



Santa Cruz County Regional Transportation Commission's  
**Elderly & Disabled Transportation Advisory Committee**  
*(Also serves as the Social Service Transportation Advisory Council)*

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**AGENDA ~ 1:30pm- 3:30pm, Tuesday, December 12, 2017**  
**Regional Transportation Commission Santa Cruz Office**  
**1523 Pacific Avenue, Santa Cruz, CA, 95060**

1. **1:30pm – Call to Order**
2. **1:30pm - Introductions**
3. **1:35pm - Oral communications**
4. **1:40pm- Additions or deletions to the consent or regular agenda**

**1:42pm- 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 E&D TAC or public wishes an item be removed and discussed on the regular agenda. Members of the E&D TAC 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 E&D TAC member objects to the change.*

5. **Approve Minutes from the November 14, 2017 – pg. 3**
6. **Receive Transportation Development Act Revenues Report – pg.7**
7. **Receive RTC Meeting Highlights – pg.8**
8. **Receive E&D TAC Roster – pg.10**
9. **Receive Information Items – pg.11**
  - a. Letter from RTC's Bicycle Committee to US Army Corps of Engineers Regarding Pajaro River Flood Risk Management Study-DRAFT General Reevaluation Report and Integrated Environmental Assessment Comments
10. **Receive Agency Updates** *(other than items on the regular agenda)* **–pg.13**
  - a. Volunteer Center: None
  - b. Community Bridges: 4<sup>th</sup> Quarter TDA Report
  - c. Santa Cruz Metro:
    - i. Discussion about Initiating a Fare Restructuring Analysis
    - ii. ParaCruz Report (July, August, September 2017)

**REGULAR AGENDA**

11. **1:45pm- Draft Regional Transportation Plan (RTP)-pg.31**

12. 2:05pm- Bike Signage Program Update- pg.42
13. 2:25pm- Seniors Summit-Transportation Session-pg. 46
14. 2:45pm-Cruz511 In Your Neighborhood Program Results- pg. 49
15. 3:05pm-2018 E&D TAC Calendar-pg. 51
16. 3:15pm-Pedestrian Safety Workgroup Update
17. 3:30pm- Adjourn

**Next meeting: 1:30 pm, February 13, 2017 @ RTC Offices, 1523 Pacific Avenue, Santa Cruz**

**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](mailto:info@sccrtc.org) / website: [www.sccrtc.org](http://www.sccrtc.org)*

**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**

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**AVISO A BENEFICIARIOS SOBRE EL TITULO VI**

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Santa Cruz County Regional Transportation Commission's  
**Elderly & Disabled Transportation Advisory Committee**  
(Also serves as the Social Service Transportation Advisory Council)

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**Draft Minutes**

**1:30pm- 3:30pm, Tuesday, November 14, 2017**

1. Call to Order
2. Introductions

***Members Present:***

Cara Lamb, Potential Transit User  
Veronica Elsea, 3<sup>rd</sup> District  
Lisa Berkowitz, CTSA  
John Daugherty, SCMTD  
Lori Welch, 5th District

***Alternates Present:***

Tom Duncanson, 2<sup>nd</sup> District  
April Warnock, Metro

***Excused Absences:***

Dulce Lizarraga-Chagilla, Social  
Service Provider –Seniors  
Tara Ireland, Volunteer Center  
Clay Kempf, Social Services Provider-  
Seniors

***Unexcused Absences:***

Greta Kleiner, Potential Transit User  
Disabled

***RTC Staff Present:***

Grace Blakeslee  
Rachel Moriconi  
George Dondero

***Others Present:***

Marilyn Garret, Santa Cruz County  
Resident  
Gary Lindstrom, Aptos  
Janneke Strause, Bike Santa Cruz  
County  
Scott Hamby, City of Scotts Valley  
Jon Bailiff, E&D TAC Member  
applicant

3. Oral communications

- Marilyn Garret provided information about the affects of cell phone service on bus riders and expressed concerns with safety and American Disabilities Act compliance crelated to the new METRO route 71 inbound bus stop near Aptos Village.
- Ofelia Gomez provided a comment verbally and submitted comments in writing recommending that the METRO prioritize additional transit service from Santa

Cruz to Dominican hospital and expanding service on this route to be provided by 6:20am.

4. Additions or deletions to the consent or regular agenda
  - Grace Blakeslee, RTC staff, requested that Item #14: Seniors Council/Area Agency on Aging of Santa Cruz – Seniors Solutions Summit- Transportation Summary, be removed from the agenda and placed on the December 12, 2017 agenda.
  - Grace Blakeslee, RTC staff, distributed copies of written comments on the October 10, 2017 E&D TAC minutes received from Becky Steinbruner and RTC staff response as handout for Item #5.

#### **CONSENT AGENDA**

5. Approve Minutes from October 10, 2017
6. Receive Transportation Development Act Revenues Report
7. Receive RTC Meeting Highlights
8. Recommend the RTC approve E&D TAC Appointment
  - Jon Bailliff to the E&D TAC Member position of Social Service Provider- Disabled
  - Constance Fortino to the E&D TAC Member Alternate position of Social Provider- Disabled
9. Receive Information Items
  - Letter from E&D TAC to Santa Cruz County Board of Supervisors
  - FTA Manual on Bicycle and Pedestrian Connections, Executive Summary [Full Report](#)
10. Receive Agency Updates (*other than items on the regular agenda*)
  - a. Volunteer Center- 1<sup>st</sup> Quarter 2017/2018
  - b. Community Bridges – None
  - c. Santa Cruz Metro – None

*Action: A motion (Welch/Daugherty) was made to amend the October 10, 2017 minutes to correct the location of the Commission on Disabilities sponsored event on October 21, 2017 from the Santa Cruz Policy Community Room to the Santa Cruz Police Community Room as requested by Veronica Elsea, E&D TAC Chair, and approve the October 10, 2017 minutes as amended. The motion passed with members Berkowitz, Daugherty, Elsea, Welch, Duncanson, and Lamb voting in favor.*

#### **REGULAR AGENDA**

11. Draft California State Rail Plan

George Dondero, Executive Director, provided an overview of the Draft California State Rail Plan. He discussed the key components of the plan and the cooperation of State and private partners in developing the strategic plan. Committee members discussed transit travel time assumptions and if estimates considered the transfer times between bus and train for individuals with visual or mobility impairments. Committee members also asked for information about consideration for private property owners impacted by construction of the California high speed rail system. Members of the public asked questions about discounts for seniors and low-income individuals riding rail transit.

12. Regional Transportation Improvement Program (RTIP) Draft Project List

Rachel Moriconi, RTC Senior Transportation Planner, reviewed the preliminary recommendations for the *Regional Transportation Improvement Program*. Ms. Moriconi provided an overview of: the funding sources and total funding available during this programming cycle, the project evaluation criteria, other available funding sources, and the thirty-six project applications received. Committee members discussed proposed projects and funding recommendations, project evaluation and effectiveness, funding for regional and local projects, bicycle and pedestrian safety improvements in the City of Watsonville, how project's serve the needs of elderly and disabled individuals, and accessible pedestrian signals. Project sponsors from Bike Santa Cruz County and the City of Scotts Valley described projects for which funding was requested.

*Action: A motion (Elsea/ Berkowitz) was made to recommend that the RTC increase funding for Open Streets to \$50,000, decrease the funding recommended for Every Day is Bike to Work Day to \$25,000; require projects that include signal upgrades (Airport Boulevard Reconstruction, Freedom Boulevard Reconstruction and Aptos Creek Road Traffic Signal) to include audible signal components; and approve the remaining staff recommendations. The motion passed with members Berkowitz, Daugherty, Elsea, Welch, Duncanson, and Lamb voting in favor.*

- 13. Cruz511 In Your Neighborhood Project Activities and Results- Postponed until December 12, 2017 E&D TAC meeting agenda
- 14. Seniors Council/Area Agency on Aging of Santa Cruz – Seniors Solutions Summit- Transportation Summary- Moved to December 12, 2017 E&D TAC meeting agenda
- 15. Pedestrian Safety Workgroup Update-None
- 16. Adjourn

Next meeting: 1:30 pm, December 12, 2017 @ RTC Office, Santa Cruz

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**SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION  
TDA REVENUE REPORT  
FY 2017-2018**

<b>MONTH</b>	<b>FY16 - 17 ACTUAL REVENUE</b>	<b>FY17 - 18 ESTIMATE REVENUE</b>	<b>FY17 - 18 ACTUAL REVENUE</b>	<b>DIFFERENCE</b>	<b>DIFFERENCE AS % OF PROJECTION</b>	<b>CUMULATIVE % OF ACTUAL TO PROJECTION</b>
JULY	629,500	637,054	583,500	-53,554	-8.41%	91.59%
AUGUST	839,400	849,473	778,000	-71,473	-8.41%	91.59%
SEPTEMBER	872,266	882,733	1,146,538	263,805	29.89%	105.86%
OCTOBER	657,500	665,390	665,500	110	0.02%	104.58%
NOVEMBER	876,700	887,220	887,300	80	0.01%	103.54%
DECEMBER	813,479	823,241				
JANUARY	632,900	646,849				
FEBRUARY	843,800	862,431				
MARCH	911,051	781,837				
APRIL	626,200	572,496				
MAY	834,900	763,397				
JUNE	563,619	814,337				
<b>TOTAL</b>	<b>9,101,315</b>	<b>9,186,458</b>	<b>4,060,838</b>	<b>138,968</b>	<b>1.51%</b>	<b>44%</b>

**Note:**

I:\FISCAL\TDA\MonthlyReceipts\FY2018\[Copy of FY2018 TDA Receipts.xlsx]FY2017



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*CONTACTS: George Dondero, Executive Director  
Luis Mendez, Deputy Director*

## **Santa Cruz County Regional Transportation Commission (RTC) November 2<sup>nd</sup> 2017 Meeting Highlights**

### **The 2018 California State Rail Plan lays out approach to meeting transportation needs**

The Commission received a presentation on the draft [2018 California State Rail Plan](#) that is consistent with the state's policies on climate change and reduction of green gas emissions, and provides a framework to plan and implement California's rail network for the next 20 years and beyond. This bold plan prioritizes state investment in an efficient, effective passenger and freight rail system. The plan includes service throughout the Monterey Bay with connections to the state's rail network at Pajaro (Watsonville Junction) and Castroville.

### **Preferred alternatives for the Highway 1 corridor tiered environmental documents**

The [Regional Transportation Commission](#) received a report on the updated technical studies for the Highway 1 Tiered Environmental document. In review of the projects' purpose and need, and comparison of key performance measures the Project Development Team (PDT) identified the HOV Lane project as the preferred long range vision for the corridor and construction of the auxiliary lanes between 41<sup>st</sup> Ave and Soquel Drive and Chanticleer Bike/Pedestrian Overcrossing as the next Highway 1 improvement project. The RTC supported the decision of the PDT as best meeting the project's purpose and need, providing more options for future projects on the corridor, and consistent with the Measure D transportation sales tax measure.

### **Fiscal Year (FY) 2017-18 RTC Budget amended**

The [Regional Transportation Commission](#) adopted a resolution amending the Fiscal Year (FY) 2017-18 Budget and Work Program. It is balanced and implements the RTC's priority projects, on-going programs, and Measure D funding, projects and activities.

### **Upcoming RTC and Committee Meetings:**

*Please check the RTC website [[www.sccrtc.org](http://www.sccrtc.org)] or call 831-460-3200 to confirm. Agendas are posted to the website at least 3 days before the meeting.*

#### **Bicycle Advisory Committee**

Monday, November 13, 2017, 6:00 p.m.  
RTC Offices, 1523 Pacific Avenue, Santa Cruz

#### **Transportation Policy Workshop**



Thursday, November 16, 2017, 9:00 a.m.  
RTC Office, 1523 Pacific Avenue, Santa Cruz

*Public input on transportation issues is welcomed and encouraged. For more information, visit the SCCRTC website at [www.sccrtc.org](http://www.sccrtc.org) or call 831-460-3200. Some Regional Transportation Commission meetings are televised countywide by Community TV of Santa Cruz. Consult [www.communitytv.org](http://www.communitytv.org) or call 831-425-8848 for schedule and station information.*



*Santa Cruz County Regional Transportation Commission*  
**ELDERLY & DISABLED TRANSPORTATION ADVISORY COMMITTEE (E&D TAC)**  
**SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL (SSTAC)**

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## Membership Roster December 2017

(Year in Parentheses) = Membership Expiration Date

<b>Members</b>	<b>Representing</b>	<b>Alternate</b>
Clay Kempf (2019)	Social Services Provider - Seniors	Patty Talbot (2019)
Dulce Lizarraga-Chagolla (2020)	Social Services Provider - Seniors (County)	vacant
Jon Bailiff (2020)	Social Service Provider - Disabled	Constance Fortino (2020)
vacant	Social Service Provider - Disabled (County)	vacant
Tara Ireland (2020)	Social Service Provider - Persons of Limited Means	Donna Patter (2018)
Lisa Berkowitz (2019)	CTSA (Community Bridges)	Bonnie McDonald (2017)
Kirk Ance (2020)	CTSA (Lift Line)	vacant
John Daugherty, Vice Chair (2019)	SCMTD (Metro)	April Warnock (2020)
Caroline Lamb (2018)	Potential Transit User (60+)	vacant
Greta Kleiner (2018)	Potential Transit User (Disabled)	vacant

<b>Supervisory District Representatives</b>		
<b>Members</b>	<b>Representing</b>	<b>Alternate</b>
vacant	1st District (Leopold)	vacant
Pam Arnsberger (2018)	2nd District (Friend)	Tom Duncanson (2019)
<b>Veronica Elsea, Chair (2019)</b>	3rd District (Coonerty)	vacant
Lori Welch (2019)	4th District (Caput)	vacant
vacant	5th District (McPherson)	vacant

Grace Blakeslee, Staff, Regional Transportation Commission



## SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3215 EMAIL [info@sccrtc.org](mailto:info@sccrtc.org)

November 30, 2017

U.S. Army Corps of Engineers, San Francisco District  
Attn: Mr. Chris Eng, Environmental Manager  
1455 Market St, Suite 1737B  
San Francisco, CA 94103-1398

RE: Pajaro River Flood Risk Management Study-DRAFT General Reevaluation Report and Integrated Environmental Assessment Comments

Dear Mr. Eng;

The Santa Cruz County Regional Transportation Commission's (RTC) Bicycle Advisory Committee appreciates the opportunity to comment on the draft integrated General Reevaluation Report and Environmental Assessment (GRR/EA) and draft Finding of No Significant Impact (FONSI). The RTC's Bicycle Advisory 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 and reduces the dependency on automobile travel.

While the proposed project addressed improvements that will provide flood benefits to the neighboring communities, we request that it retain and improve the existing bicycling opportunities along the access roads on the tops of the levees by doing the following:

- 1. Restore Bikeways.** We are pleased that the GRR/EA acknowledges existing and proposed bicycle and pedestrian paths on Reaches 2, 3, 5, 6, 7 and 8 (Section 4.12 - Recreation). We request that bikeways be restored as called for in Mitigation Measure TRAF-7: Restore Bikeways and Pedestrian Trails, which says "USACE, Santa Cruz County, and Monterey County will restore or replace pedestrian trails directly affected by construction to equal or better than the existing preconstruction condition" (Section 4.15 – Traffic and Circulation).
- 2. Open all access roads to the public.** While all of the access roads are currently used by the public, only those within the City of Watsonville are legally accessible for all to use. We request that this project make all of the access roads where improvements are taking place to be legally accessible.
- 3. Allow bicycling on all access roads.** Currently, a portion of the access roads have surfaces that are safe for bicyclists. The existing roads that are accessible to bicycles have either a well maintained paved surface or a well compacted base rock surface. We request that the existing bicycle accessible access roads be retained and that all of the access roads where improvements are taking place be constructed to be accessible to bicycles.
- 4. Provide public access at various locations.** We request that the existing access points to the access roads be retained and that new points be provided at various locations where improvements are taking place and that these points be accessible to bicyclists and all users.

**5. Incorporate the City of Watsonville Trails and Master Plan.** The GRR/EA makes no mention of the City of Watsonville Trails Master Plan, which was adopted by Watsonville in 2012. Please incorporate the Master Plan into the GRR/EA and include the trails proposed along the levees on the Pajaro River and the Salsipuedes and Corralitos Creeks. The Master Plan can be found online at <https://www.cityofwatsonville.org/DocumentCenter/View/3207>.

Please take advantage of this unique opportunity to improve bicycling facilities within the project limits by complying with all of these requests. We welcome any feedback or questions regarding our comments.

The Committee thanks you for your consideration of this request. Please feel free to contact the RTC's Bicycle Program Manager and staff to the Bicycle Advisory Committee, Cory Caletti at (831) 460-3201 or by email at [ccaletti@sccrtc.org](mailto:ccaletti@sccrtc.org), for this and any other committee related matters.

Sincerely,



Amelia Conlen  
Bicycle Advisory Committee Chair

cc: Santa Cruz County Regional Transportation Commission  
Santa Cruz County Regional Transportation Commission's Bicycle Committee  
City of Watsonville Public Works Department  
County of Santa Cruz Public Works Department

S:\Bike\Committee\CORR\BC2017\Pajaro\_River\_levee\_comment\_ltr\_RTC\_Bicycle\_Committee\_Nov2017.docx

Quarterly TDA  
Report :  
Time Period:

FY 16/17 QUARTER 4  
APR - MAY - JUN 2017

CC 20,23,26,31,32,38,39							CC 21					CC 29					CC 24,30					CC36												
#	Performance Measures to be Included in	Medical					YTD % of	Meals on Wheels					YTD % of	Taxi Scrip					YTD % of	Elderday					YTD % of	ISSP					YTD % of	Qtr Total	YTD Total	
		Apr	May	Jun	Qtr	YTD	Goals	Apr	May	Jun	Qtr	YTD	Goals	Apr	May	Jun	Qtr	YTD	Goals	Apr	May	Jun	Qtr	YTD	Goals	Apr	May	Jun	Qtr	YTD	Goals			
1	Unduplicated Passengers per Month	106	139	122	231	790		50	50	51	60	242		77	86	81	110	458		111	111	113	124	487		182	0	0	182	487		707	2,464	
2	Total Passenger Trips (Units of Service) per Month	540	803	710	2,053	7,159	107%	988	1,176	1,108	3,272	12,976	99%	182	220	208	610	2,581	108%	2,495	2,740	2,972	8,207	31,609	132%	703	0	0	703	15,811	80%	14,845	70,136	
3	Number of Incidents per Month	0	0	1	1	2		1	1	0	2	6		0	0	0	0	0		1	2	3	6	19		0	0	0	0	0		9	27	
4	Number of Accidents per Month	0	0	0	0	0		0	1	0	1	2		0	0	0	0	0		2	1	0	3	10		0	0	0	0	0		4	12	
5	Number of Mechanical Failures (including lift failure) per Month	0	0	0	0	0		0	0	0	0	1		N/A	N/A	N/A	0	0		0	0	0	0	4		0	0	0	0	1		0	6	
6	Number of No-Shows per Month	32	67	62	161	480		115	138	132	385	1,234		N/A	N/A	N/A	0	0		62	93	91	246	891		N/A	N/A	N/A	0	0		792	2,605	
7	Number of Turndowns or Referrals per Month	0	0	0	0	49		0	0	0	0	0		0	0	0	0	0		0	0	0	0	0		0	0	0	0	0		0	49	
8	Number of Cancels per Month	59	119	114	292	1,109		197	190	267	654	2,094		N/A	N/A	N/A	0	0		992	961	1010	2,963	10,181		N/A	N/A	N/A	0	0		3,909	13,384	
9	Total Donations per Month	\$2,891	\$143	\$369	\$3,403	9,703		N/A	N/A	N/A	\$0	0		N/A	N/A	N/A	\$0	0		N/A	N/A	N/A	\$0	0		N/A	N/A	N/A	\$0	0		\$3,403	\$9,703	
10	Operating Cost per Passenger Trip				\$48.16				\$11.74						\$12.67								\$11.83						\$7.07					
11	Operating Cost per Vehicle Service Hour				\$76.56				\$71.36															\$48.61						\$122.79				
12	Passengers per Vehicle Service Hour				1.35				6.07															4.12						17.36				
13	Passengers per Vehicle Service Mile				0.11				0.39															0.21						0.59				
14	Van Mileage per Program				13,599				8,254															38,424						1,200				

Quarterly TDA  
Report :  
Time Period:

FY 16/17 ANNUAL  
JULY 2016 - JUNE 2017

CC 20,23,26,31,32,38,39							CC 21						CC 29						CC 24,30						CC36							
#	Performance Measures to be Included in	Medical					YTD % of Goals	Meals on Wheels					YTD % of Goals	Taxi Scrip					YTD % of Goals	Elderday					YTD % of Goals	ISSP					YTD % of Goals	YTD Total
		Q1	Q2	Q3	Q4	TOTAL		Q1	Q2	Q3	Q4	TOTAL		Q1	Q2	Q3	Q4	TOTAL		Q1	Q2	Q3	Q4	YTD		TOTAL	Q1	Q2	Q3	Q4		
1	Unduplicated Passengers per Month	202	188	169	231	790		60	62	60	60	242		122	117	109	110	458		123	123	117	124	487		0	173	132	182	487		2,464
2	Total Passenger Trips (Units of Service) per Month	1880	1611	1615	2053	7,159	107%	3515	3177	3012	3272	12,976	99%	658	684	629	610	2,581	108%	8179	7895	7328	8207	31,609	132%	0	3200	11908	703	15,811	80%	70,136
3	Number of Incidents per Month	0	0	1	1	2		0	1	3	2	6		0	0	0	0	0		9	3	1	6	19		0	0	0	0	0		27
4	Number of Accidents per Month	0	0	0	0	0		0	1	0	1	2		0	0	0	0	0		5	1	1	3	10		0	0	0	0	0		12
5	Number of Mechanical Failures (including lift failure) per Month	0	0	0	0	0		0	0	1	0	1		N/A	N/A	N/A	0	0		0	0	4	0	4		0	0	1	0	1		6
6	Number of No-Shows per Month	121	91	107	161	480		365	237	247	385	1,234		N/A	N/A	N/A	0	0		191	238	216	246	891		N/A	N/A	N/A	0	0		2,605
7	Number of Turndowns or Referrals per Month	29	15	5	0	49		0	0	0	0	0		0	0	0	0	0		0	0	0	0	0		0	0	0	0	0		49
8	Number of Cancels per Month	294	308	215	292	1,109		407	563	470	654	2,094		N/A	N/A	N/A	0	0		1966	2613	2639	2963	10,181		N/A	N/A	N/A	0	0		13,384
9	Total Donations per Month	\$496	\$2,402	\$3,403	\$3,403	\$9,703		N/A	N/A	N/A	\$0	0		N/A	N/A	N/A	\$0	0		N/A	N/A	N/A	\$0	0		N/A	N/A	N/A	\$0	0		\$9,703
10	Operating Cost per Passenger Trip				\$35.43				\$10.76				\$12.32				\$12.34				\$2.78											
11	Operating Cost per Vehicle Service Hour				\$53.82				\$58.91								\$54.13				\$62.63											
12	Passengers per Vehicle Service Hour				1.37				5.48								4.39				22.55											
13	Passengers per Vehicle Service Mile				0.12				0.38								0.26				0.67											
14	Van Mileage per Program				45,992				33,591								120,963				23,773											



**DATE:** November 17, 2017

**TO:** Board of Directors

**FROM:** Barrow Emerson, Planning & Development Manager

**SUBJECT: REQUEST BOARD OF DIRECTORS TO REFER TO THE FINANCE  
STANDING COMMITTEE A DISCUSSION ABOUT INITIATING A FARE  
RESTRUCTURING ANALYSIS**

**I. RECOMMENDED ACTION**

**That the Board of Directors refer to the Finance Standing Committee a discussion about initiating a fare restructuring analysis**

**II. SUMMARY**

- Santa Cruz Metropolitan Transit District (METRO) staff has been doing preliminary planning on fare restructuring.
- The Board is requested to refer to the Finance Standing Committee a discussion about initiating a fare restructuring analysis.

**III. DISCUSSION/BACKGROUND**

As part of long term financial and service planning, METRO staff has been undertaking a preliminary analysis on future fare restructuring, including technological upgrades to fare payment methods.

The fare structure can be an important tool for operational efficiency and marketing, and is also an important issue for long-range budget planning.

This discussion is needed because:

- The last fare restructure was six years ago and was not actually a comprehensive restructuring of the fares and pass policy,
- It is a transit industry standard to review fare structure every five years or so,
- Technological advances in fare payment systems provide new opportunities related to fare structure.

It is requested that the Board refer to the Finance Standing Committee a discussion about initiating a fare restructuring analysis.

#### **IV. FINANCIAL CONSIDERATIONS/IMPACT**

The initiation of a fare restructuring analysis does not in itself have a financial impact, although outcomes of the process may result in initiatives that could have financial considerations.

#### **V. ALTERNATIVES CONSIDERED**

The alternative is to not perform long-range fare restructuring analysis, missing possible opportunities related to operating efficiency, marketing and long-term budget planning. This is not recommended.

#### **VI. ATTACHMENTS**

None

Prepared By: Barrow Emerson, Planning & Development Manager



**VII. APPROVALS:**

Barrow Emerson,  
Planning & Development Manager

A handwritten signature in blue ink, appearing to read "Barrow Emerson", written over a horizontal line.

Approved as to fiscal impact:  
Angela Aitken, Finance Manager

Handwritten initials "dk for AA" in blue ink, written over a horizontal line.

Alex Clifford, CEO/General Manager

A handwritten signature in blue ink, appearing to read "Alex Clifford", written over a horizontal line.



**DATE:** November 17, 2017

**TO:** Board of Directors

**FROM:** April Warnock, Paratransit Superintendent

**SUBJECT: ACCEPT AND FILE THE METRO PARACRUZ OPERATIONS STATUS  
REPORT FOR JULY, AUGUST AND SEPTEMBER 2017**

**I. RECOMMENDED ACTION**

**That METRO's Board of Directors accept and file the quarterly METRO ParaCruz Operations Status Report for July, August and September 2017.**

**II. SUMMARY OF ISSUES**

- Summary review of monthly operational statistics for ParaCruz.
- Summary of monthly operational information about ParaCruz.

**III. DISCUSSION/BACKGROUND**

Comparing June 2017 statistics to July 2017, ParaCruz rides decreased by 376 rides. Comparing July 2017 statistics to August 2017, ParaCruz rides increased by 267 rides. Comparing August 2017 statistics to September 2017, rides increased by 623 rides.

Comparing the monthly statistics of FY17 to the monthly statistics of FY18:

- In July, the number of ParaCruz rides decreased by 204.
- In August, the number of ParaCruz rides decreased by 240.
- In September, ParaCruz number of rides decreased by 254.

Santa Cruz Metropolitan Transit District (METRO) ParaCruz is the federally mandated ADA complementary Paratransit program of the Santa Cruz Metropolitan Transit District, providing shared ride, door-to-door demand-response transportation to customers certified as having disabilities that prevent them from independently using the fixed route bus.

**V. COORDINATION**

This staff report has been coordinated with statistics provided by the Finance and Fleet Departments. Additional data was provided by the Eligibility Coordinator.

**VI. FINANCIAL CONSIDERATIONS**

There are no financial considerations for this report.

## **VII. ATTACHMENTS**

**Attachment A:** ParaCruz On-time Performance Charts for July, August, and September 2017

**Attachment B:** Comparative Operating Statistics Tables for July, August, and September 2017

**Attachment C:** Number of Rides Comparison Chart

**Attachment D:** Shared vs. Total Rides Chart

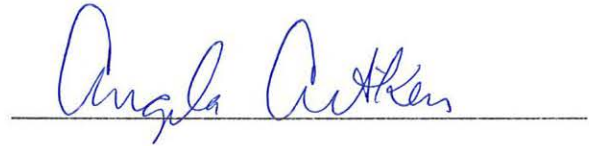
**Attachment E:** Annual Miles Comparison

**Attachment F:** Monthly Assessments

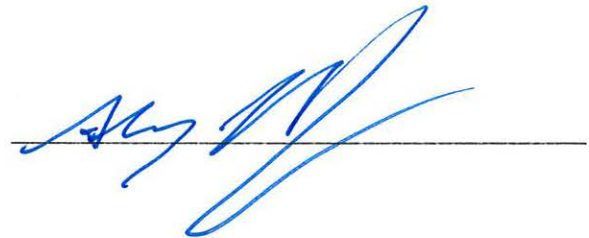
Prepared by: April Warnock, Paratransit Superintendent

**VII. APPROVALS:**

Approved as to fiscal impact:  
Angela Aitken, Finance Manager



Alex Clifford, CEO/General Manager



## ParaCruz On-time Performance Report for July 2017.

	<b>July 2016</b>	<b>July 2017</b>
Total pick ups	5855	5651
<b>*Percent in “ready window”</b>	<b>88.11%</b>	<b>78.29%</b>
1 to 5 minutes late	5.00%	6.09%
6 to 10 minutes late	3.02%	4.76%
11 to 15 minutes late	1.45%	3.31%
16 to 20 minutes late	.75%	2.57%
21 to 25 minutes late	.72%	1.43%
26 to 30 minutes late	.39%	1.13%
31 to 35 minutes late	.26%	.90%
36 to 40 minutes late	.20%	.53%
41 or more minutes late (excessively late/missed trips)	.09%	.99%
Total beyond “ready window”	<b>11.89%</b>	<b>21.71%</b>

\*Target: 95%

### On-time Performance

During July, ParaCruz’ on-time performance dropped significantly due to lack of staffing. The latest group of ParaCruz Operators, hired June 5, 2017, was in training, and not in revenue service. In compliance with the ParaCruz UTU MOU (13.02 Scheduling of Annual Leave), the summer bid increased annual leave slots from three to four, all of which were utilized. Additionally, ParaCruz had two Operators absent on long term disability. This put the number of available working ParaCruz Operators at nineteen per weekday, not including pre-approved medical time off.

### A Customer Service Report is either a compliment, comment or a complaint.

During the month of July 2017, ParaCruz received eight (8) Customer Service Reports. Four (4) of the reports were valid; late pick-ups for 5 consecutive trips; late pick-up and almost kicked off for no fare; a late pick-up; and an Operator hitting a speed bump at high speed. Two (2) of the reports were not valid; an Operator talking to himself and a client who no-showed then had to take a taxi home. Two (2) of the reports were compliments; one for a ParaCruz Operator; another complimented all of ParaCruz.

## ParaCruz On-time Performance Report for August 2017.

	August 2016	August 2017
Total pick ups	6158	5918
<b>*Percent in “ready window”</b>	<b>88.49%</b>	<b>83.52%</b>
1 to 5 minutes late	5.21%	5.27%
6 to 10 minutes late	2.84%	3.90%
11 to 15 minutes late	1.81%	2.48%
16 to 20 minutes late	1.20%	1.86%
21 to 25 minutes late	.55%	1.06%
26 to 30 minutes late	.27%	.57%
31 to 35 minutes late	.14%	.54%
36 to 40 minutes late	.07%	.22%
41 or more minutes late (excessively late/missed trips)	.03%	.56%
Total beyond “ready window”	<b>11.51%</b>	<b>16.48%</b>

\*Target: 95%

### On-time Performance

During August, ParaCruz’ on-time performance improved 5.23% from last month. The latest group of ParaCruz Operators (3), who are not in revenue service, were performing actual rides as part of their training. In compliance with the ParaCruz UTU MOU (13.02 Scheduling of Annual Leave), the summer bid increased annual leave slots from three to four, all of which were utilized. Additionally, ParaCruz had two Operators absent on long term disability, a third Operator out starting August 28. This put the number of available working ParaCruz Operators at nineteen per weekday, plus the trainees work, comes to roughly twenty Operators available.

### A Customer Service Report is either a compliment, comment, or a complaint.

During the month of August 2017, ParaCruz received six (6) Customer Service Reports. One (1) report was valid, a late pick-up. One (1) of the reports was not valid, client claims an Operator was rude because he would not wait for the client any longer than five minutes. Four (4) of the reports were compliments; all for different ParaCruz Operators.

## ParaCruz On-time Performance Report for September 2017.

	September 2016	September 2017
Total pick ups	6795	6541
<b>*Percent in “ready window”</b>	<b>85.03%</b>	<b>81.87%</b>
1 to 5 minutes late	5.68%	5.82%
6 to 10 minutes late	4.45%	4.07%
11 to 15 minutes late	2.70%	2.83%
16 to 20 minutes late	1.53%	1.80%
21 to 25 minutes late	1.09%	1.19%
26 to 30 minutes late	.37%	.89%
31 to 35 minutes late	.29%	.41%
36 to 40 minutes late	.15%	.47%
41 or more minutes late (excessively late/missed trips)	.26%	.64%
Total beyond “ready window”	<b>14.97%</b>	<b>18.13%</b>

\*Target: 95%

### On-time Performance

During September, ParaCruz' on-time performance decreased by 1.65% from last month. The latest group of ParaCruz Operators (3), were fully qualified for revenue service August 25, and now performing rides on their own. A new Operator was hired September 18. In compliance with the ParaCruz UTU MOU (13.02 Scheduling of Annual Leave), the fall bid decreased annual leave slots from four to three. This month, ParaCruz had three Operators absent on long term disability. This put the number of available working ParaCruz Operators at twenty-two per weekday.

ParaCruz Management has met with the ParaCruz Dispatch/Schedulers to discuss and implement processes and priorities in an effort to strengthen and improve on-time performance.

### A Customer Service Report is either a compliment, comment, or a complaint.

During the month of September 2017, ParaCruz received three (3) Customer Service Reports. One (1) of the reports was valid; a ride was late, client took her own car. Two (2) of the reports were not valid; one client claims he was not called for a time change, and another client claims the Operator would not carry all her bags for her.

## Comparative Operating Statistics through July 2017

	<b>July 2016</b>	<b>July 2017</b>	<b>FY 17</b>	<b>FY 18</b>	<b>Performance Averages</b>	<b>Performance Goals</b>
Requested	6,626	6,398	6,626	6,398	7,009	
Performed	5,855	5,651	5,855	5,651	6,141	
Cancels	21.6%	22.41%	21.6%	22.41%	22.06%	
No Shows	3.74%	3.24%	3.74%	3.24%	3.33%	Less than 3%
Total miles	48,777	47,578	48,777	47,578	50,334	
Av trip miles	5.96	6.36	5.96	6.36	6.07	
Within ready window	88.11%	78.29%	88.11%	78.29%	83.29%	92.00% or better
Call center volume	N/A	5236	N/A	5236	N/A	
Hold times less than 2 minutes	N/A	92.1%	N/A	92.1%	N/A	Greater than 90%
Distinct riders	699	670	699	670	703	
Most frequent rider	53 rides	53 rides	53 rides	53 rides	50 rides	
Shared rides	61.7%	68.2%	61.7%	68.2%	65.26%	Greater than 60%
Passengers per rev hour	1.78	1.99	1.78	1.99	1.90	Greater than 1.6 passengers/hour
Rides by supplemental providers	2.90%	N/A	2.90%	N/A	N/A	No more than 25%
Vendor cost per ride	\$25.44	N/A	\$25.44	N/A	N/A	
Rides < 10 miles	67.30%	62.34%	67.30%	64.90%	64.51%	
Rides > 10 miles	32.70%	37.66%	32.70%	35.10%	35.65%	
Denied Rides	0	0	0	0	0	Zero
Missed Trips	2	56	2	56	26	
Excessively Long Trips	5	2	5	2	N/A	New Stat Jan 2017
# Trips at Base Fare	4,157	4,212	4,157	4,212		
# Trips > Base Fare	1,698	1,439	1,698	1,439		



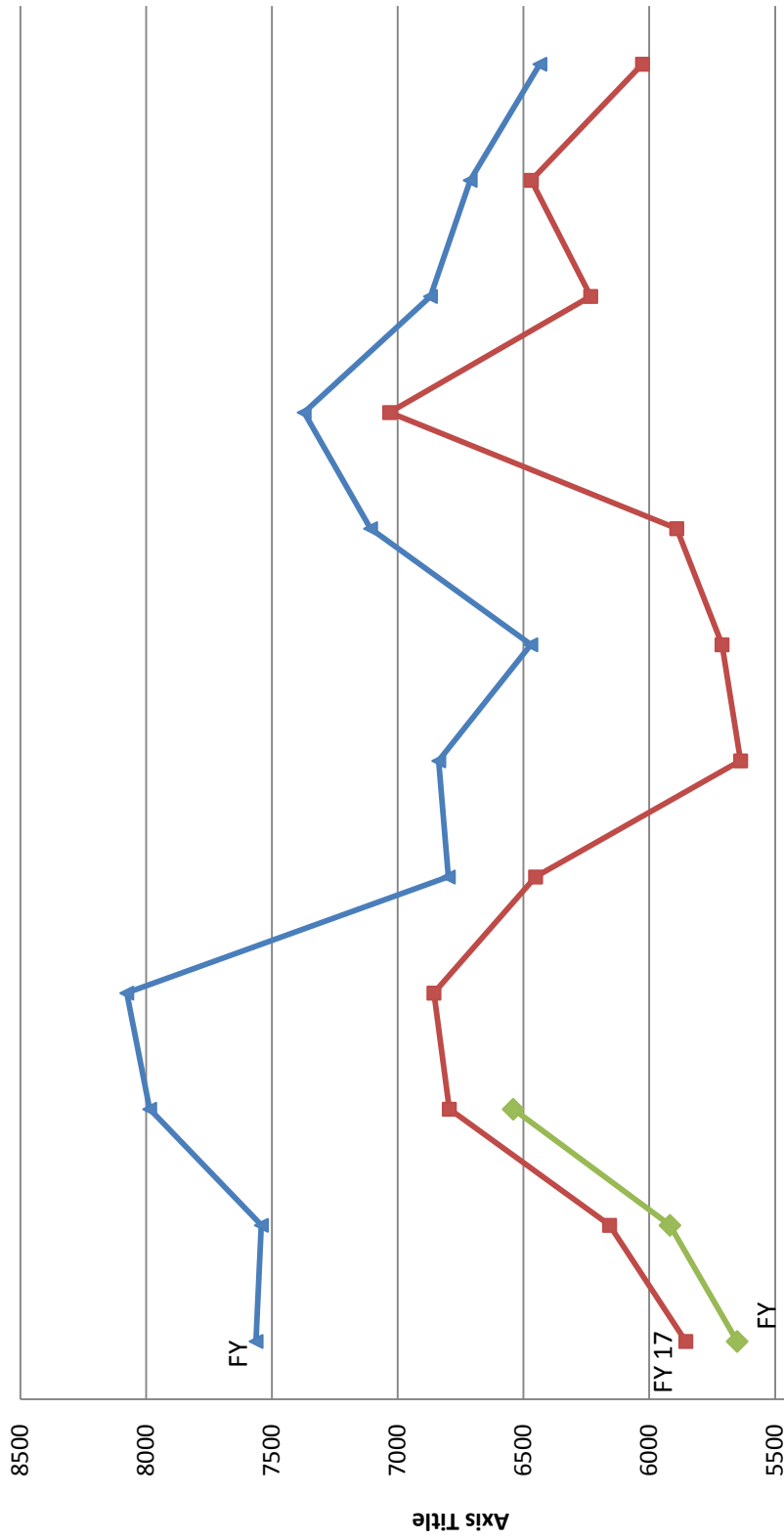
## Comparative Operating Statistics through August 2017.

	<b>August 2016</b>	<b>August 2017</b>	<b>FY 17</b>	<b>FY 18</b>	<b>Performance Averages</b>	<b>Performance Goals</b>
Requested	6,741	6,588	13,367	12,986	6,996	
Performed	6,158	5,918	12,013	11,569	6,121	
Cancel	19.63%	21.34%	20.60%	21.87%	22.21%	
No Shows	2.91%	3.22%	3.32%	3.23%	3.36%	Less than 3%
Total miles	52,513	51,011	101,290	98,589	50,209	
Av trip miles	6.06	6.36	6.01	6.36	6.10	
Within ready window	88.49%	83.52%	88.30%	80.97%	82.88%	92.00% or better
Call center volume	N/A	5408	N/A	10,644	N/A	
Hold times less than 2 minutes	N/A	92.3%	N/A	92.2%	N/A	Greater than 90%
Distinct riders	721	683	922	859	700	
Most frequent rider	49 rides	60 rides	93 rides	108 rides	51 rides	
Shared rides	59.3%	64.4%	60.5%	66.2%	65.68%	Greater than 60%
Passengers per rev hour	1.72	1.89	1.75	1.94	1.92	Greater than 1.6 passengers/hour
Rides by supplemental providers	3.54%	N/A	3.23%	N/A	N/A	No more than 25%
Vendor cost per ride	\$27.64	N/A	\$26.68	N/A	N/A	
Rides < 10 miles	66.00%	64.06%	64.24%	64.48%	64.35%	
Rides > 10 miles	34.00%	35.04%	35.76%	35.52%	35.65%	
Denied Rides	0	0	0	0	0	Zero
Missed Trips	2	33	7	89	29	N/A
Excessively Long Trips	1	0	1	2	N/A	New Stat Jan 2017
# Trips Base Fare	4,573	4,482	8,730	8,694		
# Trips > Base Fare	1,585	1,436	3,283	2,875		

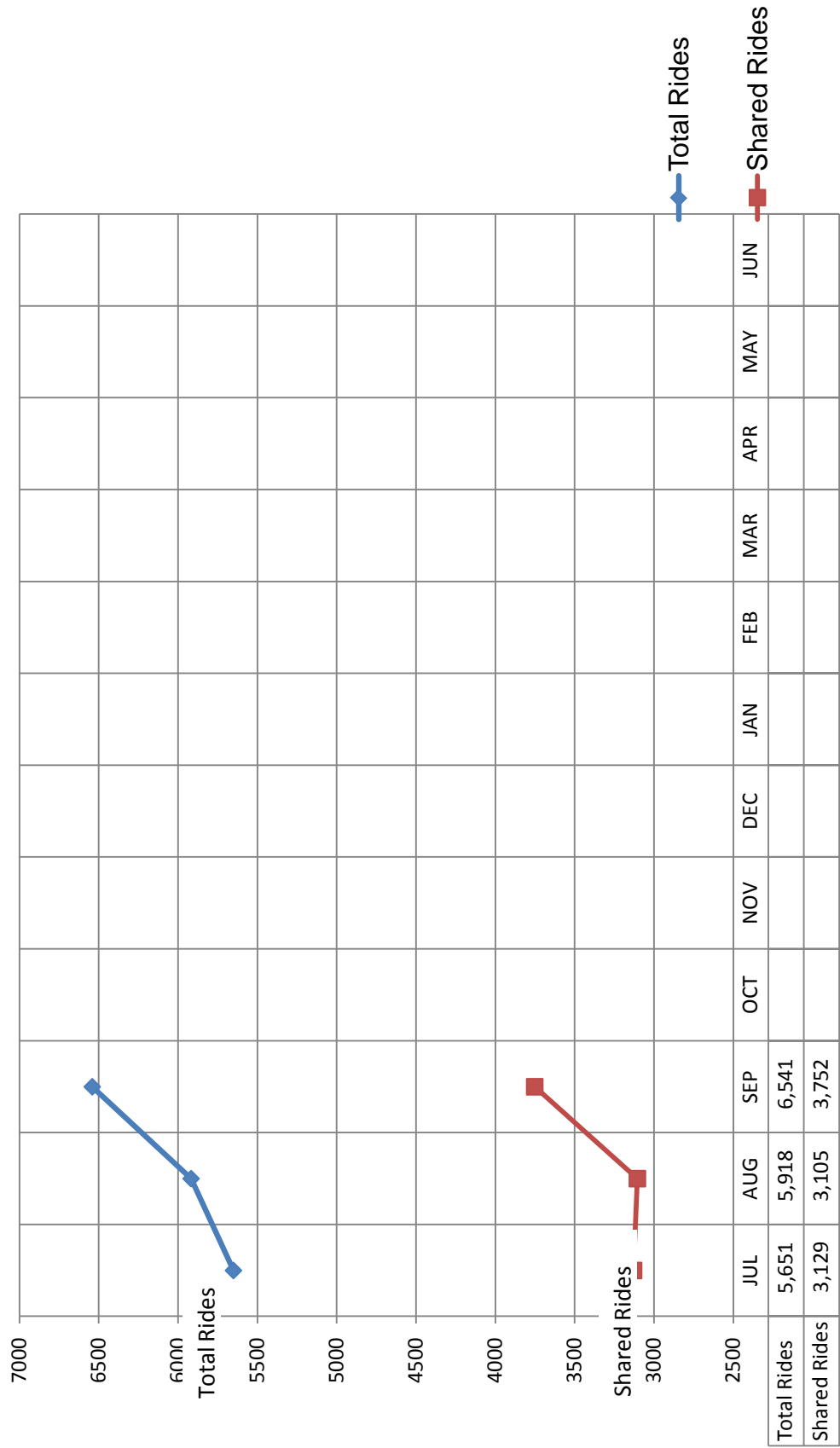
## Comparative Operating Statistics through September 2017.

	<b>Sept 2016</b>	<b>Sept 2017</b>	<b>FY 17</b>	<b>FY 18</b>	<b>Performance Averages</b>	<b>Performance Goals</b>
Requested	7,497	7,221	20,864	20,207	6,996	
Performed	6,795	6,541	18,808	18,110	6,121	
Cancel	19.86%	20.38%	20.34%	21.34%	22.21%	
No Shows	3.49%	3.23%	3.38%	3.23%	3.36%	Less than 3%
Total miles	53,982	51,532	155,272	150,121	50,208	
Av trip miles	6.00	5.92	6.01	6.20	6.10	
Within ready window	85.03%	81.87%	87.12%	81.29%	82.88%	92.00% or better
Call center volume	N/A	5589	N/A	16,233	N/A	
Hold times less than 2 minutes	N/A	92.2%	N/A	92.2%	N/A	Greater than 90%
Distinct riders	716	717	1,086	1,018	700	
Most frequent rider	44 rides	46 rides	130 rides	145 rides	51 rides	
Shared rides	61.3%	70.1%	62.6%	67.6%	65.68%	Greater than 60%
Passengers per rev hour	1.95	2.01	1.82	1.97	1.92	Greater than 1.6 passengers/hour
Rides by supplemental providers	13.25%	N/A	6.85%	N/A	N/A	No more than 25%
Vendor cost per ride	\$24.20	N/A	\$24.95	N/A	N/A	
Rides < 10 miles	64.88%	63.09%	65.68%	63.98%	64.35%	
Rides > 10 miles	35.12%	36.91%	34.32%	36.02%	35.65%	
Denied Rides	0	0	0	0	0	Zero
Missed Trips	16	42	23	131	29	N/A
Excessively Long Trips	0	2	5	4	N/A	New Stat Jan 2017
# Trips Base Fare	4,907	4,800	13,637	13,494		
# Trips > Base Fare	1,888	1,741	5,171	4,616		

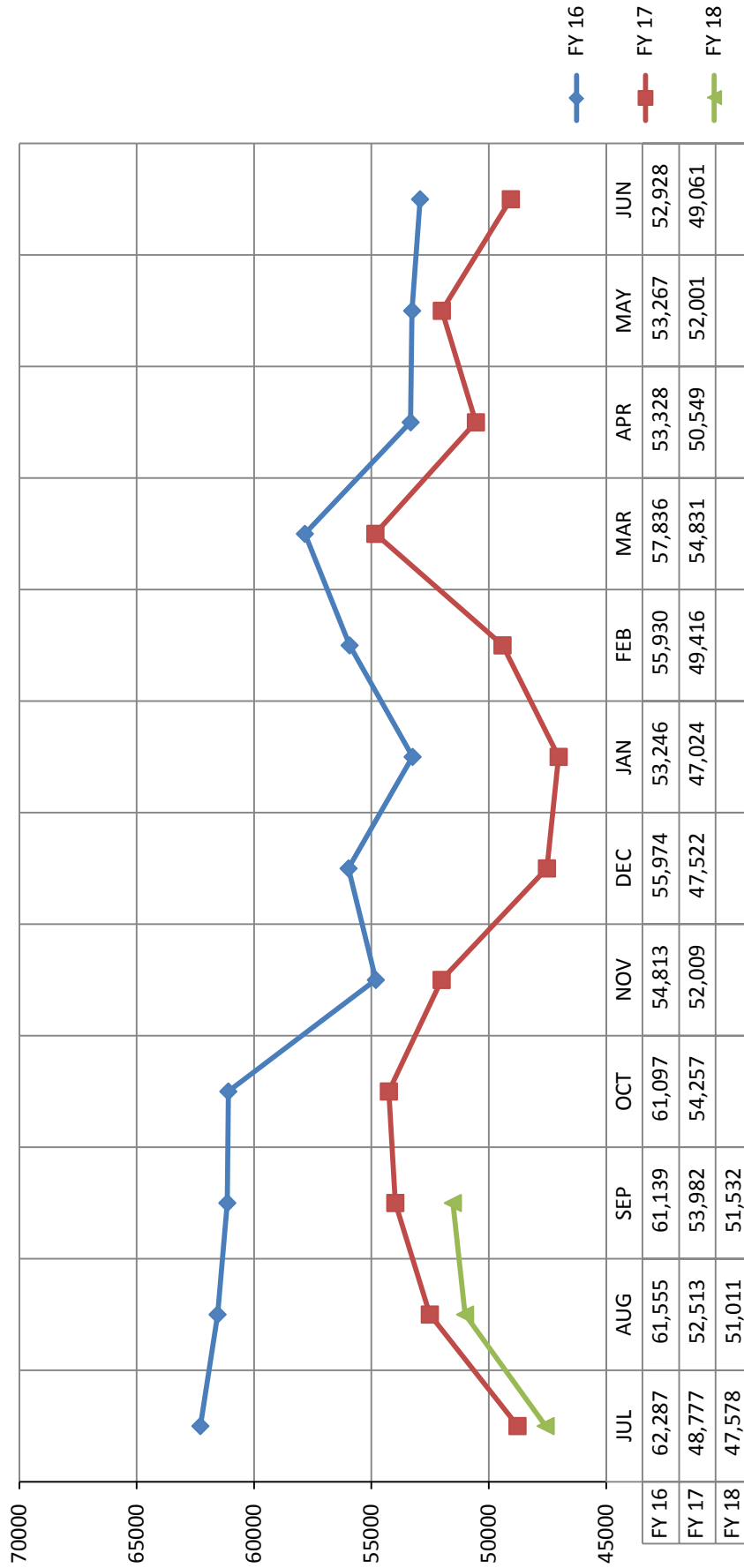
## Number of Rides Comparison



Total Ride vs. Shared Ride Count



## Annual Miles Comparison



## Monthly Assessments

	UNRESTRICTED	RESTRICTED CONDITIONAL	RESTRICTED TRIP BY TRIP	TEMPORARY	DENIED	TOTAL
OCTOBER 2016	53	0	2	2	0	57
NOVEMBER 2016	24	0	1	3	0	28
DECEMBER 2016	28	0	0	3	0	31
JANUARY 2017	50	0	1	1	0	52
FEBRUARY 2017	27	0	0	2	0	29
MARCH 2017	50	0	0	1	0	51
APRIL 2017	22	0	0	3	0	25
MAY 2017	22	0	0	2	1	25
JUNE 2017	36	0	1	1	0	38
JULY 2017	37	0	0	3	0	40
AUGUST 2017	37	0	0	2	0	39
SEPTEMBER 2017	42	0	1	1	0	44

Number of Eligible Riders for the month of July 2017 = 3,616

Number of Eligible Riders for the month of August 2017 = 3,667

Number of Eligible Riders for the month of September 2017 = 3,734

**AGENDA:** December 12, 2017

**TO:** Regional Transportation Commission Advisory Committee

**FROM:** Ginger Dykaar and Grace Blakeslee, Transportation Planners

**RE:** Release of Draft 2040 Regional Transportation Plan (RTP)

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**RECOMMENDATIONS**

Staff recommends that the Regional Transportation Commission Advisory Committee review and provide input on the Draft 2040 Regional Transportation Plan (Attachment 1).

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**BACKGROUND**

The Santa Cruz County Regional Transportation Commission is in the process of updating the Regional Transportation Plan (RTP). The RTP is a state-mandated document that identifies transportation needs in Santa Cruz County over the next twenty-two years. It estimates the amount of funding that will be available and identifies planned transportation projects. The plan is an essential first step in securing funding from federal, state and local sources. As required by state law, the RTP includes discussion of highways, local streets and roads, bicycle and pedestrian facilities, transit services, specialized transportation services for seniors and people with disabilities, and airports.

The 2040 RTP is based on a sustainability framework using the Sustainable Transportation Analysis and Rating System (STARS) that was first incorporated in the previous plan, the 2014 RTP. The goals, policies and thus the projects and programs were identified using STARS to achieve a more sustainable transportation system. Sustainability is defined as balancing economic, environmental and equity interests. Individual projects listed in the 2040 RTP must still undergo separate design and environmental processes, and can only be implemented as local, state and federal funds become available.

This RTP, along with those from Monterey and San Benito Counties, has been incorporated into the Association of Monterey Bay Area Governments (AMBAG) Metropolitan Transportation Plan (MTP) covering the tri-county Monterey Bay area. Senate Bill 375 requires AMBAG as the Metropolitan Planning Organization for the region, to prepare a Sustainable Communities Strategy (SCS) as part of the MTP that integrates land use and transportation planning to reduce greenhouse gas emissions. The RTC coordinates with AMBAG on the development of the MTP-SCS by identifying financial constraints and transportation projects for inclusion in the MTP-SCS. In order to meet federal mandates, AMBAG must adopt the MTP-SCS by

June 2018 and thus the 2040 Santa Cruz County RTP must be adopted by June 2018.

The RTP is subject to the California Environmental Quality Act (CEQA). Recognizing an opportunity to achieve efficiencies, the RTC, TAMC and SBCOG decided to merge their environmental analysis for their respective RTPs and AMBAG's 2040 MTP-SCS. A single environmental document that covers the RTPs for the three counties (Santa Cruz, Monterey and San Benito Counties) in the AMBAG region and the 2040 MTP-SCS has been prepared in lieu of individual environmental documents. AMBAG is the lead agency for the preparation of the 2040 MTP-SCS/RTP Environmental Impact Report (EIR), which includes environmental review of the three regional transportation plans and serves as the EIR for the 2040 RTP. The three regional transportation planning agencies, including RTC, serve as the responsible agencies under CEQA. As the responsible agency under CEQA, the RTC's primary role is to respond to consultation by the lead agency including reviewing and commenting on the Draft EIR.

## DISCUSSION

### 2040 Regional Transportation Plan

The Draft Regional Transportation Plan (RTP) consists of an Executive Summary ([Attachment 2](#)) and nine chapters:

1. Why Sustainability?
2. Transportation Network
3. Travel Patterns
4. Vision for 2040 (Policy Element)
5. Funding Our Transportation System (Financial Element)
6. Transportation Investments (Action Element)
7. System Performance
8. Environmental and Air Quality Review
9. What's Next?

The three main components of the RTP are the policy element, the financial element and the action element.

- The **Policy Element** identifies the goals, policies, and targets that guide transportation funding decisions and prioritization.
  - Draft approved by RTC: March, 2016
  - Revised draft approved by RTC: April, 2017
- The **Financial Element** identifies funds available to the region and lists the additional funding needs over the next 22 years. The 2040 RTP includes revenues from a potential future vehicle registration fee.
- The **Action Element** of the RTP identifies specific projects, programs and actions necessary to implement the policy element of the RTP. As required by state and federal law, the project list shows which projects could be funded within the projected funds identified in the draft Financial Element (Constrained) and which would require new revenues above and beyond those anticipated over the next twenty-two years (Unconstrained).
  - Draft complete list of projects approved by RTC: August, 2016



- Draft financially constrained project list approved by RTC: April, 2017

The draft 2040 Regional Transportation Plan can be found on the RTC website (<https://sccrtc.org/funding-planning/long-range-plans/2040-rtp/2040-plan>). **Staff recommends that the RTC Advisory Committee provide input on the Draft 2040 Regional Transportation Plan.**

### **Environmental Impact Report**

The CEQA required environmental review for the 2040 Regional Transportation Plan (RTP) is included in the EIR for the 2040 MTP-SCS/RTP. The environmental review evaluates the potential environmental effects of implementing the 2040 MTP-SCS, including the 2040 RTP for Santa Cruz County. The environmental review also evaluates alternative investment scenarios, and identifies mitigation measures for potential impacts. As the lead agency under CEQA for the 2040 MTP-SCS/RTP EIR, AMBAG has the primary responsibility for approving the “project”- 2040 MTP-SCS including the 2040 RTP for Santa Cruz County. The RTC, as a responsible agency under CEQA, will review and provide comments on the Draft EIR focusing on areas which will require decisions to be carried out by or approved by the RTC in the future. The RTC will consider adoption of the EIR findings in concert with adoption of the 2040 RTP after the EIR is certified by AMBAG.

As a programmatic document, the 2040 MTP-SCS/RTP EIR presents a region-wide assessment of the impacts of the proposed 2040 MTP-SCS, including the three RTPs (Santa Cruz, Monterey, and San Benito Counties). The intent of a program-level EIR is to focus, in general terms, on the probable regional environmental effects that can be identified at this point in time that are associated with the implementation of the financially constrained action elements of the plans. The 2040 MTP-SCS/RTP EIR does not analyze impacts of individual projects. Projects will undergo a separate environmental review process, conducted by their agency sponsors, once they actually receive funding and are ready to proceed. AMBAG is scheduled to release the Draft 2040 MTP-SCS/RTP EIR, in concert with release of the Draft 2040 MTP-SCS, on Monday, December 4, 2017, for a 63 day public review period. The public comment period on the Draft 2040 MTP-SCS/RTP EIR, which includes environmental review of the Santa Cruz County 2040 RTP will close on February 5, 2018. The Draft 2040 MTP-SCS/RTP EIR will be available online at [www.ambag.org](http://www.ambag.org) following its release. A public hearing on the draft MTP-SCS/RTP EIR will be held in Santa Cruz County on January 30, 2018 at Simpkins Swim Center (979 17<sup>th</sup> Ave, Live Oak). The timing of release of the Draft RTP and the Draft EIR was coordinated with San Benito COG, TAMC and AMBAG staff to meet federal deadlines for approval of the 2040 MTP-SCS.

### **Next Steps**

Input from RTC advisory committees on the Draft 2040 RTP will be solicited and notices about the availability of the document will be sent to the media and community-based groups, including business, social services, environmental and neighborhood groups. The Draft RTP will be posted on the Commission’s web site and links provided to the EIR on AMBAG’s website. Copies will be provided to local libraries.

A summary of dates related to finalizing the RTP are provided below.

- December 4, 2017 – AMBAG scheduled to release draft 2040 MTP-SCS and 2040 MTP-SCS/RTP EIR for public comment
- December 8, 2017–Draft 2040 RTP scheduled to be released for Public Comment
- January 18, 2018 RTC Meeting – 2040 RTP Public Hearing
- January 30, 2018 – 2040 MTP-SCS/RTP EIR Public Hearing in Santa Cruz County at Simpkins Swim Center
- February 5, 2018 – End of 59 day public comment period
- March 1, 2018 RTC Meeting – Approve changes to Draft 2040 RTP for final submission to AMBAG
- June 13, 2018 – AMBAG scheduled to adopt MTP-SCS and certify EIR
- June 21, 2018 – RTC scheduled to adopt Final 2040 RTP and Final EIR

## **SUMMARY**

AMBAG is scheduled to release the 2040 MTP-SCS and associated EIR on December 4, 2017. The 2040 MTP-SCS/RTP EIR includes an impact analysis of the 2040 Santa Cruz County RTP. Upon approval from the RTC, the draft 2040 Santa Cruz County Regional Transportation Plan is scheduled for release on December 8, 2017, starting a 59 day review period which will end on February 5, 2018. The draft 2040 RTP will be available on the RTC website, (<https://sccrtc.org/funding-planning/long-range-plans/2040-rtp/2040-plan>) and the 2040 MTP-SCS/RTP EIR on the AMBAG website ([www.ambag.org](http://www.ambag.org)). Both documents will also be available at the RTC offices in Santa Cruz and Watsonville, and at the public libraries. Notices will be sent to interested parties. Staff recommends scheduling a public hearing on the RTP for the January 18, 2018 RTC meeting, with adoption of the 2040 RTP at the June 21, 2018 RTC TPW meeting.

### Attachments:

1. Draft 2040 Regional Transportation Plan- (Full document available at <https://sccrtc.org/funding-planning/long-range-plans/2040-rtp/2040-plan>)
2. 2040 Santa Cruz County Regional Transportation Plan Executive Summary

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## **2040 Santa Cruz County Regional Transportation Plan**

# **Executive Summary**

The Santa Cruz County Regional Transportation Commission (herein referred to as the “RTC” or “Commission”) periodically completes a Regional Transportation Plan according to state guidelines to guide short- and long-range transportation planning and project implementation for the county. This 2040 Regional Transportation Plan (called the “2040 RTP”) is the RTC’s comprehensive planning document that provides guidance for transportation policy and projects through the year 2040. The 2040 RTP is based on a sustainability framework using the Sustainable Transportation Analysis and Rating System (STARS) to identify the goals, policies and thus the projects and programs to achieve a more sustainable transportation system. Sustainability is defined as balancing economic, environmental and equity interests. Individual projects listed in the 2040 RTP must still undergo separate design and environmental processes, and can only be implemented as local, state and federal funds become available. This RTP, along with those from Monterey and San Benito Counties, has also been incorporated into a Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS) covering the three-county Monterey Bay area that will meet state and federal guidelines.

The following is a summary of each chapter in the 2040 RTP.

### **Chapter 1 – Why Sustainability?**

The transportation system not only enables us to get around but it is also interlinked with our health and safety, the quality of the built and natural environment, and the economic vitality of our region. The 2040 Santa Cruz County Regional Transportation Plan endeavors to work towards a sustainable transportation system that addresses the challenges that face transportation in Santa Cruz County now and in the future. The challenges discussed in Chapter 1 include:

- **System Preservation** – Maintenance needs for the existing transportation network are increasing. Roadway, bikeway, sidewalk, bridge and other repairs must be addressed in parallel with capacity and operational enhancements. If ongoing routine maintenance needs are not addressed, the cost of deferred maintenance will grow exponentially, leaving little funding for new projects.
- **Safety** – The federal transportation act, Fixing America’s Surface Transportation Act (FAST) identifies safety as a national goal area and requires each state to set Safety Performance Management Targets in order to achieve a significant reduction in motorized and non-motorized traffic fatalities and serious injuries on all public roads. The Metropolitan Planning Organizations must also establish targets in coordination with the state.
- **Congestion** – Traffic congestion exists in Santa Cruz County and will not go away in the foreseeable future. Population growth and region-wide jobs to housing imbalances that encourage driving as the mode of choice result in more drivers making more automobile trips.

The frequent traffic jams on Highway 1 are the most obvious example of congestion on county roadways.

- **Environmental and Public Health** - A sustainable transportation system can play a vital role in the environmental health of Santa Cruz County and the health of its residents. Greenhouse gas emissions (GHG) have global environmental and public health effects, and air pollutants can affect both the environment and public health on a regional scale. The link between limited use of active transportation, such as biking and walking, and adult and childhood obesity is increasingly strengthened through research. Strategies for addressing this concern are being discussed at federal, state and local levels.
- **Energy** – Transportation relies heavily on fossil fuel which is a finite commodity. It cannot be assumed that fossil fuel will be abundant and inexpensive into the foreseeable future. The International Energy Agency (IEA) 2016 World Energy Outlook states that “fossil fuels will continue to be the bedrock of the global energy system for decades to come.”
- **Economy** – The economic vitality of a region can be affected by transportation in a number of ways. Improved access is likely to positively affect businesses through faster goods movement and increased tourist activity. Implementation of transportation projects can provide jobs, and the smaller the percentage of household income that goes to transportation, the greater the amount of money that is available to go back into the local economy.
- **Funding** – Funding for transportation in Santa Cruz County has notably improved in the last couple of years. Measure D, approved by Santa Cruz County voters in 2016, provides approximately \$20 million in revenues per year from sales taxes that are dedicated for use on the transportation categories approved by voters. In 2017, the California legislature provided more stable funding for transportation for the first time in nearly 25 years with passage of Senate Bill 1.

The 2040 RTP endeavors to work toward a sustainable transportation system that addresses these challenges and results in safer, healthier and more efficient travel choices that provide improved multimodal access to opportunities such as jobs, education, and healthcare for our residents.

## **Chapter 2 – Transportation Network**

Santa Cruz County has a rich multi-modal transportation network. The county’s existing transportation network comprises a broad range of transportation facilities and modes. These include state highways, local streets and roads, an extensive bus system, a specialized transport system for seniors and people with disabilities, bikeways, sidewalks, an airport and a rail line. The most notable improvements to the highways have been on Highway 1 including Mission St, the Highway 1 and 17 interchange and auxiliary lanes between Soquel Drive and Morrissey Boulevard.

In 2012, the RTC purchased, on behalf of the community, the Santa Cruz Branch Rail line that extends between Davenport and Watsonville. This purchase will allow the RTC to preserve the corridor for existing and potential future transportation uses, including freight rail, passenger rail service/transit, and bicycle and pedestrian facilities. The Master Plan and Environmental Impact Report for the Monterey Bay Sanctuary Scenic Trail, a network of multiuse trails with the spine along the rail line, have been completed. Thirteen miles of trails along the rail right of way have been funded in full or in part, with construction to begin as soon as design, engineering and environmental permitting are completed. The first project is scheduled to be completed in 2018.

Transportation system management and transportation demand management programs are also components of the transportation network. Transportation System Management (TSM) projects incorporate operational improvements that improve traffic flow and safety. Examples include signal synchronization, new turning lanes, striping, auxiliary lanes and detectors for assessing real time traffic conditions. Transportation Demand Management includes strategies that reduce the number of people that are driving alone. These strategies include increasing the number of people carpooling, bicycling, telecommuting and taking transit through programs such as Cruz511 traveler information services.

This multi-modal transportation network is crucial to meeting the travel needs of all county residents, including drivers, non-drivers and commercial traffic.

## **Chapter 3 – Travel Patterns**

The majority of the population in Santa Cruz County lives and travels within a small area of the county. The areas of the county with higher population density are primarily along the coast (City of Santa Cruz, Capitola, Live Oak, Soquel and Aptos), in the cities of Watsonville and Scotts Valley, and along portions of the San Lorenzo Valley. Although the distances that people travel within Santa Cruz County are not extensive, increasing the diversity of land uses within neighborhoods to improve access to goods and services can result in even greater reductions in trip lengths.

The patterns of travel within Santa Cruz County are very much dependent on the number of people who live, work and visit the county. Population growth in Santa Cruz County between 2000 and 2010 increased by only 3% but future projections indicate that the growth rate will increase to 12% between 2015 and 2040. Similarly, the number of jobs in Santa Cruz County is forecasted to increase by 18% between 2015 and 2040.

Much effort on this 2040 RTP and the 2040 Metropolitan Transportation Plan has been focused on prioritizing projects that will reduce greenhouse gas emissions primarily from a reduction in vehicle miles traveled (VMT). One vehicle traveling one mile equals one “vehicle mile traveled.” The 2011-2012 California Household Travel Survey (CHTS) data results for the state show that there has been a doubling of walk, transit and bike trips compared to data collected in 2000 and a reduction of drive alone trips of approximately 10%. Mode share data for Santa Cruz County from this CHTS data shows that Santa Cruz County residents bike more often than the state average. The American Communities Survey provides mode share data for the “typical mode taken to work” for Santa Cruz County. The data from 2011-2015 shows that Santa Cruz County residents are choosing to ride their bike to work more often than in 2000, but carpool less, and the percent of drive alone trips remains the same.

## **Chapter 4 – Vision for 2040**

The Santa Cruz County Regional Transportation Commission utilized an independent third party rating system called the Sustainable Transportation Analysis and Rating System (STARS) to develop a sustainability framework for the 2014 RTP. This sustainability framework was used for the 2040 RTP. The goals, policies, performance measures and targets were developed with extensive public and partner input using STARS to form the foundation for a sustainable transportation plan. The measures are shaped by readily available data and are expected to evolve as new data becomes available. The goals for the 2040 RTP are as follows:

Goal 1: Establish livable communities that improve people's access to jobs, schools, recreation, healthy lifestyles and other regular needs in ways that improve health, reduce pollution and retain money in the local economy.

Goal 2: Reduce transportation related fatalities and injuries for all transportation modes.

Goal 3: Deliver access and safety improvements cost effectively, within available revenues, equitably and responsive to the needs of all users of the transportation system and beneficially for the natural environment.

For the first time, the Santa Cruz County Regional Transportation Plan identified measurable outcomes, called targets that are each linked to a sustainability goal. Incorporating targets into the goals and policies enables the Regional Transportation Commission to assess how well the long range plan will perform over time in advancing the targets. The assessment of performance is provided in Chapter 7.

## **Chapter 5 – Financial Plan**

Transportation programs and projects in Santa Cruz County are funded from a variety of local, state and federal funding programs. Local sources account for 52% of the transportation revenues, 36% from state and 12% from federal. Based on current and projected revenue sources, approximately \$3.7 billion are reasonably anticipated to be available to finance transportation projects in Santa Cruz County through 2040 (\$167 million per year). The vast majority of anticipated revenues are committed to specific dedicated uses of which over \$1.2 billion is slated for transit service and capital improvements. A large proportion of these transit revenues come from our county's dedicated half-cent local sales tax for transit. Airport improvements and highway safety also account for a large portion of the dedicated funds.

In response to ongoing funding shortfalls and the large backlog of maintenance and other projects, Santa Cruz County voters approved Measure D in November 2016, a 30-year half-percent sales tax dedicated to local transportation projects and programs. Measure D provides approximately \$20 million per year in stable funding for projects in Santa Cruz County. In 2017, the California legislature passed Senate Bill 1 – The Road Repair and Accountability Act to stabilize transportation funding and help address the diminishing transportation revenues from the per gallon gasoline and diesel tax.

The Regional Transportation Commission (RTC) has discretion over less than 4% of the funds available for transportation projects in the next 22 years (approximately \$7 million per year). These funds are from regional shares of the State Transportation Improvement Program (STIP) Surface Transportation Block Grant Program (STBG) and SB 1- Local Partnership Program.

It is important to note that transportation funding can be incredibly unpredictable. State and federal actions can result in elimination of certain funding programs or diversion of transportation funds to the State General Fund, as has happened regularly to transit funds over the past several years. Inevitably, some of the funding sources assumed within the financial projections for this plan will not actually be realized. Even if all of the revenues assumed in this document are realized, projected funds are insufficient to keep up with maintenance, operational, safety, and major improvement needs of the region discussed in Chapter 6. Therefore, this document identifies additional sources for new funds that could potentially become available. The RTC works with entities locally, statewide, and nationally to seek new transportation revenue sources. These could include new local or state gas taxes, transportation impact

fee programs, statewide transportation bonds, special federal funding programs (such as economic stimulus bills), special state legislative budget requests, and new grants.

## **Chapter 6 – Transportation Investments**

A list of programs, projects and actions needed to operate, maintain, and improve the transportation system in Santa Cruz County has been developed – based on input from the public and sponsoring agencies -- as part of the Action Element of the RTP. The cost of implementing this list of transportation projects in Santa Cruz County is approximately \$7.0 billion, whereas the estimated funds available through 2040 is approximately \$3.7 billion –half of the estimated need.

Given the significant gap between funding needs for transportation and projected revenues, the projects listed in the RTP must be divided into two groups. Transportation improvements that can be funded with foreseeable transportation revenues between 2018 and 2040 are shown as “Constrained.” This group includes projects with dedicated funding, already funded projects to be constructed in the short term, and planned projects that could be constructed anytime within the 2040 RTP’s 22-year time-line as projected funds become available. Transportation improvements to be implemented only if new revenues are generated or become available show their funding as “Unconstrained.” Some projects are identified with both constrained and unconstrained funds, indicating a need for additional funds to complete the entire project, though portions of those projects may be completed using available funding.

In order to determine which projects are prioritized for the constrained list for the 2040 RTP, input was solicited from project sponsors, the public, public interest groups and RTC advisory committees throughout the process in developing the final project list that identifies the projects as either constrained and/or unconstrained.

The within projected funds or constrained project list consists of approximately 220 projects that could be fully implemented and 120 projects that could be partially implemented over the twenty-two year timeframe. These projects and programs address the region’s accessibility, economic, safety and environmental sustainability needs over the next 22 years and constitute the 2040 RTP’s constrained project list described in Chapter 6 with the full list of projects and programs provided in Appendix E. During the next 22 years, approximately \$3.7 billion from federal, state, and local funding sources is projected to be available to finance transportation projects in Santa Cruz County. Over 230 projects are on the unconstrained list, for which additional funds will be needed in order to be implemented.

The 2040 RTP assigns future transportation funds to a range of projects and programs designed to maintain the current transportation system, and improve access, safety and environmental and public health by broadening transportation options. Key proposals, based on available funding, include:

- Maintenance of the existing transportation network including roads, highways, bike lanes, sidewalks, and transit
- Safety and operational improvements to Highways 1, 9, 17, 129 and 152
- Addition of auxiliary lanes on Highway 1 between State Park Drive in Aptos and Soquel Ave
- Bicycle and pedestrian crossings over Highway 1 at Chanticleer and Mar Vista
- Modifications to major arterial roads -- including intersection improvements and bus, pedestrian and bicycle facilities

- Freeway Service Patrol along Highways 1 and 17
- Expanded bus service for high ridership routes to serve University of California Santa Cruz (UCSC), south county and San Jose commuters
- Transit queue jumps and high occupant vehicle signal priority
- Construction of the Monterey Bay Sanctuary Scenic Trail , the Pajaro River Trail, and the San Lorenzo Valley Trail
- Local bicycle and pedestrian projects and programs designed to increase bicycle commuting, and provide safe bicycle and pedestrian routes to schools and key destination areas
- Expansion of specialized transport services in response to projected increases in senior and disabled populations
- Individualized marketing programs to employers to increase carpooling and vanpooling

Development of the RTP project list is a preliminary step towards actual implementation of the projects identified in the 2040 RTP. Prior to the beginning of project construction, a number of steps must be taken which can take from 6 months to 20 years, depending on the particular project's complexity, impacts, level of public interest, funding and environmental requirements, and availability of funds. These steps include: developing a detailed project cost estimate; obtaining local, state and/or federal funds; designing the project; determining the project's environmental impacts; securing right-of-way, if necessary; and throughout the process, incorporating public input.

## Chapter 7 – System Performance

Performance-based planning is a strategic approach that uses key information to help inform investment decisions. The performance of the previous regional transportation plan for Santa Cruz County completed in 2014 was analyzed in detail to determine how well the constrained list of transportation projects and programs advance the goals and targets established for the 2014 RTP and affect the county's future. The analysis that was performed is still largely applicable to the 2040 RTP given the project list for the 2040 RTP has not changed substantially from the 2014 version. The performance measure analysis that was developed for the 2014 RTP can be found in **Appendix D** for reference.

The 2040 RTP focuses the system performance on presenting available data that monitors the performance of the transportation system to date. Data is not available at this time to monitor all of the measures in the 2040 RTP although many of the more fundamental indicators (safety, vehicle miles traveled, greenhouse gas emissions, pavement condition) are presented.

## Chapter 8 – Environmental and Air Quality Review

The California Environmental Quality Act of 1970 (CEQA) requires that the environmental effects of the 2040 RTP be analyzed. This analysis was prepared as a separate program-level Environmental Impact Report (EIR) released along with the 2040 RTP. The EIR, prepared in coordination with the Association of Monterey Bay Area Governments (AMBAG), Transportation Agency for Monterey County (TAMC), and the San Benito County Council of Governments (SBCOG), collectively evaluates the MTP/SCS and the Regional Transportation Plans for the Monterey Bay region - Santa Cruz, Monterey, and San Benito Counties. The EIR analyzes the potential environmental impacts of the 2040 RTP, including alternative investment scenarios, and identifies potential mitigation measures for impacts of the transportation



program for the whole region. The EIR does not analyze impacts of, or mitigations for, individual projects. The respective agency sponsors will conduct a project-specific review, once funding is received and the project is initiated.

Together Santa Cruz, Monterey, and San Benito Counties comprise the North Central Coast Air basin (NCCAB). Many projects in the plan implement the Monterey Bay Unified Air Pollution Control District's (Air District) approved Transportation Control Measures for the region, which are developed to reduce transportation-related emissions by reducing vehicle use or improving traffic flow. The three county region (or NCCAB) is an attainment area for air quality impacts and therefore exempt from the required conformity analysis.

## **Chapter 9 – What's Next?**

The Santa Cruz County Regional Transportation Plan is a work in progress that will be updated approximately every four years. This chapter identifies a number of considerations that will likely be prominent features of the RTP over the next couple of decades.

Santa Cruz County is susceptible to a wide range of climate change effects. The RTC is aware of the need to undertake efforts to respond to *impacts* of climate change along with the current effort to reduce GHG emissions. Future editions of the RTP may address the impacts of climate change by identifying areas at most risk to sea level rise as well as other additional transportation considerations.

The effects of automated vehicles on future transportation systems are under much debate. Automated vehicles (AVs) are an emerging technology that could bring a number of benefits to the transportation system including increased safety, increased throughput due to driving efficiencies, and improved system management through vehicle data. Conversely, there is also the potential of AVs to drastically increase traffic congestion and the amount of vehicle miles traveled particularly when self-driving vehicles no longer require a person on board. There are many uncertainties associated with AVs including a currently unfolding set of federal and state regulations, resolution of questions around programming ethics, solutions to liability and insurance concerns, potential criminal abuse, and market adoption rates. The RTC will be watching the evolution of this technology for incorporation into future RTPs.

**TO:** Elderly and Disabled Advisory Committee

**FROM:** Anais Schenk, Transportation Planner

**RE:** Santa Cruz County Bicycle Signage Project

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## **RECOMMENDATIONS**

Staff recommends that the Elderly and Disabled Advisory Committee receive a report on the Santa Cruz County Bike Signage project and provide input on sign placement, design and content between December 20th and January 18th.

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## **BACKGROUND**

In May 2015, the Regional Transportation Commission (RTC) adopted the Santa Cruz County Bicycle Route Signage Program Implementation Plan ([Attachment 1](#)). Development of the Implementation Plan involved extensive research, review of similar plans from other regions, and discussions with local jurisdictions. The Implementation Plan contains goals and objectives, recommends standards for sign design, and provides guidelines for sign placement, public involvement and program administration. Preferred bicycle routes were identified concurrent with the development of the final Implementation Plan with input from the local jurisdictions and the advisory committees of the RTC.

In 2015, the RTC was awarded an Active Transportation Program grant to install approximately 875 signs that direct bicyclists to preferred cycling routes and increase motorists' awareness of shared roadway facilities. The grant scope also includes before and after counts at 40 locations and public outreach. The environmental documentation for the project was completed in early 2017 and the project is now in the Plans, Specifications and Engineering (PS&E) phase. All PS&E work must be completed by March 19<sup>th</sup> 2018 to receive the next funding allocation from the California Transportation Commission.

## **DISCUSSION**

### **Routes**

Perceived safety of a route is influenced by "stress factors" including but not limited to separation from adjacent traffic, vehicle speeds, bicycle facility width and intersection conditions. Stress factors and route directness were considered when identifying routes with stakeholders. Regional routes connect destinations across the County and place a greater emphasis on the most direct route. Local routes

connect destinations between two nearby neighborhoods or jurisdictions and considered directness and low stress facilities equally. Neighborhood routes connect destinations within neighborhoods and are on low stress facilities. As part of the Implementation Plan five regional routes, ten local routes, and seventeen neighborhood routes were identified.

### Sign Design, Content, and Placement

The Implementation Plan provides guidance on the sign design which includes a number of factors including type of sign, text, mileage, symbols, and layout. Two types of signs are included: destination and confirmation signs. Destination signs are provided before decision points and identify direction and distance to the destination or point of interest. Confirmation signs are used after complex decision points to confirm that a bicyclist has made the correct decision and is headed towards the correct destination. **Figure 1** shows these two sign options.

**Figure 1: Sign Layout**

Destination Sign Layout



Confirmation Sign Layout



The text included on the signs is limited to destinations and points of interest. Approximately 50 destinations were identified as part of the Implementation Plan. The destinations and points of interest shown on each destination sign consider the network of routes and are not limited to destinations that are on any single route. For example, a sign along West Cliff primarily includes destinations along West Cliff, but will also direct cyclists to UCSC where the route intersects with a local route connecting to UCSC.

References to commercial destinations are discouraged unless there is a major transit connection such as the Capitola Mall. The layout for destination signs includes no more than three "slots" for destinations or points of interest. The nearest locations are to be placed in the top two slots and the final route destination in the bottom place. The final destination of the route is listed on all

signs. Mileage and directional arrows are provided for all three slots as shown in **Figure 1**.

Symbols were identified to convey destination and point of interest information for three categories of location types: transit stations, multi-use paths, and State Parks. These symbols were identified to save space on the sign, however as the draft sign database was developed it was determined that these symbols may actually increase the size of the signs and are can be repetitive of the text included on the sign. Therefore it is the recommendation of staff that symbols be excluded from the signage.

The signs should be placed at the nearside of intersections and should consider intersection geometries, number of lanes, merging distance and professional judgment. The number of signs per directional mile will vary based on the number of decision points. There is no minimum or maximum established by the Implementation Plan.

### **Draft Signage Database**

A database of signs was developed to direct bicyclists along the routes identified as part of the Implementation Plan. Public works staff from each of the jurisdictions are in the process of reviewing the signs for placement, content and design. Upon completion of their review the draft signage database will be provided to advisory committees for review and comment.

**The draft database will be provided to this committee on December 20th and comments will be due by January 18<sup>th</sup>.**

Placement: Signs were sited on existing poles where possible. However, signs cannot be located on stop signs or bus stop poles. Some of these existing poles may already have more than one sign on them, in which case the pole may need to be replaced with a taller pole in order to accommodate all the signs and still meet the minimum height requirements for signage. (Signs adjacent to or on sidewalks must be a minimum of 7 feet above the sidewalk.)

Multi Use Trails: Some of the signs direct bicyclists to multi-use trails. However, these trails may have their own branding and wayfinding plans, such as the Monterey Bay Sanctuary Scenic Trail (MBSST). In this example, when the cyclist arrives at the trail, signage branded for the MBSST will direct them onto it. Therefore, while there is signage directing people towards the trail access points, there is not additional signage immediately in front of the trail access points for the MBSST.

### **Pacific Coast Route**

As part of this project we will be providing new signage for improved wayfinding on the Pacific Coast Route. However, the number of signs to be provided is subject to budget provisions. Filling in the gaps in the route signage will be completed. If

budget allows we will also replace existing signage for consistency with bicycle wayfinding.

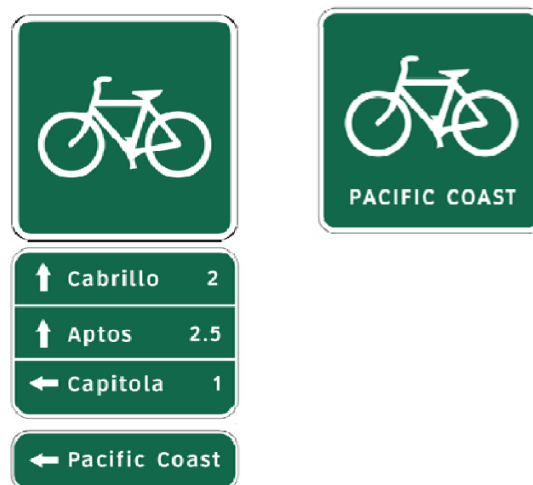
A number of recommendations have already been provided to staff regarding replacing signage or filling in signage gaps for the Pacific Coast Route. Additionally, current placement of the signs is on the farside of the intersection whereas the standard established in the Implementation Plan for the Bicycle Route Signage Program is nearside. The comments and needs for this route have not yet been converted into a map format. However, it is the goal of staff to provide a means of collecting comments on locations where new or replacement signage is needed by December 20th.

Figure 2: Pacific Coast Route Signage

#### Existing Sign Design



#### Recommended Sign Design



## SUMMARY

In 2015, the RTC was awarded an Active Transportation Program grant to install approximately 875 directional signs that direct bicyclists to preferred cycling routes and increase motorists' awareness of shared roadway facilities. The project is now in the PS&E phase which must be completed by March 19<sup>th</sup> 2018 to receive the next funding allocation from the California Transportation Commission. Staff requests that the Elderly and Disabled Advisory Committee provide input on sign placement, design and content by January 18<sup>th</sup> 2018.

#### Attachments:

1. Santa Cruz County Bicycle Route Signage Program 2015 Implementation Plan

<\\RTCSERV2\Shared\Bike\Countywide Sign Program\1. ProjectMgmt\Staff Reports\Countywide Bike Signage Draft Sign Locations EDTAC.docx>

**AGENDA:** November 14, 2017

**TO:** Elderly and Disabled Transportation Advisory Committee

**FROM:** Grace Blakeslee, Transportation Planner

**RE:** Seniors Council/ Area Agency on Aging 2017 Senior Solutions Summit-  
Transportation Summary

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RTC staff, in coordination with Seniors Council staff, is recommending that the E&D TAC evaluate the information identified in the 2017 Seniors Solutions Summit discussion about transportation challenges facing seniors ([Attachment 1](#)) and consider incorporating the information into the Unmet Transit Needs List.

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## **BACKGROUND**

The Seniors Council/ Area Agency on Aging of Santa Cruz and San Benito 2017 Senior Solutions Summit was held on October 18, 2017 at the Resurrection Church. The Seniors Solutions Summit is designed to bring together individuals who represent programs serving seniors to develop real solutions to challenges faced by seniors and adults with disabilities in our community.

## **DISCUSSION**

The 2017 Seniors Solution Summit invited participants to discuss challenges facing seniors. Pam Arnsberger, Seniors Council Board Member and member of the E&D TAC, facilitated a discussion about transportation challenges facing seniors. Participants in this discussion identified problems, causes/barriers, existing solutions and future potential solutions to these transportation challenges ([Attachment 1](#)). **RTC staff, in coordination with Seniors Council staff, is recommending that the E&D TAC evaluate the information identified in the 2017 Seniors Solutions Summit discussion about transportation challenges facing seniors ([Attachment 1](#)) and consider incorporating this information into the Unmet Transit Needs List.**

## **SUMMARY**

The Seniors Council/Area Agency on Aging 2017 Senior Solutions Summit was held on October 18, 2017 at the Resurrection Church and included a discussion about transportation challenges facing seniors.

Attachment 1: Seniors Solution Summit- Transportation Breakout Group Discussion Summary

## **PROBLEM 6: TRANSPORTATION**

**Facilitator: PAM ARNSBERGER**

### Problems:

- Memory loss makes it challenging to navigate the system, hard to do without an advocate
- Cost is too high for a lot of the programs for those on fixed incomes
- Access to services is a challenge depending on where you live
- Restrictions vary by transportation provider– where they will go, when they will go, whether you live near a bus route, advance reservations.
- Short notice rides or emergency rides aren't available, unless you can find a friend or family to do it
- Stigma of getting help
- Hard to get people off the road who shouldn't be driving, No one wants to give up independence, a "right" to personal transportation
- Riding the bus is an expense
- Limited service in rural areas, very restrictive
- Limited service at night
- "Class privilege" busses are for the poor
- People may not be eligible for services
- Medical professionals don't have the knowledge to intervene

### Causes/Barriers

- Money – a symbol of what we value
- Regulations are very restrictive
- Housing not built near transit routes

### Existing Solutions

- Demand response services: Lift Line, Para Cruz (SC County) Rides (Monterey Co.) Taxi (not in south Monterey County)
- Uber, Lyft (can be problems getting into vehicles)
- Volunteer driver programs
- Itn

## **SOLUTIONS**

- Electronic wheelchairs and scooters
- Light rail/rail trails
- Self-driving cars
- Free or low cost rides, including bus service
- Taxi scrip
- End fare box ratio
- Door through door services option– escort into house
- Night time services
- Free on call services

- Single point of services – one phone call for all transportation programs. Staff do an intake and help you figure out what option is best

**PARTNERS**

Colleges, tech companies, advocacy/policy makers, VA system, systems for developmentally disabled, task force to look into these issues



**AGENDA:** December 12, 2017

**TO:** Elderly and Disabled Transportation Advisory Committee

**FROM:** Grace Blakeslee, Transportation Planner

**RE:** Cruz511 In Your Neighborhood – Program Activities and Results

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**RECOMMENDATIONS**

Staff recommends that the Elderly and Disabled Transportation Advisory Committee (E&D TAC) receive information about the Cruz511 In Your Neighborhood Program activities and results.

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**BACKGROUND**

The Santa Cruz County Regional Transportation Commission's (RTC) Cruz511 In Your Neighborhood Program (previously the User Oriented Transit Planning Project) was a program focused on reducing the number of drive alone trips and increasing the number of trips made by bus, biking, walking and carpooling in Santa Cruz County. The Cruz511 In Your Neighborhood Program was designed to test the effectiveness of individualized marketing techniques on changing travel choices and reduce vehicle miles traveled. This involved providing interested individuals with a comprehensive set of customized travel resources and tools to motivate and convince them to switch from drive alone car trips to trips made by bus, biking, walking, and carpooling. The RTC, in partnership with the Santa Cruz Metropolitan Transit District (Santa Cruz Metro), secured a Caltrans Transit Planning for Sustainable Communities Grant to conduct this pilot project. The Cruz511 In Your Neighborhood Program was carried out in Santa Cruz County between March 2017 and September 2017.

**DISCUSSION**

Previously entitled the "User Oriented Transit Planning Project", the individual marketing of travel choices pilot program identified neighborhoods as the unique community segment to be the focus of the program and was rebranded "Cruz 511 In Your Neighborhood". After a review of neighborhoods countywide, neighborhoods defined as Central Watsonville and Eastside Santa Cruz were selected to be the program's target audience. Between April and July 2017, households in these neighborhoods were invited to participate in the program using several outreach strategies though: direct mail, contact with travel advisors who canvas neighborhoods and speak with individuals at their household about the program, neighborhood events and notifications on Nextdoor, a neighborhood social media site. Participants were asked to complete a before program survey about their travel habits and preferences and invited to order customized travel resources specific to each neighborhood. Customized travel resources included bus, biking and walking map guides, information about region-wide transportation services

and how to conveniently and safely use the bus, biking, walking and carpooling. Almost all materials were available in both English or Spanish.

The Cruz511 In Your Neighborhood Program's effectiveness is measured by the changes in: the frequency of drive alone, riding the bus, bike, walk and carpool trips, and awareness and attitudes towards transportation options before and after the program intervention. Program effectiveness also considers the number of program participants and materials distributed and the public's perception of the Cruz511 In Your Neighborhood Project.

**RTC staff will provide a presentation to the E&D TAC about the Cruz511 In Your Neighborhood program activities and results.**

## **SUMMARY**

The Santa Cruz County Regional Transportation Commission's (RTC) Cruz511 In Your Neighborhood Program (previously the User Oriented Transit Planning Project) was a program focused on reducing the number of drive alone trips and increasing the number of trips made by bus, biking, walking and carpooling in Santa Cruz County. The program was carried out in Santa Cruz County between March 2017 and September 2017.

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## Elderly & Disabled Transportation Advisory Committee ~ Annual Meeting Schedule ~ 2018

- *Most meetings are held on the 2<sup>nd</sup> Tuesday of even numbered months at 1:30 pm in the SCCRTC Conference room. One meeting held annually in an alternate location.*
- *This is a draft list of meeting topics. Additional transportation planning, policy and funding items and committee items are discussed, as needed. Please check the RTC website for the current packet agenda (posted about 4 working days before the meeting).*

<b>February 13</b>	Review Preliminary Draft <b>Unmet Needs</b> Solicit <b>Nominations for Chair/Vice Chair</b> <b>TDA Calendar</b> Review <b>Roster/Membership update</b>
<b>April 10</b>	Review <u>draft</u> <b>TDA Claims for Volunteer Center, Community Bridges and METRO</b> Elect <b>Chair and Vice Chair</b> Recommend <b>final Unmet Needs list</b>
<b>June 12</b>	---MEETING IN WATSONVILLE--- Transp. Planning, Policy and Funding Items, as needed Transp. Project and Service Items, as needed
<b>August 7</b>	Transp. Planning, Policy and Funding Items, as needed Transp. Project and Service Items, as needed
<b>October 9</b>	Transp. Planning, Policy and Funding Items, as needed Transp. Project and Service Items, as needed
<b>December 11</b>	Review <b>5310 Grants</b> Review <b>Meeting Schedule</b>
<b>Info items:</b>	<b>Minutes</b> from last meeting Monthly <b>TDA Revenues</b> (get from latest RTC packet) <b>RTC Highlights</b> (w/o meeting list) <b>Letters</b> from the committee <b>Agency Updates</b> , including <b>Quarterly TDA reports</b> <b>Committee Appointments</b>
<b>As Needed:</b>	Recommend <b>TDA Claims from local jurisdictions</b> Review <b>Updates to Guide for Specialization</b> Review <b>Triennial Performance Audit</b> (every 3 years) Review <b>Coordinated Plan</b> (update every 4 years) <b>Other timely items that are within the purview of the committee</b>

**Parking:** There is a parking structure located at the corner of Locust and Cedar. The cost to park in the structure is minimal (\$1 for two hours).

**Bus:** The Pacific Station MetroCenter, a destination for most buses, is approximately four blocks down Pacific Avenue. The following bus route stops on Cedar Street approximately one block from

the office: the 'Route 10 via High' while outbound from the MetroCenter toward UCSC.

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