as fact, though Public Works said that they didn't want to only do the bike lanes but wanted to do the sidewalk in conjunction.

Ryan and Hillary both complimented us on a good campaign.

Not bad for a few weeks work!! Congratulations to all of us.

Micah

--

----------------------------------------
Micah Posner
micah@peoplepowersc.org
People Power of Santa Cruz County
703 Pacific Avenue | Santa Cruz, CA 95060 | (831) 425-0665 http://www.peoplepowersc.org/
Mayor Coonerty and City of Santa Cruz Council Members
City of Santa Cruz
809 Center Street
Santa Cruz, CA 95060

RE: Bicycle License Ordinance

Dear Mayor Coonerty and City Council Members:

I am writing on behalf of the Santa Cruz County Regional Transportation Commission’s (RTC) Bicycle Committee regarding the City of Santa Cruz bicycle licensing ordinance. The Bicycle Committee is aware that the City is considering amending the bicycle license ordinance in order to clarify the placement location of the indicia. Placement location notwithstanding, the Bicycle Committee is concerned with mandatory licensing programs and encourages the City of Santa Cruz to consider doing away with mandatory bicycle licensing and offer a voluntary, opt-in type of program instead.

The RTC’s Bicycle Committee serves to assist in the development and maintenance of a complete, convenient and safe regional bicycle and pedestrian network in order to increase the opportunity and attractiveness of bicycle and pedestrian trips. With that goal in mind, the Committee views mandatory bicycle license programs, as they are currently structured, as barriers to achieving that goal.

Bicycle licenses are not uniformly required throughout the state of California. The CA Vehicle Code allows local authorities to enact mandatory bicycle licensing programs for bicycles used within that jurisdictional boundary by ordinance. Some jurisdictions enact such ordinances and others do not. More recently, jurisdictions such as the Cities of Santa Monica and Los Angeles have done away with mandatory bicycle licensing in efforts to create bicycle friendly environments.

Within Santa Cruz County, the Cities of Scotts Valley and the large unincorporated area of the County do not require licenses. The Cities of Santa Cruz, Capitola and Watsonville currently do require licenses. The lack of uniformity creates a confusing situation for bicycle riders who are not aware of these jurisdictional boundaries or variations in law. Confusion also exists around renewal dates (“January 1st of the third year following the year of registration”) since no expiration notifications are sent and locations where bicycle licensing registrations are available. Finally, a mandatory bicycle license program runs contrary to efforts to promote bicycle events and revenue generating rides, often supporting local charities.

The members of the Bicycle Committee thank you for considering a voluntary bicycle license program in place of the current mandatory bicycle license program. The Bicycle Committee also thanks you for your ongoing efforts to improve bicycle transportation and mobility needs in our county. If you have any questions, please contact Cory Caletti, staff to the Bicycle Committee, at (831) 460-3201.

Sincerely,

Daniel Kostelec
Chair, SCCRTC Bicycle Committee

cc: Santa Cruz County Regional Transportation Commission
Santa Cruz County Regional Transportation Commission’s Bicycle Committee
Santa Cruz County Regional Transportation Commission’s Interagency Technical Advisory Committee

\Wtcserv2\shared\Bike\Committee\COHR\2011\bicycle licensing.doc
AGENDA: April 4, 2011

TO: Bicycle Committee

FROM: Cory Caletti, Senior Transportation Planner/Bicycle Coordinator

RE: Bike Parking Subsidy Program Applications from Encina Investment Group and Second Harvest Food Bank

RECOMMENDATION

Staff recommends that the Bicycle Committee review the attached Bikes Secure applications from Encina Investment Group and Second Harvest Food Bank and approve providing 3 inverted U bicycle racks and 4 inverted U racks, respectively.

BACKGROUND

The Regional Transportation Commission (RTC) has been helping provide bicycle parking to private businesses, local jurisdictions, school districts and other public agencies in Santa Cruz County since 1994, thanks in a large part due to funding from the Monterey Bay Unified Air Pollution Control District’s AB2766 program. While the third round of the Bikes Secure program was recently expended, the RTC was awarded a fourth round of funds in August, 2003 so that the bicycle parking subsidy program could continue.

The fourth Bikes Secure grant continues to help local entities in Santa Cruz County provide bicycle parking provided they agree to the grant requirements to install the bicycle parking facilities securely in a convenient location for use by patrons and/or employees. Applicants now need to provide the RTC with pre and post installation bicycle count data and photographs of the installed racks or lockers. The grant application stipulates that the RTC will provide a maximum of 8 inverted U bike racks or a maximum subsidy of $1,000 per approved applicant. For other racks, up to $35.00 per bicycle parking space will be provided through the grant (or $70.00 for a double unit rack). Applicants may choose from an approved list of rack designs or request that the Bicycle Committee approve an alternative model. In practice, most applicants choose the inverted U rack available through the RTC. Applicants requesting bike lockers are eligible to receive a subsidy of $250 per bike, or $500 per double occupancy locker. Applications are available online.

DISCUSSION

Grant guidelines indicate that the Bike Secure program targets “private businesses, local jurisdictions, school districts, and other public agencies”. Attached please find applications from Encina Investment Group for 3 inverted U bicycle racks and from Second Harvest Food Bank for 4 inverted U racks.

The applications (Attachments 1 and 2) contain maps indicating placement location, agreement to install racks per SCCRTC specifications, as well as an agreement to provide pre and post installation bicycle counts and post installation photographs.

Staff recommends approving both requests.
SUMMARY

The Commission's Bikes Secure Parking Subsidy Program, funded by the MBUAPCD, provides racks and subsidized lockers for Santa Cruz County businesses, jurisdictions, school districts and other public agencies. Staff recommends approving applications from Encina Investment Group for 3 inverted U racks and from Second Harvest Food Bank for 4 U racks.

Attachment 1: Bikes Secure Application from Encina Investment Group
Attachment 2: Bikes Secure Application from Second Harvest Food Bank

\Rtcserv2\shared\BikeCommittee\BC2010\BCDec10\BikeSecureGoodWill_Staff of Life.doc
Santa Cruz County Regional Transportation Commission
Bikes Secure Parking Subsidy Program Application

Business/Agency Name: Enuna Investment Group
Address: 2547 Main St Soquel CA 95073
Contact Person: Elizabeth Phone: 818-5843 Fax: 831-462-4329
Nature of Business: Real Estate Commercial

If interested in bike racks, the RTC Bicycle Committee recommends the Inverted U rack illustrated above. It is available in surface mount and post hole mount styles with a black powder coat finish. If you are interested in a different rack type, please contact RTC staff. Please indicate rack type, mount style and number of racks desired. Please be prepared to be flexible on timing of rack availability as it depends upon what we have in stock.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Rack / Locker</th>
<th>Mount Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Rack</td>
<td>Surface Mount</td>
</tr>
</tbody>
</table>

Please Specify Reason for Requesting this Bike Parking Subsidy:

_TENANTS ARE REQUESTING A PLACE TO PARK THEIR BIKES AS TENANTS ARE USING ADA RAMP NOW_

In addition to this page, to complete the application, ALL THREE of the following are required:

☑ Completed Agreement to Place and Maintain Bike Racks and Provide Pre and Post Bicycle Count Data and Photographs (following page);
☑ Site map with proposed bike parking locations in relation to buildings, auto parking, etc.;
☑ Documented property owner's permission (a letter) or public permit, if necessary, to install bicycle racks

I certify that the owner of this property has granted permission to install bicycle racks at the location(s) above and the letter of permission or permit is included with this application. To the best of my knowledge and belief, the data and information included in this application is true and correct and I am authorized to file this application on behalf of the applicant.

Name and Title: ELIZABETH HEFFNER
Signature: [Signature]
Date: 3-9-11
Bikes Secure Parking Subsidy Program

AGREEMENT TO PLACE AND MAINTAIN BICYCLE RACKS/LOCKERS and PROVIDE PRE AND POST INSTALLATION BICYCLE COUNT DATA AND PHOTOGRAPHS

The following is an agreement between the Santa Cruz County Regional Transportation Commission (RTC) and the undersigned, hereinafter referred to as recipient.

The recipient agrees that after being awarded a bike parking subsidy and prior to the installation of the bicycle parking equipment the RTC will be provided with pre installation bicycle count data for the proposed installation site. Bicycle count surveys will count parked bikes within a 200 foot radius of the installation site during the period between 9 am and 11 am on a sunny Tuesday through Thursday, when school is in session. Applicants may provide the pre-installation count here:

Date: ___________ Time of day: ___________ Weather condition: ___________ Bicycles counted: ___________

The recipient agrees that within one month of receipt of bike parking devices from the RTC or its contracted supplier, unless other arrangements have been made, to install (#) 3 bicycle racks/lockers capable of holding (#) 26 bicycles at the location described in the attached map. Said map is attached hereto as Exhibit A, and by this reference is incorporated as part of this Agreement.

Recipient will arrange for and pay for the installation of the following type of bike racks:

INVERTED U RACKS

The recipient agrees to attach said bike racks in a secure and theft-proof fashion following the appropriate standard outlined in the RTC’s Bikes Secure Program Guidelines. Recipient also agrees to maintain the bicycle parking facilities and surrounding area for the life of the devices.

The recipient agrees to provide post installation bicycle counts and photographs of the installed bicycle parking equipment one year after installation of the bicycle parking devices. Surveys will count parked bikes within a 200 foot radius of the installed bicycle parking devices during the period between 9 and 11 a.m. on a sunny Tuesday through Thursday, when school is in session. The post installation survey will be conducted at the same location, during the same time period and month of the year as the pre installation survey.

The recipient agrees to exonerate, indemnify, defend, and hold harmless the RTC, its officers, agents, employees, and volunteers, from and against any and all claims, demands, losses, damages, defense costs, or liability of any kind or nature which the RTC may sustain or incur or which may be imposed upon it for injury to or death of persons, or damage of property as a result of, arising out of, or in any manner connected with the recipient’s performance under the terms of this agreement, excepting any liability arising out of the sole negligence of the RTC. Such indemnification includes any damage to the person(s), or property(ies) of the recipient and third persons.
The recipient further agrees that the RTC may exercise its option to repossess said bicycle parking devices, upon desertion of the present place of business by the business or upon removal of the rack(s) from the herein specified location(s).

Date: 3/19/11  By: [Signature]
Name & Title: ELIZABETH HOFNER, PROPERTY MANAGER
2567 MAIN ST., SOQUEL, CA 95073
Address, City

Date: _______ By: ________________________________
George Dondero, RTC Executive Director

Post-Installation Count (Date Expected: _______)
Photographs Provided?: _______
Date: _______ Time of day: _______ Weather condition: _______ Bicycles counted: _______
February 22, 2011

RTC Offices
1523 Pacific Avenue
Santa Cruz, CA 95060-3911

To Whom It May Concern:

This is a letter giving permission to my property management company, Main Street Realtors, to install a bike rack at our office building located at 303 Water Street, Santa Cruz, CA.

Sincerely,

[Signature]

Lou Barbaccia
Encina Investment Group
February 10, 2011

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

Dear Mr. Dondero,

Please find Second Harvest’s enclosed application for secure bike parking racks. We will install the racks in our new parking area this summer, and they will be of great assistance to the people who commute to our warehouse by bicycle.

Please contact me directly if you have any questions about this application.

Regards,

Kate Chabarek
Grants and Publications Manager
kate@thefoodbank.org
(831) 722-7110 x 221
Santa Cruz County Regional Transportation Commission
Bikes Secure Parking Subsidy Program Application

Business/Agency Name: Second Harvest Food Bank Santa Cruz County
Address: 800 Ohlone Parkway, Watsonville, CA 95076
Contact Person: Brooke Johnson Parker
Phone: (831) 722-7110 x 220
Fax: (831) 722-0435

Nature of Business: Second Harvest is a non-profit distribution hub that serves 200 member food pantries, soup kitchens, and food distribution programs.

If interested in bike racks, the RTC Bicycle Committee recommends the Inverted U rack. It is available in surface mount and post hole mount styles with a black powder coat finish. If you are interested in a different rack type, please contact RTC staff. Please indicate rack type, mount style and number of racks desired. Please be prepared to be flexible on timing of rack availability as it depends upon what we have in stock.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Rack / Locker</th>
<th>Mount Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Inverted U</td>
<td>Surface</td>
</tr>
</tbody>
</table>

Please Specify Reason for Requesting this Bike Parking Subsidy:
In July, Second Harvest will finish our multi-year capital expansion project, which will include a re-surfaced and landscaped parking area. Although several of our staff, volunteers, and clients commute to our facility by bicycle on a regular basis, we have never had secure bike racks for their use. Cyclists improvise their own parking on railings and fences around the perimeter, which can block access to the building or can be less secure than designated bike racks.

A donation of bike racks will provide adequate parking for regular cyclists and may encourage others to commute to our warehouse by bicycle as well. These racks will quadruple the bike storage that we had initially planned.

In addition to this page, to complete the application, ALL THREE of the following are required:
☒ Completed Agreement to Place and Maintain Bike Racks and Provide Pre and Post Bicycle Count Data and Photographs (following page);
☒ Site map with proposed bike parking locations in relation to buildings, auto parking, etc.;
☐ Documented property owner's permission (a letter) or public permit, if necessary, to install bicycle racks N/A: Second Harvest owns the property.

I certify that the owner of this property has granted permission to install bicycle racks at the location(s) above and the letter of permission or permit is included with this application. To the best of my knowledge and belief, the data and information included in this application is true and correct and I am authorized to file this application on behalf of the applicant.

Name and Title: Brooke Johnson Parker, Chief Operations and Programs Officer
Signature: 
Date: 2/10/11

31
Bikes Secure Parking Subsidy Program
AGREEMENT TO PLACE AND MAINTAIN BICYCLE RACKS/LOCKERS and PROVIDE PRE AND POST INSTALLATION BICYCLE COUNT DATA AND PHOTOGRAPHS

The following is an agreement between the Santa Cruz County Regional Transportation Commission (RTC) and the undersigned, hereinafter referred to as recipient. The recipient agrees that after being awarded a bike parking subsidy and prior to the installation of the bicycle parking equipment the RTC will be provided with pre installation bicycle count data for the proposed installation site. Bicycle count surveys will count parked bikes within a 200 foot radius of the installation site during the period between 9 am and 11 am on a sunny Tuesday through Thursday, when school is in session. Applicants may provide the pre-installation count here:

Date: ________ Time of day: ________ Weather condition: ________ Bicycles counted: ________

The recipient agrees that within one month of receipt of bike parking devices from the RTC or its contracted supplier, unless other arrangements have been made, to install (#) 4 bicycle racks/lockers capable of holding (#) 8 bicycles at the location described in the attached map. Said map is attached hereto as Exhibit A, and by this reference is incorporated as part of this Agreement. Recipient will arrange for and pay for the installation of the following type of bike racks: Inverted U

The recipient agrees to attach said bike racks in a secure and theft-proof fashion following the appropriate standard outlined in the RTC’s Bikes Secure Program Guidelines. Recipient also agrees to maintain the bicycle parking facilities and surrounding area for the life of the devices. The recipient agrees to provide post installation bicycle counts and photographs of the installed bicycle parking equipment one year after installation of the bicycle parking devices. Surveys will count parked bikes within a 200 foot radius of the installed bicycle parking devices during the period between 9 and 11 a.m. on a sunny Tuesday through Thursday, when school is in session. The post installation survey will be conducted at the same location, during the same time period and month of the year as the pre installation survey. The recipient agrees to exonerate, indemnify, defend, and hold harmless the RTC, its officers, agents, employees, and volunteers, from and against any and all claims, demands, losses, damages, defense costs, or liability of any kind or nature which the RTC may sustain or incur or which may be imposed upon it for injury to or death of persons, or damage of property as a result of, arising out of, or in any manner connected with the recipient’s performance under the terms of this agreement, excepting any liability arising out of the sole negligence of the RTC. Such indemnification includes any damage to the person(s), or property(ies) of the recipient and third persons. The recipient further agrees that the RTC may exercise its option to repossess said bicycle parking devices, upon desertion of the present place of business by the business or upon removal of the rack(s) from the herein specified location(s).
Date: 2/10/11  By:

Brooke Johnson/Parker, Chief Operations and Programs Officer, Second Harvest
800 Ohlone Parkway, Watsonville

Date: ________  By:

___________________________________________________________
George Dondero, RTC Executive Director

Post-Installation Count (Date Expected: ________)
Photographs Provided?: ________

Date: ________ Time of day: ________ Weather condition: ________

Bicycles counted: ________
TO: Bicycle Committee
FROM: Cory Caletti, Senior Transportation Planner
RE: Officer Elections

RECOMMENDATION

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

DISCUSSION

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

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

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

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

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

SUMMARY

Staff recommends that the Bicycle Committee hold elections for a new Chair and Vice-Chair to serve the Committee for the next year, through March 2012.
TO: Bicycle Committee

FROM: Cory Caletti, Senior Transportation Planner/Bicycle Coordinator

RE: FY 11/12 TDA Funding Request and Review of Work Plans for the Community Traffic Safety Coalition and the Ride ‘n Stride Program

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RECOMMENDATIONS

Staff recommends that the Bicycle Committee:

1. Review the attached proposed FY 11/12 Work Plans and Budgets from the County Health Services Agency (HSA) for the Community Traffic Safety Coalition (CTSC) and Ride ‘n Stride Bicycle and Pedestrian School Education Program (Attachments 1 through 7); and

2. Recommend that the Regional Transportation Commission approve the claim for $100,000 in FY 11/12 Transportation Development Act funds.

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BACKGROUND

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

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

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

DISCUSSION

The County HSA submitted the attached TDA claim forms, work plans and budgets for Bicycle Committee and Commission review and approval of funding. In recent years, financial challenges have reduced sales tax revenues and available apportionments. HSA has therefore received reduced funding. This year, sales tax revenues have been on the upswing and therefore HSA requested the full amount the RTC committed to providing. The full amount was programmed in the FY 11/12 budget for HSA’s programs and is thus available for allocation.
Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year (conducted at the March 3, 2011 RTC meeting), 2) Bicycle Committee review and recommendation (scheduled for the April 4, 2011 meeting, and 3) RTC review and approval (scheduled for the May 5, 2011 RTC meeting).

The first work program, claim form and budget are for the ongoing work of the CTSC (see Attachments 1-5). The TDA funding request amount for the CTSC is $51,155. The second work plan and budget request is for continuation of the Ride 'n Stride Bicycle and Pedestrian School Education Program (Attachments 6-8). This project includes staff costs but also relies on volunteers to present lessons on bicycle and pedestrian safety to elementary school students. The FY 11/12 funding request for this program is for $48,845.

The total amount requested for the two programs does not exceed the $100,000 currently available. HSA and other Coalition members will provide a total of $100,840 in matching funds to the requested allocation.

Work Plan Review

The agreement between the SCCRTC and County HSA for the CTSC and Ride 'n Stride programs includes annual review, feedback and comment by the Commission on their respective work plans as part of the funding review and approval process. Staff suggests that Committee members provide any input to HSA staff at the Committee meeting.

SUMMARY

Attached is a request for $100,000 in FY 11/12 TDA funding from the Health Services Agency for the CTSC and Ride 'n Stride Programs. Staff recommends that the Committee recommend to the Regional Transportation Commission approve the funding request at the full level with $51,155 going to the Community Traffic Safety Coalition and $48,845 going to the Ride 'n Stride Program.

Attachments:

1. Request Letter from Katie LeBaron, Project Director
2. Community Traffic Safety Coalition Transportation Development Act Claim Form
6. Ride 'n Stride Transportation Development Act Claim Form
7. Ride 'n Stride (Bicycle and Pedestrian Education) Program FY 11/12 Work Plan
8. Ride 'n Stride (Bicycle and Pedestrian Education) Program FY 11/12 Budget
March 22, 2011

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

Regarding: FY 2011/12 TDA Request for the Community Traffic Safety Coalition (CTSC) and Ride n’ Stride program

Dear Mr. Dondero:

CTSC continues to serve Santa Cruz County residents through its efforts to reduce bicycle and pedestrian injuries/fatalities and increase the use of safe alternate modes of transportation. CTSC brings together agencies, groups and individuals to develop and implement a work plan that supports activities in the areas of education and training, public outreach, engineering and enforcement. The Ride n’ Stride program also continues to positively impact the community through its elementary school-based classroom education model that teaches road safety practices to thousands of children every year as the foundation for life-long behaviors, and works with school districts, CTSC and other community partners to conduct outreach efforts and provide helmets to low-income youth.

At the March 3, 2011 meeting of the Santa Cruz County Regional Transportation Commission, commissioners approved a restoration in Health Service Agency’s TDA budget for CTSC and Ride n’ Stride programs from $86,064 in FY 2010/11 to $100,000 in FY 2011/12. Therefore, HSA is requesting $51,155 to support staffing and project implementation for CTSC, and $48,845 to support the Ride n’ Stride education program. HSA will provide $100,840 in match funds through in-kind contributions, grants and other funding sources, for a total CTSC/Ride n’ Stride budget of $200,840 for FY 2011/12.

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

Sincerely,

Katie LeBaron, MPH
Senior Health Educator
Chronic Disease and Injury Prevention, HSA
(831) 454-5477
katie.lebaron@health.co.santa-cruz.ca.us

c/o Chronic Disease and Injury Prevention Unit, Santa Cruz County Health Services Agency
1070 Emeline Avenue, P.O. Box 962, Santa Cruz, CA 95061, 831/454-4141
**Transportation Development Act (TDA) – Local Transportation Funds**

**CLAIM FORM**

for Bike/Pedestrian Projects

Submit a separate form for each project.

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

**Project Information**

1. **Project Title:** Community Traffic Safety Coalition (CTSC)

2. **Implementing Agency:** County of Santa Cruz Health Services Agency

3. **Sponsoring Agency (if different) – must be a TDA Eligible Claimant:** Santa Cruz County Regional Transportation Commission

4. **TDA funding requested this claim:** $51,155

5. **Fiscal Year (FY) for which funds are claimed:** FY 2011/12

6. **General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project):** Article 8 Bike/Pedestrian Project

7. **Contact Person/Project Manager:** Katie LeBaron  
   **Telephone Number:** (831) 454-5477  
   **E-mail:** katie.lebaron@health.co.santa-cruz.ca.us  
   **Secondary Contact (in event primary not available):** Dena Loijos  
   **Telephone Number:** (831) 454-5018  
   **E-mail:** dena.loijos@health.co.santa-cruz.ca.us

8. **Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks):** See Attachment A - **CTSC Work Plan for FY 2010-12** (updated for FY 2011/12)

9. **Number of people to be served/anticipated number of users of project/program:** The number of people served will depend on the strategies incorporated in most projects, such as public campaigns. For projects involving direct education, media outreach, etc. the numbers of users will be documented or estimated.

10. **Project Location/Limits (attach a map and/or photos if available/applicable, include street names):** Most CTSC projects are countywide. Activities conducted with the South County Bike and Pedestrian Work Group will focus on the Watsonville/South County area, and as needs and opportunities arise, other jurisdictions will be targeted for bike and/or pedestrian safety activities.

11. **Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community):** The CTSC continues to be the primary community-based coalition in Santa Cruz County that focuses on bicycle and pedestrian traffic safety for all age groups. The Coalition provides a forum for various agencies and individuals to share information, address community issues, collaborate on solutions, and act as a resource for its members and the community. To see highlights of CTSC accomplishments over the last 5 years, go to [http://www.sctrafficssafety.org/accomplishments.html](http://www.sctrafficssafety.org/accomplishments.html).

12. **Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number:** Programmed into the RTP under project #CO50

39
13. Measures of performance, success or completion to be used to evaluate project/program: Please see attached Work Plan for evaluation measures.

14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): A primary goal of the CTSC is to encourage people to use alternative forms of transportation safely. For example, CTSC work plan includes objectives to promote bicycling and walking through community events, such as Walk and Bike to School Day, and through a public media campaign towards the goal of increasing the number of people using these forms of transportation instead of vehicles.

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

**15a. Capital Projects**

<table>
<thead>
<tr>
<th>SCHEDULE (Month/Yr)</th>
<th>Environmental</th>
<th>Design/ Engineering</th>
<th>ROW</th>
<th>Construction</th>
<th>Other *</th>
<th>Contingency</th>
<th>Total</th>
</tr>
</thead>
</table>

Total Cost/Phase

*TDA requested

Source 2:

Source 3:

Source 4:

*Please describe what is included in "Other":

15b. **Non-Capital Projects – Cost/Schedule:** List any tasks and amount per task for which TDA will be used. Can be substituted with alternate budget format. See attached Community Traffic Safety Coalition Budget for FY 2011-12.

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

17. Proposed schedule of regular progress reports including an evaluation of prior year’s activities: Biannual progress report to be submitted by January 31, 2012 and final report to be submitted by July 31, 2012.

18. TDA Eligibility:

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<tr>
<th>A. Has the project/program been approved by the claimant’s governing body? Attach resolution to claim. (If &quot;NO,&quot; provide the approximate date approval is anticipated.)</th>
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<td>Yes, on file</td>
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<td>Yes</td>
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<tr>
<td>D. Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled Transportation Advisory Committee? (If &quot;NO,&quot; project will be reviewed prior to RTC approval).</td>
<td>Bicycle Committee review 4/4/11.</td>
</tr>
<tr>
<td>E. For &quot;bikeways,&quot; does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual? (Available on the internet via: <a href="http://www.dot.ca.gov">http://www.dot.ca.gov</a>).</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Documentation to Include with Your Claim:

All Claims

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

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

19. Improving Program Efficiency

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

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

Despite continuing County fiscal challenges, HSA has consistently provided at least 100% matching grant funds to support knowledgeable and experienced health educators to serve as CTSC staff and work with staff to increase efficiency while maintaining and improving program quality. Under leadership of and staffing by HSA, the coalition has continued to implement a rigorous Work Plan each year through increased coalition member involvement, volunteer recruitment, efficient meeting schedule, development of a two-year vs. one-year work plan, and collaboration with coalition member/partner agencies.

A main premise of the CTSC is to bring together groups with an interest in traffic safety to maximize collaboration and avoid duplication of efforts within the Santa Cruz County community. An example is the formation of the Safe Routes to School (SRTS) subcommittee of CTSC, which brought together bicycle and pedestrian safety educators from around the county to develop plans to coordinate school-based activities to promote safe, alternate modes of transportation. The CTSC also continues to utilize creative media strategies and collaborative partnerships to conduct cost-effective traffic safety outreach, including the recent expansion of traffic safety efforts by its South County Bike and Pedestrian Work Group. Internally, CTSC staff maintain the CTSC website, create public information products, conduct surveys and evaluations, and analyze data in lieu of paying outside contractors.

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

Based on Commissioners’ approval vote at the March 3, 2011 RTC meeting, HSA’s total TDA for CTSC and Ride n’ Stride programs will increase from $86,064 in FY 10/11 to $100,000 in FY 11/12. HSA will continue to secure a minimum 100% in match funds through grants and other funding sources to maintain a level of staffing for these programs to ensure continuing success and benefits to the community.
Community Traffic Safety Coalition
Work Plan for Fiscal Years 2010-2012
Updated for FY 2011-12

Mission:
The mission of the Community Traffic Safety Coalition (CTSC) is to reduce traffic-related injuries, while promoting the use of alternative modes of transportation. The primary focus is on bicycle and pedestrian safety issues. The Coalition educates all road users in safety practices to decrease the risk and severity of collisions, and advocates for improved conditions to make all methods of transportation safer.

Staff Responsibilities:
Staff to the Coalition is responsible for recruitment, retention and satisfaction of coalition members, coordinating and facilitating bimonthly coalition meetings and regular project subcommittee meetings, acting as a liaison between agencies, tracking county bicycle and pedestrian injury statistics, writing all reports and letters of advocacy/support, representing the coalition at other agency meetings, and maintaining the coalition web site.

Narrative:
Coalition members select and implement projects according to current issues, public requests, and direction from community agencies and the Santa Cruz County Regional Transportation Commission. The Coalition also has several ongoing projects, including the Ride n’ Stride Bicycle and Pedestrian Education Program, the Pace Car Program, the CTSC website, the Bicycle Traffic School, and the South County Bike and Pedestrian Work Group (SCBPWG). The SCBPWG implements traffic safety projects that address the unique needs of South Santa Cruz County. CTSC staff support these programs in addition to coordinating the work plan projects chosen by the Coalition members.

The work plan below is based on two-year projects, which are to be completed by the end of FY 11/12. Activities have been listed to show how the projects will be accomplished and an evaluation component to determine the effectiveness of projects and provide feedback for improving future projects.

Guidelines for implementing this work plan will include attaching budget figures to activities, identifying agencies and members who will work on certain projects, looking at collaborative opportunities with the SCBPWG, and prioritizing activities.

The Coalition has chosen the following projects for Fiscal Years 2010-12:

<table>
<thead>
<tr>
<th>Public Media Campaign</th>
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</thead>
</table>

Increase awareness, respect, and safety for all road users through a public media campaign.

- Target larger, contained audiences, such as Back to School Night or Open House, using short educational videos, such as the 20-minute “Getting There By Bike”.
- Present data visually, such as utilizing a visual graphic depicting a motorist’s field of vision at varying speeds.
• Develop or use a slogan with a safety message clearly than "Share the Road", such as "Pass Safely" or "Bikes may use Full Lane".
• Utilize media campaigns that have already been produced and are being used in other communities.
• Distribute stickers for garbage bins, with message such as "Slow Down" or "Watch for Children", plus education about proper placement of the bins.
• Inform the public on the meaning of the "Bicycles May Use Full Lane" sign as well as sharrows (shared lane pavement markings) on the roadway.
• Use creative, less expensive outlets, such as social networking sites, such as Twitter and Facebook, online media like Santa Cruz Wire, or videos on You Tube.
• Use emotional, personal media messages, such as those outlined by Bikes Belong.
• Contact the public relations school at SJSU, Cabrillo digital media classes, or UCSC interns to do a media project or design competition.
• Approach Community TV to produce a PSA to inform motorists and students.
• Utilize wide distribution of media to impact more people in the general public.
• Continue updating and revamping CTSC website to be more current and user-friendly.

**Evaluation:** Quantify audiences reached in all direct media campaign activities and create a catalogue of all media outreach tools created or acquired.

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### Education and Training

Provide traffic safety education and training opportunities to specific populations of road users, stakeholders, and community partners.

• Publicize data on bike/ped issues to educate elected officials, public works, and police departments.
• Utilize League of American Bicyclists (LAB) motorist education curriculum to target groups of motorists.
• Offer bike/pedestrian education on protective gear and safety behavior.
• Take a photo of a sign or traffic situation that is misleading and use it for education.
• Conduct safety education targeting motorists, parents and other adults.
• Conduct traffic safety education checkpoints, as staffing, volunteer and partner agencies capacity allows.
• Support sustainability of the helmet distribution program, including the train-the-trainer program with established Helmet Fit Sites.

**Evaluation:** Quantify audiences reached in direct education and training activities and track outreach to all jurisdictions throughout the county.

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### Advocacy and Encouragement

Promote more bicycling and walking in Santa Cruz County and advocate for treatment of walking and bicycling as equals with other transportation modes, as outlined in the March 11, 2010 US Department of Transportation policy statement.
- Advocate for and promote traffic safety programs throughout the county, including seeking out funding sources.
- Provide positive promotion of bicycling and walking as transportation and recreation.

**Evaluation:** Create log of letters written and actions taken in support of traffic safety and alternative transportation projects and community outreach events attended.

**Engineering**

Coordinate and collaborate with public works jurisdictions and neighborhoods to carry out traffic calming and complete streets efforts.

- Conduct a traffic calming demonstration, such as street painting in front of a preschool or daycare program.
- Plan for sidewalk construction and improvement of sidewalks with public works departments.
- Include bike/pedestrian interests as priorities in all design, planning and construction.
- Identify locations where loop detectors are not working to add stencils and educate bicyclists on using them.
- Collaborate with SCCRTC to begin a traffic counting project in multiple jurisdictions.

**Evaluation:** Track and report number of community members, sidewalk improvements, and complete streets efforts by activity and/or jurisdiction.

**Enforcement**

Collaborate with police departments and the CHP on enforcement of traffic laws for all road users and on educational efforts to increase awareness and safe behavior on the roadways.

- Create opportunities for law enforcement to receive bike/pedestrian specific training.
- Expand Bicycle Traffic School to other jurisdictions and general public.
- Share information, feedback and promotion of Bicycle Traffic School with police departments.
- Pass out bicycle incident cards with phone numbers of law enforcement agencies at bike shops and other venues.
- Communicate with law enforcement agencies about special enforcement operations, such as BADGES, that aim to curb unsafe behavior for all road users.

**Evaluation:** List bike/ped training opportunities provided to law enforcement, utilize Bicycle Traffic School classroom evaluation form in classes, and summarize evaluations and data on students in annual report.

**Overall outcome evaluation methods:** Utilize available data to evaluate changes in pedestrian and bicycle traffic injuries/fatalities in Santa Cruz County. Utilize local observational survey results and other sources to evaluate pedestrian, bicyclist and motorist behaviors, and changes in numbers of road users who are bicycling and walking as alternate modes of transportation.
Community Traffic Safety Coalition  
TDA Budget, FY 2011-12

<table>
<thead>
<tr>
<th>Line Item</th>
<th>TDA Budget</th>
<th>HSA Match</th>
<th>Total Project Costs</th>
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</thead>
<tbody>
<tr>
<td>Personnel (Salary + Benefits @ 45%)</td>
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<td></td>
</tr>
<tr>
<td>Senior Health Educator (.10 FTE)</td>
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<td>11,418</td>
<td>11,418</td>
</tr>
<tr>
<td>Health Educator (.65 FTE)</td>
<td>47,961</td>
<td>21,082</td>
<td>69,043</td>
</tr>
<tr>
<td><strong>Subtotal Personnel</strong></td>
<td>47,961</td>
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<td>80,461</td>
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<tr>
<td>Overhead (15% of Personnel)</td>
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<td>12,069</td>
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<tr>
<td>Travel/Mileage</td>
<td>194</td>
<td>131</td>
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<td><strong>Direct Costs</strong></td>
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<tr>
<td>Printing/Office Supplies</td>
<td>500</td>
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<tr>
<td>Other Project Implementation items</td>
<td>2,500</td>
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<td>2,500</td>
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<tr>
<td>Inkind (estimate based on prior FY's)</td>
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<td>7,000</td>
<td>7,000</td>
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<tr>
<td><strong>Totals</strong></td>
<td>$51,155</td>
<td>$51,700</td>
<td>102,855</td>
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</tbody>
</table>
The Community Traffic Safety Coalition (CTSC) accomplishes a number of projects each year with the time, resources, and commitment of the Coalition members and affiliated organizations. The Coalition’s activities for July 2008 to June 2010 are described in this report. Projects aim to increase safety for all road users in Santa Cruz County by promoting pedestrian and bicycle safety and addressing current traffic safety issues.

South County Bike and Pedestrian Work Group
During the 09-10 fiscal year, the Watsonville Bike and Pedestrian Task force received funding from the RTC and became the South County Bike and Pedestrian Work Group (SCBPWG). The group continued to address the safety needs of South County through many activities. Visit www.sctrafficsafety.org/SCBPWG to view recent highlights.

Ride n’ Stride
RnS continues to offer safe walking and biking workshops to thousands of local children each year. During the 08-10 fiscal years:
- More than 7,000 elementary school students throughout the county received presentations. Teacher evaluations rated presentations at an average 4.9 out of 5.
- An additional 840 pre-school children and 80 parents received presentations at community agencies such as preschools, after-school programs, and neighborhood groups.

Safe Routes to School
- A SRTS Subcommittee of CTSC was formed to coordinate county-wide efforts to promote safe walking and bicycling to school.
- The City of Watsonville received a grant for the installation of speed feedback signs at 25 locations near elementary and middle schools and countdown pedestrian signals at 6 intersections.
- The City of Santa Cruz received a grant for bicycle signage on the alternate routes to Mission St., access ramps for pedestrians, and bicycle improvements on King St.
- CTSC conducted pedestrian safety skills activities and workshops to children and parents/caregivers.

Share the Road Campaign
CTSC promoted the “Share the Road” message through various activities.
- A new “Share the Road” banner was purchased and displayed in Watsonville for more than 5 weeks.
- Coalition members participated in the Mission St. Safety Task Force convened by Assembly member Laird, developing public service announcements and flyers for commercial drivers and cyclists.
- The group developed a brochure titled “What Bicyclists Want Motorists to Know/What Motorists Want Bicyclists to Know,” as well as the wallet-size “Bicycle Incident Card” for reporting bicycle related incidents.
- CTSC collaborated with CHP to conduct a Share the Road Traffic Checkpoint.
- Presented Share the Road messages to a teen driving school.

Thank you to the Santa Cruz County Regional Transportation Commission for providing funding for the Coalition.
Bicycle Traffic School
During the 08-10 fiscal years, Bike Traffic School (BTS) educated 219 individuals, 87% of whom say they will change the way they ride their bike. Most participants rated the class as highly effective. BTS is also now open to the public.

Advocacy
The Coalition strives to address current transportation issues through letters of support and advocacy:

- Letter to the City of Santa Cruz Department of Public Works advocating for bicycle facility improvements on King Street.

- Letter to CalTrans in support of the City of Santa Cruz Department of Public Works' application for a Bicycle Transportation Account (BTA) grant to improve a bicycle and pedestrian path near Harbor High School.

- Letter to the Robert Wood Johnson Foundation: Healthy Kids, Healthy Communities Grant Program to support the SANOS proposal to address childhood obesity in South County.

- Letter to CalTrans in support of the City of Santa Cruz Department of Public Works' application for a State of California Safe Routes to School Cycle 8 grant for the Westlake Neighborhood Sidewalks Completion Project.

- Letter to CalTrans in support of the City of Watsonville Department of Public Works' application for a State of California Safe Routes to School Cycle 8 grant for pedestrian improvements at three schools and a school bus pick-up location on Front Street.

- Letter to CalTrans in support of the SR2S Gault School Sidewalk Infill Project proposal from the City of Santa Cruz Public Works Department.

- Letter to support the City Transportation Commission’s concept design for Laurel Street improvements at Felix and Blackburn Streets.

- Letter in support of the County of Santa Cruz Health Services Agency (HSA)’s grant application to the state Office of Traffic Safety.

- Letter to the California Transportation Commission in support of the SCCRRC’S application and allocation request for Proposition 116 and STIP Funds for acquisition and improvement of the Santa Cruz Branch Rail Line.

Community Events
Helmet fittings and bicycle and pedestrian safety education and activities were provided at community events throughout the county:

- Swift Street Courtyard Bicycle Festival
- Amgen Tour of California: Kids’ Zone
- Jovenes SANOS Two Wheeled Vision for Watsonville Community Ride and Meeting
- Grant Street Park Bicycle Safety Event
- Spring and Fall Bike to School/Work
- Brommer and Mesa Park Carnivals
- Safe Kids and Crestview Clinic Child Passenger Safety events
- Watsonville PAL Festival
- Cabrillo Wellness Fair
- Parent/students presentations at Mission Hill Middle School Cesar Chavez Middle School
- National Night Out
- Rail Trail Day bicycle rodeo

Bike Helmet Distribution
Staff played a lead role in fitting and distributing more than 1,200 helmets to low-income families and established 7 school and community distribution sites in South County.

Member Organizations Include:

Bicycle Trip
Bike Smart! Youth Bicycle Safety Program
Bike to Work and School
California Highway Patrol
Caltrans District 5
Department of Motor Vehicles
Ecology Action
Health Services Agency
Jovenes SANOS
Mission: Pedestrian
Pajaro Valley Transportation Management Assoc.
Pajaro Valley Unified School District
People Power
SCC Cycling Club
SCC Regional Transportation Commission
Santa Cruz City Public Works
Santa Cruz County Public Works
Santa Cruz County Sheriff’s Office
Santa Cruz Metro Transit District
Santa Cruz Police Department
University of California at Santa Cruz
Traffic Busters
Watsonville Police Department
Watsonville Public Works
Transportation Development Act (TDA) – Local Transportation Funds
CLAIM FORM
for Bike/Pedestrian Projects
Submit a separate form for each project.

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

Project Information

1. Project Title: Ride n' Stride (bike & pedestrian safety education program of CTSC)

2. Implementing Agency: County of Santa Cruz Health Services Agency

3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: Santa Cruz County Regional Transportation Commission

4. TDA funding requested this claim: $48,845.00

5. Fiscal Year (FY) for which funds are claimed: FY 2011/12

6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): Article 8 Bike/Ped Project

7. Contact Person/Project Manager: Katie LeBaron
   Telephone Number: (831) 454-5477           E-mail: katie.lebaron@health.co.santa-cruz.ca.us

   Secondary Contact (in event primary not available) : Dena Loijos
   Telephone Number: (831) 454-5018           E-mail: dena.loijos@health.co.sants-cruz.ca.us

8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks): See attached Ride n’ Stride Education Work Plan for FY 2011/12

9. Number of people to be served/anticipated number of users of project/program: Primary work plan objective will reach a minimum of 3,000 elementary- and pre-school aged children in Santa Cruz County. In addition, it is anticipated that community-based presentations and participation in local events, including Bike to School/Work and bike helmet fitting and distribution activities, will reach 100’s more children and parents/caregivers throughout the county.

10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): All projects are county wide.

11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community): Local traffic collision and observation survey data continue to show that school-aged children are at risk as bicyclists and pedestrians. The Ride n’ Stride Program provides a unique service to the community through its elementary school-based classroom education model, with the goal of teaching children road safety practices as the foundation for life-long behaviors and promoting safe, alternate modes of transportation among families. Program staff is bilingual and bicultural, enabling the program to be effective in reaching the county’s diverse population of students and parents with key messages promoting safe riding and walking. Over the last five years, evaluation methods have consistently shown 25-30% average increases in bike safety knowledge among 3rd-6th grade level students, and
high satisfaction rates among teachers. In addition, school administrators and parents have expressed appreciation of this program and a desire to continue it in their schools. Ride n’ Stride staff has also been working with CTSC/HSA staff and partners to develop and coordinate a community-based helmet fitting and distribution program for low-income children, youth and adults.

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Programmed into the RTP under project #CO50.

13. Measures of performance, success or completion to be used to evaluate project/program: Please see attached Work Plan for evaluation measures.

14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): Through road safety education, promotion and provision of bike helmets, more students and parents will gain confidence for students to walk and/or ride a bicycle to school, thereby reducing the numbers of vehicles traveling to and from school sites, as well as for other local trips.

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

**15a. Capital Projects**

<table>
<thead>
<tr>
<th>Planning</th>
<th>Environmental</th>
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<td>Total Cost/Phase</td>
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<td>Source 2:</td>
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</tbody>
</table>

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

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

See attached Ride n’ Stride Safety Program Budget for FY 2009-10

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

17. Proposed schedule of regular progress reports including an evaluation of prior year’s activities: Biannual progress reports to be submitted by January 31, 2012 and final report to be submitted by July 31, 2012.

18. TDA Eligibility:

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</tr>
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years? (If an agency other than the Claimant is to maintain the facility provide its name:)

D. Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).
Bicycle Committee review 4/4/11.

E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual? N/A

Documentation to Include with Your Claim:

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

Ride 'n Stride education program – PLEASE KEEP ANSWERS BRIEF

19. Improving Program Efficiency

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

In the face of increasing fiscal challenges, HSA has strived to maintain the Ride n’ Stride education program’s high level of achievement and credibility through 100% matching grant funds and retention of an experienced, efficient bilingual staff. This program consistently meets or exceeds its stated goals and objectives, utilizing cost-effective outreach strategies and working in close collaboration with its traffic safety partners to avoid duplication and maximize opportunities for successful outcomes. Efforts are made to utilize existing or low-cost/no-cost educational materials that reflect current best practices and are developmentally appropriate for the target populations, and to secure in-kind donations of teacher and volunteer time, as well as helmets and other safety equipment from reputable companies and partner agencies.

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

Based on Commissioners’ approval vote at the March 3, 2011 RTC meeting, HSA’s total TDA for CTSC and Ride n’ Stride programs will increase from $86,064 in FY 10/11 to $100,000 in FY 11/12. HSA will continue to secure a minimum 100% in match funds through grants and other funding sources to maintain a level of staffing for these programs to ensure continuing success and benefits to the community.
Community Traffic Safety Coalition (CTSC)
Ride n’ Stride Education Work Plan
FY 2011-12

The goal of the Ride n’ Stride program is to increase safe bicycling and walking among children and youth in Santa Cruz County. Ride n’ Stride bilingual staff utilizes a school-based education model that teaches basic safety practices to children, inspires students to ride and walk to school more often, and encourages participants to convey their new knowledge and skills to parents, siblings and friends. Interactive classroom education sessions on bicycle safety (and other wheeled sports, such as scooters and skateboards) target primarily 3rd to 6th graders. Pedestrian safety education sessions target primarily, though not exclusively, pre-kindergarteners to 3rd graders. Program curricula and educational approach are tailored to be age-appropriate and culturally competent. Pre-/post-test results consistently show an average 25% increase in bike safety knowledge among samplings of 3rd-6th graders, and teacher evaluations are very positive. Through classroom presentations, school and community safety events, and other outreach activities conducted by Ride n’ Stride staff, this program has reached tens of 1,000’s of children, parents, teachers, caregivers and other community members who care about the safety of our most vulnerable population.

During FY 2009/10, Ride n’ Stride program staff reached over 3,500 students, 430 pre-school children and 75 Spanish-speaking parents with traffic safety education, and 2,500 students to date in FY 2010/11. Ride n’ Stride program staff also participated in community education events, Bike to School activities, distribution of helmets and other safety gear, and CTSC bike and pedestrian safety observation surveys. Based on available traffic collision injury/fatality data, local observation surveys and other evaluations methods, more education and outreach are needed to increase traffic safety practices among children and youth, particularly in Watsonville, an area of the county that has had consistently low numbers of student cyclists and poor rates of helmet use.

FY 2011-12 Objectives and Activities Work Plan:

- Conduct bicycle and pedestrian safety classroom presentations for at least 3,000 elementary school students and pre-school children in Santa Cruz County school districts.
- Provide at least 5 traffic safety presentations to parents and caregivers through schools, community agencies and neighborhood groups to promote safe bicycling and walking in Santa Cruz County.
- Participate in at least 5 community fairs and/or events to provide traffic safety information and promote safer bicycling and walking in Santa Cruz County.
- Collaborate with CTSC and HSA staff to conduct annual bicycle and pedestrian safety observation surveys.
- Work with CTSC, HSA and community partners to coordinate distribution of bike safety helmets to low-income children and youth and conduct helmet fittings.
- Participate in the fall and spring Bike to School/Work events.
- Attend traffic safety meetings, such as CTSC, South County Bike/Pedestrian Work Group, Safe Routes to School subcommittee, and Safe Kids Chapter meetings, as staffing capacity and other program priorities allow.
- Program evaluation methods will include pre/post-testing of student sample, teacher evaluations, and results of observational surveys and local injury/fatality data.
### Ride n' Stride Bicycle and Pedestrian Education Program
#### TDA Budget, FY 2011-12

<table>
<thead>
<tr>
<th>Line Item</th>
<th>TDA Budget</th>
<th>HSA Match</th>
<th>Total Project Costs</th>
</tr>
</thead>
<tbody>
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<td>Other Education Materials and Supplies</td>
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<td><strong>Totals</strong></td>
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<td>49,140</td>
<td>97,984</td>
</tr>
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</table>
AGENDA: April 4, 2011

TO: Bicycle Committee
FROM: Cory Caletti, Senior Transportation Planner/Bicycle Coordinator
RE: FY 11/12 Bike to Work Funding Request

RECOMMENDATION

Staff recommends that the Committee:

1. Review the attached FY 11/12 Bike to Work (BTW) funding request, work plan and budget;

2. Recommend that the Regional Transportation Commission approve $50,000 in FY 11/12 Transportation Development Act funds.

BACKGROUND

The RTC has a long history of supporting the Bike to Work program. Bike to Work is a project of Ecology Action, a non-profit environmental organization, which houses a number of other transportation programs. In February 2003, the Commission approved $40,000 in FY 03/04 TDA funds for the Bike to Work (BTW) program and committed to providing on-going funding at a level of $40,000 per year as approved each year in its annual budget.

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

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

DISCUSSION

Ecology Action submitted the attached TDA claim form, work plan and budget for Bike to Work Program for Bicycle Committee and Commission review and approval. During the past two years, the Bike to Work program received reduced TDA funding amounts due to the economic recession and low sales tax revenues. This year, with sales tax revenues recovering slowly, Ecology Action is requesting an increase and has thus submitted a claim for $50,000 in FY 11/12 TDA funds to support ongoing events and expanded outreach efforts (Attachment 1). The amount has been budgeted in the RTC’s FY 11/12 budget for the Bike to Work program.
The Transportation Development Act Claim Form (Attachment 2) and the FY 11/12 Scope of Work (Attachment 3) provide a detailed description of services BTW proposes to provide under contract with the Commission during the coming fiscal year.

As can be seen in BTW's FY 11/12 Budget (Attachment 4), the requested amount represents a fraction of BTW's annual budget of $157,000.

Nich Mucha, Ecology Action Program Specialist, will provide a summary of services provided by BTW under contract with the Commission during the 2010 calendar year (Attachment 5) at the Bicycle Committee meeting.

This year, funding requests for Bike to Work Day will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year (conducted at the March 3, 2011 RTC meeting), 2) Bicycle Committee review and recommendation (scheduled for April 4, 2011), and 3) RTC review and approval (scheduled for the May 5, 2011 RTC meeting).

**Staff recommends that Committee members review and provide feedback regarding the Bike to Work program at the April 4, 2011 meeting.**

**SUMMARY**

Attached is a request from Ecology Action for the Bike to Work Program for $50,000 in FY 11/12 TDA funding, reflecting an increase of $10,000 from the RTC’s funding ongoing funding commitment. Staff recommends that the Bicycle Committee recommend to the Regional Transportation Commission approving the funding request at the $50,000 level.

**Attachments:**

1. Letter from Piet Canin, Program Director
2. Transportation Development Act Claim Form
3. FY 11/12 Scope of Work
4. FY 11/12 Budget
5. 2010 Program Summary/Annual Report

\Rtcserv2\shared\Bike\Committee\BC2011\BCApril11\Bike2Work_Staff Report11.docx
December 17, 2010

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

Dear Mr. Dondero:

Ecology Action (EA) is requesting $50,000 of TDA funds for FY 2011-2012 to support the Santa Cruz County Bike to Work and Bike to School (BTW/S) program. The Commission’s allotment has proven crucial for the continuing success and expansion of our programs aimed at increasing bicycle commuting and children biking to school (K-12). Ecology Action is requesting an increase in previous year TDA levels to meet the continued growing demand of more children and adults biking for transportation. Ecology Action collects travel data from BTW/S participants to determine program effectiveness.

In the past two years the RTC has reduced TDA funding levels which prompted EA to struggle to secure temporary replacement funding to meet the increase demand for this low-cost, healthy and sustainable form of transportation. From 2007 to 2010 Bike to Work/School has increased in participation by 31% at the same time TDA funding was reduced by 16%. Ecology Action is requesting a modest $8,800 increase from FY 07/08 funding (the peak of TDA funding for BTW/S) for FY 11/12. During FY 07/08, Ecology Action requested and received $41,200 which represented a 3% cost of living increase above the $40,000 commitment level previously established. This restoration and modest increased level of funding would allow EA to continue to expand the program’s reach and effectiveness while maintaining our year round outreach, public education and support to bike commuters.

We continue to include more K-12 schools, especially those in the Watsonville area, in our twice a year Bike to School campaign. Bike to School actively encourages sustainable transportation behavior and activities for youth, which they adopt as a lifestyle as they grow up. Annually, 9,610 school students at over 40 schools participate in Bike to School Day. Bike to Work/School has by far and away the most participants than any other sustainable transportation program in the county!

The $8,800 increase is a very small amount compared to the entire TDA budget, the funds are supporting a cost effective program, and an investment in healthy, clean and active transportation, especially for our youth, which will pay dividends for years to come.

US Census American Community Survey data from 2008 shows that Santa Cruz County bike to work trips as a percentage of overall commuters (16 years or older) increased 65% from 2000 to 2008. Santa Cruz County, including all jurisdictions, had a rate of 3.3% of bike to work trips an increase from 2000’s rate of 2%. This compares favorably to San Francisco with a 2.75%, San Jose at 1.23%, and a national rate of .55%. There are many factors for this bike ridership increase and the RTC funded Bike to Work program is one important effort that has pushed bike numbers upward. This US Census data illustrates that biking is a viable and growing means of green transportation throughout Santa Cruz County.
In considering this request please note the following 2010 Bike to Work/School Highlights:

- **Over 12,590 youth and adults biked** on the spring & fall Bike to Work/School Days (an 11% increase from 2009)
- **50% increase of Bike to Work participation county-wide** over the past decade.
- **300% increase of Bike to School participation county-wide** over the past decade.
- **175% increase of Watsonville area schools from 2006 to 2010 participating in Bike to School Day.**
- **Over 54,000 pounds of CO2 emissions** were prevented from entering the atmosphere
- **Over One million calories were burned** by all participants (22 calories/mile)

Ecology Action is challenged to meet the increasing demand for this program at the same time our main funding source has diminished. Bike to Work not only reduces traffic congestion, pollution and parking demand but also improves the health and well being of individuals.

The Bike to Work program continues to leverage RTC funding with over $22,000 in cash support and some $75,000 of in-kind contributions from local businesses, individuals, and public agencies. Ecology Action supplements RTC funding with federal and regional funds where possible to meet the growing demands especially for our school bike encouragement services.

Bike To Work’s impact on bike commuting trends reaches beyond the popular Bike To Work/School Days. Participants of these biannual events will more likely continue to bike because they have experienced the benefits of biking and have successfully overcome barriers to bike commuting. They realize that biking is an efficient, healthy, and cost saving way to get to and from work. Bike To Work/School Day is a steppingstone for recruiting year-round bike commuters. Getting someone to bike to work and therefore experience it first-hand is much more powerful than simply telling someone about the benefits of biking to work.

Ecology Action thanks the RTC for their past support and consideration of our request of $50,000 for FY 2011-2012 of TDA funds to support Bike to Work/School’s successful increase of sustainable transportation.

Sincerely,

[Signature]

Piet Canin  
Vice President  
Ecology Action Transportation Group
Transportation Development Act (TDA) – Local Transportation Funds
CLAIM FORM
for Bike/Pedestrian Projects
Submit a separate form for each project.

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

Project Information

1. Project Title: Bike to Work/School program

2. Implementing Agency: Ecology Action

3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: SCCRTC

4. TDA funding requested this claim: $50,000

5. Fiscal Year (FY) for which funds are claimed: FY 11/12

6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): Article 8 Bicycle project

7. Contact Person/Project Manager: Piet Canin
   Telephone Number: 515-1327   E-mail: pcanin@ecoact.org

   Secondary Contact (in event primary not available): Virginia Johnson
   Telephone Number: 515-1315   E-mail: gjohnson@ecoact.org

8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks): The Bike to Work/School program consists of the following main activities: 1) Fall Bike to Work/School Day; 2) Spring Bike to Work and School Day; 3) Spring Bike Week, which features up to 10 inclusive, fun and informative bicycle activities; 4) Ongoing support targeting novice or infrequent bike commuters via online communications. Use email list from Bike to Work participants who have identified themselves as novice or infrequent bike commuters with emails, Facebook and website updates.

9. Number of people to be served/anticipated number of users of project/program: We anticipate over 10,000 people will participate directly in the program.

10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): The project includes the entire Santa Cruz County area including all the incorporated cities.

11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community)
   Bike to Work/School (BTW/S) fulfills the need to promote, encourage and support school students and adults to bike to school or work. The program provides incentives and tools for local commuters to bicycle for transportation therefore reducing their single-occupancy vehicle trips. BTW/S strives to normalize bicycling as a mode of transportation and lets participants experience how biking is possible for many different types of trips. BTW/S uses a variety of promotional, outreach and publicity methods to reach out to Santa Cruz County residents. BTW/S also offers numerous services
to support commuters in switching to bicycle travel and to bike commute more often. The program’s benefits include reducing traffic congestion, reducing air, water, and noise pollution, reducing greenhouse gases, as well as promoting a healthy means of travel that helps combat obesity. As Santa Cruz County grapples with worsening traffic congestion, growing childhood obesity rates, and how to reduce its carbon footprint, Bike to Work/School provides assistance in alleviating these problems.

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

13. Measures of performance, success or completion to be used to evaluate project/program:
To measure the project’s success, Bike to Work tracks the following data using participant surveys: the number of program participants, the participant’s bike commute mileage, the number of beginning and infrequent bike commuters, the number of first time participants, and the number of participants who usually drive alone to work. EA also tracks the number of school students K-12 who bike and walk to school and at a growing number of school we survey pre-BTS biking and walking rates. BTW also measures success by the amount of publicity generated through news articles, radio talk shows, TV newscasts, the number of new print ads, and the number of radio and TV PSA’s aired. Success is also measured by the number of posters and brochures distributed, direct mailings sent out, website visits, and emails delivered. The number of community, business and school events staffed with informational booths is also tracked.

14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed):
The Bike to Work/School program helps reduce single-occupancy vehicle trips and parking demand while increasing the number of bus/bike combined trips. There also is a slight increase in people walking to work or school, as a number of walkers participate in the Bike to Work/School Day activities.

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

15a. Capital Projects

<table>
<thead>
<tr>
<th>Planning</th>
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<th>Design/Engineering</th>
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<th>Construction</th>
<th>Other *</th>
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<tbody>
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</table>

*Please describe what is included in "Other":

15b. Non-Capital Projects – Cost/Schedule: List any tasks and amount per task for which TDA will be used. Can be substituted with alternate budget format.
SEE ATTACHED BUDGET
<table>
<thead>
<tr>
<th>Work Element/Activity/Task</th>
<th>SCHEDULE (Month/Yr)</th>
<th>Total Cost per Element</th>
<th>STDA requested</th>
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<th>Source 3:</th>
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16. Preferred Method and Schedule for TDA fund distribution, consistent with the RTC Rules and Regulations (a. 90% prior to completion/10% upon completion; or b. 100% after completion): Quarterly reimbursement for work performed.

17. Proposed schedule of regular progress reports including an evaluation of prior year’s activities: Annual report as well as program activity narrative updates with monthly invoices.

18. TDA Eligibility:

<table>
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<tr>
<th>YES?/NO?</th>
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<tbody>
<tr>
<td>RTC to consider at their 5/5/11 meeting.</td>
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<tr>
<td>Yes</td>
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<tr>
<td>To be reviewed by the RTC Bike Committee on 4/6/11.</td>
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**Documentation to Include with Your Claim:**

All Claims
• A letter of transmittal to SCCRTC addressed to the Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
• Resolution from TDA eligible claimants indicating their roles and responsibilities; and, if applicable, commitment to maintain facilities as indicated in the submitted plans for a period of 20 years. RTC to consider on 4/3/08.

Bike to Work, Community Traffic Safety Coalition/Ride ‘n Strike – PLEASE KEEP ANSWERS
BRIEF
19. Improving Program Efficiency

• Describe any areas where special efforts have been made in the last fiscal year to reduce operating cost and/or increase ridership/program usage. Note any important trends.
  Bike to Work/School Day participation increased 11% during the 2010 calendar year from the previous year (we do not have complete program data for FY 09-10 since our spring Bike Week and Bike to Work/School Day has not occurred yet). This significant increase was due to increased outreach to local employers, compelling and relevant incentives, increased awareness of climate change, and the program’s continued comprehensive promotional campaign including newsletter outreach to over 3,000 local residents.

  The Bike to Work program continues to reduce operating costs by recruiting an extensive pool of volunteers and in-kind staff and product donations from a wide variety of supporters. Local businesses, public agencies, and individuals provide a high level of skilled volunteer labor to assure the smooth running of the Bike to Work program. As we strive to increase the scope and results of the program, we are faced with the rising cost of living, product costs, and general increases in doing business. The Bike to Work program has built on its 24 years of success to generate non-TDA cash donations from local businesses, individuals and public agencies. Last year the program raised over $20,000 in cash donations to match the TDA funds. These cash donations are from non-transportation funding sources. EA also actively seeks other funding sources such as federal and state Safe Routes to School, local foundations, and applicable funders.

• Goals for next fiscal year (ex. identify opportunities to maximize economies of scale). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:
  Bike to Work will continue to build on mutually beneficial collaborations to improve efficiency and increase bike ridership. Such collaborations include working with Monterey and San Benito County Bike Week programs to pool resources and take advantage of economies of scale on promotional items such as posters, brochures, stickers, and T-shirts. We will increase efficiency by dividing tasks to get more accomplished with less staff time. We will also increase our alliances with employers to increase bike commuter ridership by providing more incentives for employees. We will stress the importance of bike ridership in reducing greenhouse gases to gain more support and cooperation from employers looking to be green and project a green image.

20. What is different from last year’s program/claim?
  This year’s program will focus even more on providing commuters with the resources to facilitate an increase of bike commuter trips. Ecology Action staff will target novice and infrequent bike commuters from past Bike to Work events through ongoing email newsletters, Facebook and Website updates. As more people are looking for ways to reduce costs we will stress the significant cost saving benefits of biking. Our effort will focus on the year-round importance of biking as a way to reduce carbon emissions as greenhouse gas reducing measures become more prevalent.
Bike to Work Program
Scope of Work FY 11-12

The Bike to Work (BTW) Program, a year-long bike commuter incentive, education, and support service program consists of four main projects 1) Fall Bike to Work/School Day; 2) Spring Bike to Work and School Day; 3) Spring Bike Week, which features inclusive, fun and informative bicycle activities; 4) Ongoing support targeting novice or infrequent bike commuters via online communications. Utilize email list from Bike to Work participants who have identified themselves as novice or infrequent bike commuters with emails, Facebook and website updates.

Fall Bike to Work/School Day: Thursday, October 6, 2011

Work Schedule/Tasks:
The BTW staff will coordinate the 13th Annual Fall Santa Cruz County Bike to Work/School Day, which features free breakfast for all bike commuters at a minimum of 14 public sites and 35 school sites. Bike to Work staff will secure public and school breakfast sites for BTW/S Day. There will be a special emphasis on reducing car traffic at schools to make school streets safer for all users.

- Solicit donations for food to feed over 5,500 bicyclists.
- Continue expanding Bike to School Day through increased participation of schools and greater outreach to students, teachers, and parents.
- Continue to offer a prize drawing to attract more participation, especially from novice cyclists.
- Increase outreach to novice bike commuters through business site visits, online social marketing, media outreach, and equipment incentives.
- Provide resources for novice commuters to overcome obstacles to bike commuting.
- Coordinate Bike to School Day efforts with bike safety presentations conducted by EA’s Bike Smart! Youth Bike Safety program and the Community Traffic Safety Coalition (CTSC).
- Coordinate helmet distribution with the CTSC at school sites.
- Distribute the UCSC Transportation and Parking Services (TAPS) bicycle safety video to classrooms.
- Distribute the Santa Cruz County Regional Transportation Commission (RTC) highly sought after Santa Cruz County Bikeways map.
- Conduct a promotional campaign utilizing a variety of outreach venues and techniques including TV, radio, newspaper, posters, flyers, and facebook, website, email, and other virtual outlets. The promotional campaign will blanket the county in general outreach as in preceding years, but will also focus on localized promotion for each breakfast site.
- Continue the "Be Bright, Use a Light at Night," campaign started in fall 2000. Promote bike light use to the general bike riding population. This effort will be coordinated with the Community Traffic Safety Coalition.
- Coordinate with Ecology Action’s zero interest bike loan program at Cabrillo College.
- Recruit and coordinate volunteers to assist with BTW/S activities.

Performance Goals for the Fall Bike to Work/School Day, 2011
• Increase participation levels by 5% from past year’s fall BTWS Day.
• Increase the number of beginning cyclists by 5% attending BTW Day.
• Increase by 5% Bike to School breakfast sites from the previous year.
• Maintain the number of schools receiving bike safety presentations, helmet distribution or safety videos.
• Place over 1,000 event and informational posters at local businesses.
• Have a least two article published in a local newspaper regarding bike commuting.
• Develop and send at least 6 targeted emails to over 3,000 past Bike to Work Day participants with bike commuting news, incentives, and resource information
• Air two weeks of PSA’s on a local radio station.

**Spring Bike Week, Third Week of May 2012**

**Work Schedule/Tasks:**

The BTW staff will coordinate the 25th annual Santa Cruz County Bike Week event, which features a Bike to Work/School Day at least one bike safety activity/commuter instruction workshop, a commuter race event, a food delivery day by bicycle, a rail and trail day, and other events. The main goal of Bike Week will be to continue to promote bicycle commuting as well as bicycle transportation for other trips that replace single occupancy vehicle trips. The variety of events during Bike Week will focus on hands-on, fun, and inclusive methods for motivating residents to bicycle more often and drive less. BTW will integrate the bike commuting and safety message into our events.

- Bike to Work staff will secure at least 12 public and 35 school breakfast sites for BTW/S Day. We will work with large employers to provide incentives for their employees to bike to work.
- Continue to increase the ever-popular Bike to School Day effort, which gets children accustomed to biking for transportation at an early age.
- Solicit donations for food to feed over 5,500 bicyclists.
- Continue to improve our website services with an online Bike to Work Day survey, which would allow more commuters to participate in Bike to Work Day. Also provide commuter maps and updated bike commuter resources. Promote the new Google Map bicycle option.
- Mass emails to past Bike to Work participants with a focus on novice and infrequent bike commuters.
- Maintain Facebook page with frequent updates and news.
- Coordinate Bike to School Day efforts with bike safety presentations conducted by EA’s Bike Smart! Youth Bike Safety program and the Community Traffic Safety Coalition.
- Coordinate helmet distribution with the CTSC at school sites.
- Distribute the UCSC TAPS bicycle safety videos to classrooms.
- Recruit over 100 volunteers to staff all Bike Week events, especially breakfast sites and food delivery day.
- Promote bike commuter equipment to make bikes more functional for commuting, running errands, or going to a social activity.
- Recruit other bicycle and community groups as well as businesses to host Bike Week events.
- Provide staff and promotional support to other groups who host Bike Week events.
- Keep business sponsors updated on Bike Week activities and bike commuter services for their employees to use.
- Conduct a promotional campaign utilizing a variety of outreach venues and techniques including TV, radio, newspaper, posters, brochures/postcards, emails, and workplace booths. The promotional campaign will blanket the county in general outreach as we have done previously. We will also focus on localized promotion for each breakfast site.
- Solicit cash donations from local public agencies and businesses to fund material purchases.
- Host an innovative and attention getting media event that demonstrates the appeal of bike commuting versus commuting by car.
- Coordinate artwork, T-shirt and color poster production with Monterey and San Benito County Bike Week staff.
- Coordinate TV and radio promotion as a tri-county Bike Week effort, in conjunction with Clean Air Month activities.
- Utilize the tri-county Clean Air Month cash prize drawing to attract more participants, especially novice cyclists.
- Continue to work with local transportation agencies to promote bike commuting as well as other forms of alternative transportation during Bike Week.
- Coordinate promotion with other Ecology Action transportation programs.
- Work closely with Cabrillo College and UCSC to promote their breakfast sites for BTW/S Day.
- Continue to expand efforts into South County and improve outreach to the Latino community.

**Performance Goals for the Spring Bike Week, 2012**

- Increase participation by 5% from the previous spring Bike Week.
- Increase participation by 5% from the previous spring Bike to Work/School Day.
- Increase by 5% number of schools for the Bike to School breakfast sites.
- Increase by 10% the outreach/promotion to businesses through company liaisons from the previous spring Bike Week by using email, flyers, posters, and business site presentations/booths.
- Increase by 5% the number of beginning cyclists attending BTW Day from the previous spring BTW Day.
- Develop and send at least 10 targeted emails to over 3,000 past Bike to Work Day participants with bike commuting news, incentives, and resource information.
- Print and distribute over 1,000 Bike Week posters. Distribution posters in both English and Spanish.

**Bike Safety and Commuter Information Resources**

**Work Schedule/Tasks:**

BTW promotes and provides resources for safe cycling throughout the year. Information is provided via www.bike2work.com, our office information library, booths at special events, and via emails to BTW Day participants and sponsoring businesses. Staff also works with other public agencies to help them in their road safety and bike resource projects. Staff is an active member of the SCCRTC’s Bicycle Committee and the County Health Service’s Community Traffic Safety Coalition (CTSC) and the South County Bike/Ped Safety Work Group. We promote issues such as bike theft prevention, helmet use, bicycling in the rain and cold, and bike parking. These are some of the ways we conduct outreach on these issues:

- Maintain current bike resource information on the BTW website.
- Staff information booth at local special events.
- Communicate with BTW participants on important bike issues.
- Attend RTC Bicycle Committee and CTSC meetings.

**Performance Goals for Bike Safety/Commuter Resources:**
- Keep bike resource information current on our website, Facebook and mass emails.
- Staff at least 5 information booths at community special events.
- Keep BTW participants updated on important bike issues via email.
EA's Bike to Work/School 11/12 Budget

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* Local business and public agencies donations, raffle and T-shirt sales, EA contribute an estimated $25,000** (pays for percentage of staff and direct costs) in cash plus an additional $75,000 of inkind services and product annually for Bike to Work.
Santa Cruz County Bike to Work/School Program 2010
Program Summary/Annual Report

Program Summary
The Bike to Work/School Day (BTW/S) program continues to generate the most extensive publicity, outreach, and public education for bicycle transportation in Santa Cruz County. This twenty-three year old community program provides local employers, employees, residents, and students with quality education, incentives, and services. BTW/S achieved a 11% increase in participation from the previous year. Ecology Action also collected important data quantifying the program’s impact in reducing carbon dioxide emissions. Bike to Work/School continued to generate a significant amount of good press for bicycle transportation.

Last year the highest number ever participated in Bike to Work/School Day with 12,590 residents participating in the spring and fall events. The Bike to School program had the highest participation with 9,632 kids, teenagers, teachers and parents biking to school. The Bike to Work/School Day cyclists rode 61,869 miles for the spring and fall events. This significant mileage helped reduce CO2 emissions by some 61,000 pounds.

Contributes to the documented growth of Bike to Work Trips
BTW has successfully recruited new bike commuters as the percentage of ongoing weekly bike to work trips in the county has significantly increased since 2000. Last year, 604 beginning bike commuters (45% more than '09) rode their bikes for BTW Day, and 527 participants where infrequent bike commuters. Some 978 BTW cyclists reported driving alone to work prior to participating in Bike to Work Day. This documents that the program is reaching out to commuters who currently drive to work.

Benefits of increased bicycle commuting
BTW activities contribute to a healthier community: less air, noise, run-off pollution, less traffic congestion, safer streets and healthier individuals. BTW uses a multi-faceted program approach to target and change the behavior of non-bike commuters, novice bike commuters and experienced bike commuters. We use positive, fun and interactive methods to encourage commuters to try bicycling, to commute by bicycle more frequently and to bicycle safely and responsibly.

Broad-base Support
BTW leveraged a considerable amount of private and public money to extend SCCRTC's funding. We generated $22,500 in cash from local businesses, individuals and public agencies, plus some $75,000 of in-kind services and product donations in 2010. Over 75 businesses and public agencies, plus 100 individuals volunteered time and contributed to this community effort.

Major Accomplishments for Bike to Work/School Day
Combined figures for 2010
• Over 12,590 youth and adults biked on the spring & fall Bike to Work/School Days (an 11% increase from 2009). There were 9,632 kids, parents and school staff biked on Bike to School and 2,990 Bike to Work cyclists.
• 50% increase of Bike to Work participation county-wide over the past decade.
• 300% increase of Bike to School participation county-wide over the past decade.
• 604 beginning bicycle commuters participated in the spring and fall BTW Day events.
• 459 cyclists were first time Bike to Work Day participants.
527 where infrequent bike commuters.
- 61,869 miles were biked instead of driven for Bike to Work/School Day.
- 107,998 miles biked for all Bike Week reported trips.
- Over 61,000 pounds of CO2 emissions were prevented from entering the atmosphere for BTW/S trips.
- Over one and a half million calories were burned by all BTW/S participants (22 calories/mile).

Spring Bike Week Event Highlights

Rail and Trail Day
This event generates a lot of excitement as it provides a unique opportunity for families to bike down Highway 9, with its towering redwood trees, in relative safety provided by a CHP escort. This ride inspires many to ride more as they experience the thrill of biking on a beautiful road. The fifth annual event was again a success with over 450 kids, teenagers and adults riding the Roaring Camp Train up to Felton from Depot Park in Santa Cruz with their bikes. The ride finished and became a part of the Fun and Fitness Festival being organized in conjunction with the local Amgen Tour of California organizing body.

Commuter Race
This media focused event featured a bicyclist, hybrid vehicle motorist, and a Zap electric vehicle driver. The race took place in Watsonville and included the city’s Mayor in an effort to generate greater awareness of alternative transportation options to that community. The attention generating race was reported in the Santa Cruz Sentinel, and the Register-Pajaronian.

Bike to Worship
This event targets trips to local places of worship to reduce the traffic and parking problems associated with religious services. Many congregations support this effort as a way to combat climate change and 2010 had over 300 participants from over 10 congregations.

Annual Promotion
- E-newsletter campaign: Launched a year-round e-newsletter campaign to provide ongoing education, incentives and promotion of bicycle commuting related information. 23 e-newsletters were sent to a recipient list of over 3,000 community members including specific emails appropriate to beginner cyclists. The email list is composed of previous Bike to Work participants, supporters, and those interested in receiving bike commuting information.
- Facebook: Developed a Bike to Work Facebook page that has over 525 page fans. This is used to provide updates and notices regarding Bike to Work Day along with other local programs and commuter information.
- Newspaper articles: 3 articles in the Sentinel including high visibility placements with captivating photographs.
- More newspaper articles: Mention in the Santa Cruz Weekly, article on Commuter Race in the Register-Pajaronian, articles in the Santa Cruz Cycling Club Newsletter, article in the People Power Newsletter.
- Newsprint Ads: 5 ads in the Sentinel, Sentinel online ads, a Spanish language ad in La Ganga, an ad in the UCSC Rec Guide, ads placed in UCSC shuttles.
- TV ads: 2 weeks of ads (200 ads total) on Comcast Cable TV
- Website: Nine thousand visitors to www.bike2work.com with 75% new site visits.
Community events: Cabrillo Health Fair, Santa Cruz Downtown Farmers Markets, Earth Day Santa Cruz, Santa Cruz Earth Day, UCSC Fall Festival, Plantronics Wellness Fair.

Posters: over 2,200 posters placed in shop windows throughout the county. All event posters were published in English and Spanish. Watsonville-specific posters were generated to increase participation in South County.

T-shirts: distributed 325 event T-shirts to volunteers and program participants.

Large Format Postcards: Distributed 4,000 event Postcards at community events and shops.

Banners: Large format banners placed in high visibility locations in Scotts Valley, Watsonville, and Capitola. 8 street signs attached to lamp posts posted in Santa Cruz.

Event site banners: placed at most of the public breakfast stops one week prior to the event.

Bike to School Promotions

♦ Bike to School promotional flyers in English/Spanish distributed to all participating schools.
♦ 4-color posters, in English and Spanish, distributed to all participating schools.
♦ Educational/informational bicycling materials on safety, helmet guidelines, traffic rules and regulations, etc. in English and Spanish provided to participating schools.
♦ Share the Road signs: 28 Share the Road signs posted at Bike to School sites to provide event promotion and notify motorists to drive especially carefully since there will be more kids biking on school streets.
♦ Worked with EA’s Bike Smart! Youth Bicycle Safety Education and the Community Traffic Safety Coalition (CTSC) to conduct school presentations about safety, helmet guidelines, traffic rules and regulations, and responsible bicycling.
♦ Worked with parent groups, school district and local school administrators to promote.
♦ Collaborated with United Way’s Jovenes Sanos to promote to Bike to School sites in south county.
♦ UCSC TAPS-produced Bike safety DVD and videos distributed to teachers and parents upon request.

Sponsors and Contributions

Bike to Work continues to receive strong support from 75 local businesses and public agencies for spring Bike Week. These sponsors contributed cash, products, and services to the program. Fifteen private and public sponsors donated $22,500 in cash. An estimated $50,000 worth of products (breakfast food and drinks, promotional materials and ads, and event supplies) were donated along with $25,000 in-kind staff and volunteer time. Volunteer services were donated to plan, implement, and promote the various Bike Week activities.

Collaboration

Bike Week’s success relies on extensive collaboration with community groups, public agencies and local businesses. This year we strengthened our partnership with these entities to get more people to bike commute more often in a safe and responsible manner. We worked jointly with the organizing agencies of Bike Week in Monterey and San Benito Counties to increase promotion in the tri-county area. We also continued to work with an increasing number of local schools to boost Bike to School participation, with city and county agencies to improve planning and promotion, and with business sponsors to do better outreach and provide information to their employees. The following is a partial list of our partnerships:
Regional Bike Week programs: Coordinated with Monterey (TAMC) and San Benito (San Benito COG) Counties to reduce cost and produce a unified look for promotional materials. The three counties shared artwork, poster and T-shirt production, radio and TV station promotions, website content, highway signs and donations/product giveaways. This partnership produces an economy of scale, which reduces cost.

Santa Cruz County Regional Transportation Commission: Provided major cash funding and promotional support of BTW outreach materials. The RTC’s Bike Committee provided input to Bike Week event planning and BTW updated the Committee on our activities. BTW distributed hundreds of the RTC's Bikeway maps, the RTC’s Bike Hazard reporting form and promoted its Bike Secure program to BTW participants.

The Community Traffic Safety Coalition (CTSC): BTW distributed CTSC bike safety pamphlets and BTW staff attended CTSC monthly meetings. CTSC staffed a BTW Day breakfast site, attended Bike to Work Steering Committee meetings, and coordinated school bike safety presentations with Bike to School Day activities.

South County Bicycle and Pedestrian Working Group (SCBPWG): Helped deepen the programmatic impact in Watsonville through increased outreach, program feedback, and engaging volunteers.

Bike Smart! Youth Bicycle Safety Program: Conducted bicycle safety programs including bicycle obstacles courses at several of the highest participating Bike to School Day schools.

Pajaro Valley Transportation Management Association: Promotional support, and staffing for Bike Week events in south county.

The City of Santa Cruz: Provided cash funding, staff support for promotions, facilities and equipment.

County of Santa Cruz Public Works Department: Assisted with logistic and promotional effort.

City of Watsonville: Provided cash funding, staff support for internal promotion, school safety sign placement, facility use and fee waivers.

City of Scotts Valley: Provided staff support for internal promotions.

City of Capitola: Provided cash and staff support for promotion, event planning and implementation. Staff helped with placement of street banner.

HUB for Sustainable Transportation: People Power helped host Rail Trail Day, provided volunteer support and promoted Bike Week. Pedalers Express was hired to coordinate the food donation pick-ups and food deliveries by bicycle to our 40 free breakfast sites.

Friends of the Rail Trail (FORT): Helped organize Rail and Trail Day.

Santa Cruz County Cycling Club: Promoted Bike Week and provided volunteers, especially for Rail Trail Day and.

University of California Santa Cruz (UCSC): UCSC Transportation and Parking Services provided funding and staff support for promotion and provided an unlimited number of free bike safety DVD. The UCSC Bike Coop assisted in setting up and staffing a BTW breakfast site. The UCSC Woman’s Center hosted a successful first-time breakfast site on lower campus.

Cabrillo College: Provided staff support for internal promotion, and assisted in setting up BTW breakfast sites.
RECOMMENDATION

Staff recommends that the Bicycle Committee review current subcommittees and make any necessary changes.

DISCUSSION

The Bicycle Committee has a number of subcommittees on which members serve as liaisons to local jurisdictions, as representatives to other groups (for example: the Sanctuary Scenic Trail Task Force) and which help accomplish the Committee's mission and goals. As part of the subcommittee process, the responsible members may give oral reports and actions may be taken at the meeting on those particular items.

For purposes of discussing the continued relevance of current subcommittees and reassessing Bicycle Committee member representation, the list is provided here your review:

a. City of Santa Cruz Project Tracking: Fieberling/Hyman/Garza
b. City of Capitola Project Tracking: Ward
c. City of Scotts Valley Project Tracking: Milburn/Lau
d. City of Watsonville Project Tracking: Montague
e. County of Santa Cruz Project Tracking: Akol
f. Bike To Work Update: Canin
g. CTSC and the South County Bike/Pedestrian Work Group Update: Langley/Jed/Montague
h. UCSC: Scott/Menchine
i. Legislative Tracking: Ward/Jed
j. Sanctuary Scenic Trail: Fieberling
k. Committee Effectiveness: Milburn/Casterson/Menchine/Akol
l. Technical Subcommittee: Menchine/Casterson
m. Bicyclist/Motorist Safety Education: Jed/Menchine/Montague
n. RTC Packet Monitoring Subcommittee: Hyman
o. Safe Routes to School: Horton/Menchine/Akol

RECOMMENDATION

Staff recommends that the Bicycle Committee discuss its current subcommittees and make any necessary changes.