

**2018 Santa Cruz County
Regional Transportation Improvement Program (RTIP)**

**Ecology Action proposal application package
Every Day is Bike to Work Day –
Pilot Bike Commuter Initiative**



PART I: General Project Information

1. **Project Title/Project Name:** Every Day is Bike to Work Day
2. **Project summary:** *(briefly describe the project in 1-2 sentences)* Every Day is Bike to Work Day is a pilot bike commuter initiative to catalyze and support an increase in frequent bike commuting by employees at six targeted large employers in Santa Cruz County. This pilot campaign will use a variety of tools including bike commuter and safety workshops, online or internal tracking and encouragement apps/systems, regular participant rewards, friendly competition and team support/encouragement.
3. **Describe Project Location and Limits or Service Area:** *(Under Section III attach an 8 1/2" x 11" map and/or photos if available/applicable; include street names)*
We will recruit six large employers located in the City of Watsonville, Santa Cruz and the urbanized area of the unincorporated Santa Cruz County to participate in this pilot program.
 - **Project Length:** *(in miles or feet, if applicable)* NA
4. **Total Funding Requested:** \$ \$60,000

Total Project Cost: \$ \$70,000
5. **Project Applicant:** Santa Cruz County Regional Transportation Commission (RTC)
 - a. **Implementing Agency:** Ecology Action (EA)
 - b. **Sponsoring Public Agency that has Master Agreement with Caltrans:** *(if different from implementing agency)* Santa Cruz County Regional Transportation Commission
6. **Project Priority:** This is priority number # 1 of # 1 applications submitted.

7. **Detailed Project Description/Scope:** *(Prior to developing scope of work, project sponsors should consider the [Complete Streets Guidebook](#) and benefits checklist in Section II of this application and consider incorporating appropriate complete streets components where feasible. Include all capital improvements, program characteristics, and improvements associated with each mode of transportation as applicable. Attach additional information if needed.)*

Every Day is Bike to Work Day: Pilot Bike Commute Incentive

Ecology Action is proposing Every Day is Bike to Work Day, a pilot initiative to increase regular bike commuting that will leverage EA's Bike to Work, Transportation Membership Service, and established working relationships with large employers. This proposal will target six large employers in Watsonville, the City of Santa Cruz and the County, and the unincorporated Live Oak area. We forecast directly serving more than 450 local employees directly, and 1,500 indirectly, with this targeted effort to increase bike commuting.

Our proposal will use previously developed online applications for tracking, sharing, broadcasting, and motivating bike commuting. These programs have been successful in demographically similar areas to Santa Cruz. Ecology Action staff will supplement the online incentive mechanism with on-site bike safety and commuter workshops, cultivate and support seasoned bike commuters to will serve as team leaders for co-workers who are new to bike commuting, and provide customized online support and resources. This package of bike-commuter services is part of the Every Day is Bike to Work Day pilot initiative. Ecology Action staff will consult local jurisdiction and RTC staff to plan, implement, and evaluate this initiative.

As the host of Bike Week, the largest bi-annual bike event in Santa Cruz County for more than three decades, Ecology Action is well positioned to build upon the excitement we generate about bikes at this event to significantly increase bike ridership in Santa Cruz. One challenge to doing this, however, is making people feel like the area is safe and pleasant for urban cycling. A 2016 poll of likely Santa Cruz voters (for Measure D) showed that 61% of our county's residents would ride bikes regularly if there were safer places to ride. While creating more separated bike lanes would surely increase ridership in Santa Cruz, the example of cycling capitals such as Portland and Copenhagen demonstrates that bike infrastructure must be accompanied by "social infrastructure" to help people overcome psychological barriers to riding more often.

To assure the greatest likelihood of success for this pilot effort, EA is working with employers, because they have a direct and less cluttered line of communication to employees, and they can apply positive influence over their staff and make worksite bike improvements to support increased bike commuting. Large employers are well suited partners in implementing and supporting this initiative, as they have HR staff dedicated to this type of work. Our staff has well-established working relationships with several large employers through Bike to Work Day and our Transportation Membership Services. Working with large employers is an efficient way to reach a large number of potential bike commuters with limited program resources. Our communications, workshops, and support work can be channeled to just six worksites.

EA will also leverage our work to promote bike commuting through our long-running Employer Transportation Membership Services. Through this program, EA staff has experience working with large employers such as the County of Santa Cruz, UCSC, and the Seaside Company to provide zero-interest bike loans, bike commuter workshops, and bike safety workshops. EA staff have already started working with the City of Santa Cruz to contact large employers such as Looker and the New Teacher's Center to gauge their interest in this program. Other potential downtown employer participants are Amazon, Kaiser, and Bookshop Santa Cruz. Watsonville has many large employers, and EA has a working relationship with several of them. Potential south county company participants are California Giant Berry Farmers, Granite Rock, Cabrillo College, and West Marine. The hospitals (Dignity Health and Palo Medical Foundation) in Live Oak are excellent candidates, as they employ a large number of commuters, are focused on health, and participate in Bike to Work Day.

There are many kinds of social programs that are successful at promoting urban cycling. Bicycle safety and commuter how-to workshops and bike commute challenges are promising types of programs for Ecology Action to consider. Typically, a bike commute challenge is a two to four week event that encourages bike ridership through team-based competition, prizes, and public recognition. To encourage broad participation, the organizers, typically nonprofit bicycle advocacy organizations, will recruit employers to promote teams among their employees and identify volunteer team leaders to organize and motivate workplace teams. Employees are motivated to participate with prize drawings, co-worker encouragement, and the chance to be part of a team effort.

Online Bike Commute Challenge

Hosting a bike commute challenge would give Ecology Action three key advantages for achieving its goal of significantly

increasing bike ridership.

Our twice-a-year Bike to Work Day provides EA with a long-running and well known bike commute activity to launch our Every Day is Bike to Work Day effort at selected large employers. Those events provide first-hand opportunities to promote the benefits of this pilot effort and enroll participants. Many employees at the selected businesses and public agencies are familiar with Bike to Work Day, making them more likely to participate in this year-round effort.

Online bike challenge platforms enable participants to log miles automatically as they ride. Collecting and analyzing this data would let us produce a solid basis for measuring progress and understanding bike riding patterns, which in turn would support better designs for bike programs, policies, and infrastructure.

Everyone has different personal barriers holding them back from riding more regularly on city streets in Santa Cruz, ranging from lack of knowledge about where and how to buy a solid but inexpensive commuter bike to finding the safest bike routes in their neighborhood. By subscribing to an online platform like Love to Ride, which specializes in bike commute challenges, we can issue surveys to people who enroll in our challenges to find out what has stopped them from riding more regularly, and send them customized communications during the bike commute challenge to encourage them to ride more. We can also customize our on-site presentation to address specific concerns of would-be participants.

Ecology Action is looking at several online bike commuting apps, including Love to Ride, Bicycling, Plus3, and the League of American Bicyclists' National Bike Challenge. These services offer a variety of tracking, communication, incentive, and data collection functions. EA will analyze these applications in consultation with partner public agency transportation staff and bicycle advocates. To date, we have collected the most information about the Love to Ride app, which has been used successfully in Portland and Tucson.

We've learned from two other bicycle advocacy groups (Portland and Tucson) that using new online technologies is essential to enlisting people to participate. There's a challenge not only in managing all the people who join, but in providing online tools to increase the impact of peer influence, help people track their miles, eliminate cheating on mileage counts, and share targeted information with cyclists to help them choose biking for local transportation. Love to Ride is used by dozens of bicycle advocacy groups around the world, including the Street Trust in Portland, which has had such great success with it that they have expanded their commute challenge from the City of Portland to Oregon.

We will issue a post-challenge survey to all participants to rate the success of the event and learn more about participants' personal barriers to riding their bikes more regularly in Santa Cruz.

Bike Commuter and Bike Safety Workshops

Direct one-on-one outreach and education to targeted commuters is a key part of enabling transportation-mode shifts on both an individual and company basis. EA staff will conduct fun, informative, and interactive bike commuter and bike safety workshops at each of the six worksites. These workshops are effective way to cover a wide range of topics presented by experienced bike commuters and League of American Bicyclists certified bicycle safety instructors. We'll cover best practices for riding safely and confidently, essential riding gear, bike security tips, and route selection. We'll sell bike locker keycards and provide instructions. We'll partner with local bike shops to illustrate the latest bike tech for improving commutes and providing quick bike safety checks. In this setting, instructors use a variety of visual and audio tools to describe practices and answer questions. EA staff have conducted these workshops for the County of Santa Cruz and UCSC employees.

EA's education and support for employees will be enhanced with monthly bike commuter newsletters containing bike resources, bike improvement updates, commuter profiles, and other items to keep commuters informed and motivated to bike. We'll also provide every employee with a bike commuter resource packet consisting of a bike map, a bike safety guide (traffic laws, commute gear, bike maintenance), a bike resource card (bike shops, clubs), and Cruz 511 materials. It may also include local coupons or gift certificates. EA will administer employee surveys to assess program effectiveness, current travel behavior, mode shift rates, and potential program improvements. We will implement the surveys through the targeted large employers.

This pilot initiative will also further the goals of state, regional, and local bike and climate action plans to increase bike ridership and bike safety. Biking is already a popular means of local transportation, and it has the potential to increase, especially now that local jurisdictions have improved their bike infrastructure. The City of Santa Cruz has added green bike lanes, bike boxes, contra-flow bike lanes, new bike bridges, and underpasses in an assertive effort to bolster biking and increase safety. The City of Watsonville and County of Santa Cruz have also made bike infrastructure improvements such as green lanes and bike paths. By the end of 2018, the first section of the Rail Trail will be completed, providing a safe, car-free connection for residents to worksites. Every Day is Bike to Work Day will complement and support these improvements by

getting more commuters biking regularly and doing so safely. We will highlight the various new and soon-to-be completed bike improvements to the six targeted worksites and their employees.

The proposed Every Day is Bike to Work Day pilot initiative will be a focused, collaborative effort to establish a replicable program that will increase safe and regular bike commuting in Santa Cruz County. EA will leverage existing programs, employer relationships, experience, partnerships, and new technologies to plan, implement and evaluate this pilot program.

a. Projects with pavement preservation – Attach supplemental documents (Section VI)

- Rehabilitation: Attach “Local Road Rehabilitation Project Certification”
- Preventive Maintenance: Attach “Pavement Management System (PMS) Certification”

8. **What accommodations, if any, are included for bicyclists, pedestrians, and/or transit in the proposed project?** Bike commuters are prioritized for this proposed program. Employees at the six participating worksites will be rewarded with potential prizes, safety equipment, trainings, access to bike trip tracker/support app, general support and ongoing encouragement.

9. **If the proposed project does not incorporate both bicycle and pedestrian facilities, or if the proposed project would hinder bicycle or pedestrian travel, list reasons why the project is being proposed as designed.**

- **Cost** (*What would be the cost of the bicycle and/or pedestrian facility and the proportion of the total project cost?*)
- **Right-of-way** (*Did an analysis lead to this conclusion?*)
- **Other** (*Please explain.*)

10. **Project Cost by Mode:** (*List the approximate percentage of total project costs related to different transportation modes in the chart below. **Project description** (above) must include explanation of what will be done related to each applicable mode.*)

	% of Total Cost by Mode
Pavement Preservation (rehab, overlay, etc)	%pave%
Road –Auto Serving	%road%
Bicycle	100%
Pedestrian	%ped%
Transit	%transit%
TSM*	%TSM%
TDM*	%TDM%
Planning	%plan%
TOTAL	100%

*TSM=Transportation System Management (ex. ITS, signal synchronization);

*TDM=Transportation Demand Management (ex. rideshare programs)

11. Regional Transportation Plan (RTP):

- a. **Is project included in the 2014 RTP or draft 2040 RTP?** Not specifically but several other related bike commuter incentive efforts are, including Bike to Work, EA Transportation Membership, and Climate Action Transportation programs.
- b. **If yes, RTP Project Number (ID#):** (from [RTP Project List](#))
- c. **Project costs are identified as:** “Constrained” and/or “Unconstrained” in the **RTP Project Schedule** (Enter the proposed schedule or actual completion of various project milestones. Complete either section A. Capital Projects or B. Non-Capital Projects, as appropriate.)

A. Capital Projects:

Project Milestone – Capital Projects			Month/Year
Begin Environmental (PA&ED) Phase	Document Type (ex. EIR, Cat Ex, Neg Dec, etc)	Click here to enter document type.	Enter estimated start (month/year)
Circulate Draft Environmental Document			Month/year
End Environmental Phase (PA&ED Milestone)			Month/year
Begin Design (PS&E) Phase			Month/year
End Design Phase (complete PS&E)			Month/year
Begin Right of Way Phase			Month/year
End Right of Way Phase (Right of Way Certification Milestone)			Month/year
Request Authorization to Proceed with Construction (completion of all prior tasks)			Month/year
Advertise/go out to bid			Month/year
Award Contract			Month/year
End Construction Phase (Construction Contract Acceptance Milestone)			Month/year
End Closeout Phase (Closeout Report)			Month/year

B. Non- Infrastructure Projects/Programs:

Activity Schedule (For non-capital projects, summarize work/activities to be completed - ex. preliminary planning, project implementation, public outreach project completion and timeline for each. Add additional lines if needed to reflect all tasks. Add additional lines if needed.)	Start Activities (month/year)	End Activities (month/year)
Program Planning – finalize program details in consultation with transportation agency partners. Recruit employer participants.	7/1/2018	8/30/2018
Phase 1 – select online bike track app & recruit employers.	8/1/2018	9/15/2018
Phase 2 – implement program at six participating worksites.	9/15/2018	5/30/2018
Phase 3 – evaluate program effectiveness.	6/1/2018	6/30/2018

12. Contact Person/Project Manager Name:

Telephone Number: 831-515-1327 E-mail: pcanin@ecoact.org

PART II: Project Benefits

Given the large backlog of transportation needs in the region and the extremely limited amount of funding available, it is important to ensure that funds are used cost effectively to maximize benefits to the transportation system. Additionally state and federal rules, as well as RTC policies, require consideration of how projects will contribute towards implementation of the long-range transportation plan (*Regional Transportation Plan*), the achievement of one or more transportation goals, and implementation of state and federal policies including the California Complete Streets Act of 2008, SB375, and the Federal FAST Act.

Information in this section will be used to evaluate projects. Projects are not expected to address all of the following. Please write N/A if something is not applicable to your project.

1. Generally, what are the benefits of this project? (*ex. goal/purpose/benefit of project; problem to be addressed; importance to the community*)

The purpose of this pilot initiative is to improve the safety practices, number, and frequency of people bike commuting, through a targeted bicycle education and encouragement campaign using a variety of tools. There are numerous individual and community benefits to having more people biking for transportation. The Every Day is Bike to Work Day initiative will further several RTC RTP goals, including greater traffic safety (especially for vulnerable bike commuters), reduced vehicle-miles traveled (VMT), greater use of bicycling for transportation, and reduced air pollution. Bicycle safety is a prominent obstacle holding back many people from biking. According to data compiled by the local Community Traffic Safety Coalition, Santa Cruz County is one the worst places in California for bike collisions resulting in injuries and fatalities. People on bikes are disproportionately affected by life-altering traffic collisions, as they make up 4% of the traffic but 11% of crashes. Nationwide, half of bike crashes are caused by cyclists. Providing bike safety workshops, safety guidelines and tips, and online resources to bike commuters will help decrease bike crashes and make cyclists safer.

The biggest benefit of this effort will be the increase of regular bike commuters on the streets of Santa Cruz County. These frequent bike-to-workers will leave their cars at home, engage in a healthy activity in a safe manner, and be a positive presence on the road. Having 450 people biking to work regularly in Watsonville, the City of Santa Cruz, and Live Oak will create a domino effect. These cyclists will be role models and catalysts for their co-workers, family members, neighbors, friends, and associates. Numerous studies show that the most effective behavior change mechanism is having someone in our circle of influence adopt a positive behavior, such as installing solar panels on their roof, buying a hybrid or electric car, or recycling. When we see this shift, we become more familiar with such behaviors and more likely to adopt them ourselves.

The program will also reduce VMT during commute hours, lessening the greenhouse gas and air-pollution impact of driving. With 450 bike commuters foregoing car trips to work, there will be a cumulative reduction of these negative environmental and health impacts on our community. This program will also highlight and draw more commuters to the many new and soon-to-be built bike infrastructure projects throughout the county. Social bike infrastructure is an ideal complement to hardscape improvements. With the completion of new green bike lanes, bike bridges, paths, and intersections treatments it is an ideal time to invest in education and encouragement efforts to grow biking in our county.

2. How many people will directly use or directly be served by this project per day?

of direct users per day: 450

of indirect users: 1,500

Basis for estimates: We estimate on average there are 500 employees per worksite and that 15% will directly participate in the program and 50% will indirectly participate by reading and learning about the program.

(provide information about ADT/traffic volumes, avg. number of people directly served/day; number of users of facility/day; current transit riders on facility; Non-infrastructure anticipated direct program participants; see also <http://www.ite.org/tripgeneration/otherresources.asp>)

3. Which groups will be the primary users of this facility/project/program?

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Commuters | <input type="checkbox"/> Youth | <input type="checkbox"/> College Students |
| <input type="checkbox"/> Low income residents | <input type="checkbox"/> Elementary Schools | <input type="checkbox"/> Visitors |
| <input type="checkbox"/> Seniors | <input type="checkbox"/> Middle Schools | <input type="checkbox"/> Trucks (goods movement) |
| <input type="checkbox"/> Disabled | <input type="checkbox"/> High Schools | <input type="checkbox"/> Recreational users |
| <input type="checkbox"/> Other: _____ | | |

- a. Briefly describe any indirect or secondary beneficiaries of the project: It will reduce car parking demand at selected worksites, increase employee health, and possibly increase bus trips as some bike commuters may combine bike and bus trips. It will lower transportation costs for those who bike commuter on a regular basis.

4. What are the key destinations served by this project and distance from project/facility?

(including on a map is encouraged, but not required)

- | | |
|---|--|
| <input checked="" type="checkbox"/> Employment centers <u>2 to 5 miles per trips</u> | <input type="checkbox"/> Senior centers <u>Enter distance</u> |
| <input type="checkbox"/> Senior housing <u>Enter distance</u> | <input type="checkbox"/> K-12 Schools <u>Enter distance</u> |
| <input type="checkbox"/> Groceries/Services <u>Enter distance</u> | <input type="checkbox"/> Retail/Commercial cent <u>Enter distance</u> |
| <input type="checkbox"/> Transit centers <u>Enter distance</u> | <input type="checkbox"/> Visitor destination <u>Enter distance</u> |
| <input type="checkbox"/> Parks/recreational area <u>Enter distance</u> | <input type="checkbox"/> Civic/public facilities <u>Enter distance</u> |
| <input type="checkbox"/> Other destinations: <u>Enter any other destinations and distance of each</u> | |

a. Are planned (future) land use projects anticipated to increase travel through project area?

- Yes – significant growth in travel
 Yes – mild growth in travel
 No – No growth in travel

List planned transportation and/or land use projects that could affect circulation in the project area in the future – if any: N/A

5. Existing Roadway Conditions – Projects on Roadways only – N/A for other projects

a. Provide information on existing and projected conditions/context for projects on roadways

	Existing	With project (write "N/C" if no change)
<u>Functional classification</u> of this road*		
# of automobile lanes (2, 4, 3, etc)	NB/EB: SB/WB:	NB/EB: SB/WB:
2-Way Center Turn Lane (Yes/No)		
Sidewalks (none, one side or both?)		
Sidewalk width (in feet)		
Landscaping (Yes/No)		
On-Street Parking (Yes/No)		
Bike lane width		
Intersections (Signalized/unsignalized)		
Pavement condition (PCI if available - or poor, fair, good)		
Posted speed limit		
Traffic Volumes		(projected, what year)
Transit Route/Stops (Yes/No)		
Truck Route (Yes/No)		

*Note: STIP and STBG funds cannot be used on roads functionally classified as "local" or "rural minor collectors". See: http://dot.ca.gov/hq/tsip/hseb/crs_maps/index.php for classification information.

6. What travel condition(s) are improved or impacted as a result of the proposed project?

Check all that apply and describe how if the nexus is not obvious in project description. Note-several of these items are from the [Complete Streets Guidebook](#) and include treatments or facilities that make up a complete street.

X Safety: Improves transportation safety

How will project improve safety? This program will teach bike safety best practices skills and etiquette to bike commuters. Several of the highest bike crash corridors, where 54% of crashes take place, will be impacted as those corridors are in or near the City of Santa Cruz, Live Oak and Watsonville.

X There is a history of collisions in the project area

Number of severe injury or fatal incidents in project area in past 10 years: 703 bike crashes in specific area of six worksites with 18 cyclist fatalities in general area (County unincorporated, City of Santa Cruz & Watsonville). 44% of all bike crashes in the unincorporated county occur in the Live Oak area.

X Reduces potential for conflict between cyclists and/or pedestrians and vehicles

Safety improved for youth, vulnerable users (pedestrians/bicyclist), and/or transportation disadvantaged (low income, seniors, disabled, minority status)

- Provides access to/for emergency services
- There are currently perceived safety issues in the project area
- Reduces automobile speeds (e.g. traffic calming, speed limit, etc)

System Preservation: Preserves existing transportation infrastructure/facilities or services

- Improves Pavement Condition
- Extends useful life of a facility
- Maintains service
- Maintains state of good repair
- Repair/replace existing infrastructure/facility
- Other: _____

Why is this location/facility a priority over other facilities? (e.g. is project part of a pavement management plan?)

Reduces Vehicle Miles Traveled (VMT)

- Shifts automobile travel to alternative modes.

Number of **trips per day** expected to shift from automobile to alternative mode as a result of this project: 450

- Decreases the number of people traveling in single occupancy vehicles
- Improves access to alternative modes (walk, bike, bus, carpool, etc)
- Increases the percentage of people that could walk, bike, or take transit to key destinations within 30-minutes or less
- New bike or pedestrian path
- Increases ridesharing
- Increases telework options
- Expands Transportation Demand Management (TDM) Programs

- Reduces the need for travel

Increases walking

- There are currently lacking/insufficient pedestrian facilities
 - There are currently NO safe parallel pedestrian facilities
- Improves connectivity, fills gap in sidewalk/pedestrian path network
 - Reduces distance to walk trip between locations by _____ miles
- Adds new sidewalks or paths on: one or both sides of the street
- Widens sidewalk path of travel for current and projected pedestrian volumes
- Adds missing curb ramps
- Upgrades facility to meet ADA accessibility requirements, implement ADA Implementation Plan
- Reduces pedestrian crossing distance
- Adds pedestrian signal heads
- Adds pedestrian-actuated traffic signals or automatic pedestrian cycles
- Adds audible countdown at intersection
- Adds pedestrian-level lighting
- Adds high visibility crosswalks

- Adds illumination at crosswalks
- Other crosswalk enhancements
- Adds median safety islands
- Minimizes driveways
- Adds wayfinding signage
- Adds shade trees (street trees)
- Adds planter or buffer strips
- Adds benches or other types of seating

Increases bicycling

- There are currently lacking/insufficient bicycle facilities
 - There are currently NO safe parallel bicycle facilities
- Improves connectivity, fills gap in bicycle network
 - Reduces distance to bike (on bike lane or path) between locations by miles miles
- New Class I bicycle path
- New Class II bicycle path
- New Class IV bikeway (e.g. "protected bikeway" or a "cycle track")
- Shared-Lane Marking (Sharrow)
- New bicycle boulevard
- Widens bicycle lanes from ____ feet to ____ feet wide
- Widens outside lanes or improve shoulders
- Adds bicycle actuation at signals (i.e., loop detectors and stencil or other means to make signals responsive to bicycles)
- Adds bicycle box at intersection
- Adds color-treated bicycle lane
- Adds floating bicycle lane
- Adds signs, signals and pavement markings specifically related to bicycle operation on roadways or shared-use facilities
- Adds route/wayfinding signage
- Adds long-term bicycle parking (e.g., for commuters and residents)
- Adds short-term bicycle parking

Increases public transit usage

- There are currently lacking/insufficient transit facilities
- There is currently lacking/insufficient transit service
- Improves connectivity of transit, fills gap in transit network
- Improves transit service reliability, frequency and/or efficiency
 - ITS/signal priority
 - Priority bus lane
 - Bus bulbs/pull outs
 - Increases transit service, reduces headways
- Increases access to transit
 - Adds sidewalks to bus stops
 - Adds bicycle racks on buses

- Improves access for people with disabilities
- Adds bus stop(s)
- Improves bus stop/station (adds/upgrades seating, lighting, shade/shelter, trash can, route information/maps, etc)
- Provides real time bus arrival information
- Adds Wi-Fi on bus

- Reduces air pollution
 - Reduces greenhouse gas emissions (GHG)
 - Reduces fuel consumption
 - Cold in-place recycling or other lower emission paving process
 - Other: Reduces shorter more polluting per mile commute car trips.

- Change in travel times and travel time reliability for what modes: _____
 - Makes travel times more reliable/predictable (consistency or dependability in travel times)
 - Reduces travel times
 - Reduces total traffic congestion
 - Reduces peak period traffic congestion ___AM peak ___PM peak
 - Shifts peak travel to off-peak periods
 - Reduces freight traffic congestion

- Improves efficiency of the transportation system. Which modes? _____
 - Implements Transportation System Management (TSM) programs/projects
 - Increases miles facility/service can carry passengers and/or freight/goods

- Reduces disparities in safety and access for people who are transportation disadvantaged due to age, income, disability, minority status, or limited English proficiency

How does project reduce disparities?

 - Provides access to low income housing
 - Improves access to jobs
 - Provides access to senior life services (e.g. hospital, doctors office, senior center, etc.)
 - Other: _____

- Increases ecological function (such as: increases tree canopy; improves habitat; improves water quality; reduces storm water runoff; enhances sensitive areas)

- Other benefit(s). Please explain, if not addressed in prior questions:

7. Will project result in the elimination or reduction of an existing bike path or sidewalk? Will the proposed project sever or remove all or part of an existing pedestrian or bicycle facility or block or hinder pedestrian or bicycle movement? Yes No. *If yes, please explain why this condition is unavoidable and if bicycle and pedestrian accommodations are provided on an*

adjacent/parallel street.

8. Has RTC previously funded a project in this area, what project and what year? (e.g. facility being upgraded, removed, modified, or replaced was previously funded by RTC) RTC has been a long time funder of the Bike to Work Day program. This pilot effort will leverage and increase the impact of Bike to Work Day. This initiative also complements the RTC's Commute Solution effort by targeting bike commuting at worksites throughout the county.

9. For ROADWAY Projects - Complete Streets Implementation/Design. Given the street design and existing and future conditions, please complete the following (for projects on roadways). (See the [Monterey Bay Area Complete Street Guidebook](#) for more information, definitions.)

a. Describe how this project is consistent with recommendations for street type in guidebook:

b. Is the project area a candidate for the following?

- Road Diet (3 or more lanes, but ADT <20,000, history of bicycle collisions) Yes No
- Traffic Calming: Yes No
- Roundabout: Yes No
- Transit/Bike/Ped Prioritization at Intersection: Yes No
- Transit-Oriented Development/Transit Corridor (15 min. headways): Yes No
- Neighborhood Shared Street (e.g. "greenway" that reduces vehicle speeds, partial street closures, public spaces and amenities that encourage biking or walking): Yes No
- Pedestrian place/universal street (ex. roadway or alley with restricted vehicle access which often is serves as a plaza for assorted businesses): Yes No

c. Is the complete streets cross section/design for this type of street (as recommended in the Guidebook) supportable for this project? Yes No

If not, explain why:

- | | |
|--|---|
| <input type="checkbox"/> Lack of ROW width | <input type="checkbox"/> Insufficient Funding |
| <input type="checkbox"/> Trees/environmental constraints | <input type="checkbox"/> Existing Structures |
| <input type="checkbox"/> Other: _____ | |

d. What alternative designs were considered, if any?

e. What refinements of the cross section/design were needed?

- Removed/partial zones (Guidebook Ch. 5) for:
 Pedestrians Bicyclists Landscaping Vehicles Parking
- Considered alternative routes/locations for:
 Pedestrians Bicyclists Landscaping Vehicles Parking

f. Exemptions to Complete Streets (refer to Ch. 6 of the Guidebook)

- Is the project exempt from accommodating certain users? Yes No
- Is the cost excessively disproportionate to the need or probable use? Yes No
- There is a documented absence of current and future need? Yes No
- Other: _____

10. Describe the public input plan for this project. *Has public input been sought on this project? What is the public engagement plan for implementing this project? Is it identified in an adopted plan or other document? What has been/will be done to maximize participation for diverse members of the public in project planning and implementation?*

EA staff has consulted with a few large employers and with public agency transportation partners including City of Santa Cruz and RTC staff who manage their TDM programs. We plan to consult further with public agency staff, RTC bike committee, local business associations, and large employers before implementing this program. We can also survey the 5,000 past and current Bike to Work Day participants who receive our monthly enewsletter.

11. Stakeholder Outreach: Which stakeholder groups have already provided input, or will be asked to provide input in future, on project scope and design?

Group	Provided input	Will seek input	Group	Provided input	Will seek input
Neighborhood Group	Enter Text	Enter Text	Transit Agency	Enter Text	Enter Text
Business Association	Enter Text	Santa Cruz and Pajaro Chambers of Commerce, Santa Cruz Business Council.	Adjacent jurisdictions	Enter Text	Enter Text
School	Enter Text	Enter Text	Environmental Groups	Enter Text	Bike Santa Cruz County
Property Owners	Enter Text	Enter Text	Transportation Disadvantaged	Enter Text	Enter Text
Bicycle Committees	Enter Text	RTC Bike Committee	Senior Group	Enter Text	Enter Text
Pedestrian Committee	Enter Text	Enter Text	Other (define)	Enter Text	Enter Text

Have specific changes to the project/program been requested by stakeholders? Yes No

Please explain:

12. Describe project readiness/deliverability and potential risks to project schedule: *Include additional information on the project schedule and if there are potential delays to the schedule. (For example: What tasks have already been completed? What potential delays might be experienced during project development, if any? What is the status of right-of-way acquisition (if applicable)? Have the property owners been contacted? If so, are they willing to sell the property? What permits may be needed for this project? Are there any adjacent jurisdictions, agencies, property owners, etc., who would be impacted by the proposed project? Are there potential challenges to the environmental analysis? If yes, please list and describe outreach efforts, dates, participants and any results/issues that could impact the project's schedule.)*

This proposed program readiness simply depends on recruiting six large employers. EA has already reached out to a few potential employer participants who are receptive. EA staff has good working relations with numerous large employers through our Bike to Work and Transportation Employer Membership programs. We will recruit participant employers during the summer and early fall to be prepared for mid fall and winter launch. We will also consult with public transportation agency and bike advocacy staff to select an online bike tracking and incentive application during the summer. We see no issues with completing final plans and implementing this pilot program during the 12 month FY calendar.

PART III
Project Budget & Funding Plan

Non-Capital Projects (e.g. Programs)

Complete both sections A. "Cost/Funding Summary" and B. "Detailed Cost Estimate"

A. Cost/Funding Summary

Provide information on the amount to be expended for each project phase by funding source.

Totals should calculate automatically if electronic file is used.

Project Title:

Every Day is Bike to Work Day

Sources (Specify fund source type - ex. STBG, Local, STIP, AB2766, etc)	Component						Source TOTAL
	Staff - Admin	Staff - Operations	Consultant Services	Other Services - Online bike track app	Materials	Other (specify)	
Total Cost by component	\$3,000	\$56,000	\$0	\$8,000	\$3,000	\$0	\$70,000
New Funds Requested from RTC:	\$2,000	\$47,000	\$0	\$8,000	\$3,000	\$0	\$60,000
TDA funds (EA's Bike to Work Day)	\$1,000	\$9,000	\$0	\$0	\$0	\$0	\$10,000
Source 3:	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Source 5:	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Source 6:	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fiscal Year each component to begin	FY 18-19	FY 18-19		FY 18-19	FY 18-19		

Pending Funds: Highlight any funds that are yet not secured, describe below status/anticipated receipt date:

Non-Capital Projects (e.g. Programs)

B. "Detailed Cost Estimate"

Project Title:

Every Day is Bike to Work Day

TASKS	Total Cost	Operations/Staffing	Online bike track app	Materials	Other	Timing (month/yr)
Project Development/Initiation	\$4,000	\$4,000				7/18-8/18
Project implementation	\$41,000	\$40,000		\$1,000		9/18-5/19
Select online bike tracking/incentive application	\$10,000	\$2,000	\$8,000			18-Sep
Participant outreach	\$8,000	\$6,000		\$2,000		9/18-5/19
Collect, compile data	\$2,000	\$2,000				9/18-5/19
Evaluate program success	\$5,000	\$5,000				5/18-6/19
Total	\$70,000	\$59,000	\$8,000	\$3,000		

PART V: Agency Certification and Assurances

I, Piet Canin, as authorized representative of Ecology Action (*agency*) hereby certify that the information contained in this application for Every Day is Bike to Work Day (*project title*), including required attachments, is accurate and hereby certify the following:

1. The project implementing agency possesses legal authority to nominate projects and to finance, acquire, construct, and/or implement the proposed project;
2. This project is among the highest priorities for this agency;
3. The proposed transportation investments have received the full review and vetting required by law;
4. Such investments are an appropriate use of taxpayer dollars. The agency shall adhere to principles and policies that ensure government oversight and management of the contracting process to ensure taxpayer funds are spent wisely; contracts are not wasteful, inefficient, or subject to misuse; unnecessary no-bid and cost-plus contracts are avoided; and contracts are awarded according to the best interests of California taxpayers;
5. The agency will maintain and operate the property acquired, developed, rehabilitated, or restored for the life of the resultant facility(ies) or activity. I understand that with the approval of the California Department of Transportation, the Administering Agency or its successors in interest in the property may transfer the responsibility to maintain and operate the property;
6. If these new funds are used to replace funds previously committed to this project, the agency will maintain its effort with regard to redirecting those funds to similar transportation projects;
7. The agency will give RTC and California Department of Transportation’s representative access to and the right to examine all records, books, papers, or documents related to the project;
8. Work on the project shall commence within a reasonable time after receipt of notification that funds have been approved, allocated or obligated, as applicable, and that the project will be carried to completion with reasonable diligence;
9. The agency will comply where applicable with provisions of the California Environmental Quality Act, the National Environmental Policy Act, the Americans with Disabilities Act, the Secretary of the Interior’s Standards and Guidelines for Archaeology and Historic Preservation, and any other federal, state, and/or local laws, rules and/or regulations; and
10. The agency shall comply with all reporting requirements outlined by FHWA, FTA, RTC, Caltrans, the California Transportation Commission (CTC) or state statute, as applicable;
11. The agency will commit the funds necessary to ensure this project is fully funded.

Implementing Agency:



Signed _____ Date 10-20-17
Printed (Name and Title) **Piet Canin, VP of Transportation**
Implementing Agency **Ecology Action**

Project Sponsor – if different

Signed _____ Date _____
Printed (Name and Title) **Enter Name/Title**
Sponsor Agency **Santa Cruz County Regional Transportation Commission**



October 18, 2017

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

Dear Mr. Dondero:

The City of Santa Cruz supports EA's STBG 18-19 grant application to implement a "Pilot Bike Commuter Incentive" initiative. This pilot effort will target 6 large employers (with 75 or more employees) in Watsonville, City of Santa Cruz and the County unincorporated Live Oak area. We forecast serving some 450 local employees in our targeted effort to increase the number and frequency of bike commuting.

The City of Santa Cruz will coordinate with Ecology Action on the implementation of this pilot initiative to increase bike commuting on an ongoing basis, and is already working to connect Ecology Action with large employers in downtown Santa Cruz. We have worked with Ecology Action in past efforts to increase bike commuting and look forward to collaborating on this campaign to increase sustainable transportation in our community. The City has adopted Climate Action Plan goals to increase bicycling to 12% of commute trips by 2020, and we see great opportunity to increase active transportation commute trips to downtown. We see Ecology Action's "Pilot Bike Commuter Incentive" program as one strategy to achieve those goals.

Thank you for your consideration of this public agency sponsorship request for EA's STBG grant proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Amelia Conlen". The signature is fluid and cursive, with a long horizontal stroke at the end.

Amelia Conlen
Transportation Coordinator
City of Santa Cruz