AGENDA
Thursday, March 15, 2018
1:30 p.m.
RTC Conference Room
1523 Pacific Avenue, Santa Cruz, CA

1. Call to Order
2. Introductions
3. Oral communications

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

4. Additions or deletions to consent and regular agendas

CONSENT AGENDA

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

5. Approve Minutes of the January 18, 2018 ITAC meeting - Page 3

REGULAR AGENDA

6. Updates to CEQA Guidelines on Transportation Impact Analysis (SB 743): Vehicle Miles Traveled Thresholds - Page 7
   a. Report from Ron Marquez, City of Santa Cruz
   b. Attachments

7. Transportation Demand Management (TDM) Program Updates - Page 13
   a. Staff report
   b. Presentation on City of Santa Cruz TDM programs

8. Status of ongoing transportation projects, programs, studies and planning documents - Verbal updates from project sponsors
9. State Funding Updates – Page 18
   a. Staff report
   b. Attachments

10. Measure D Updates
    a. Verbal Update

11. Next Meeting – The next ITAC meeting is scheduled for April 19, 2018 in the SCCRTC Conference Room, 1523 Pacific Avenue, Santa Cruz, CA. Meetings will be canceled if there are no action items to be brought before the committee.

    Anticipated Future Agenda Items:
    - Early mitigation planning for transportation projects
    - Coastal Commission presentation on expectations for transportation projects
    - Bicycle route signage project update
    - 2018 Measure D 5-Year Plans (FY18/19-FY22/23)

Adjourn

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

AGENDAS ONLINE: To receive email notification when the Committee meeting agenda packets are posted on our website, please call (831) 460-3200 or email rmoriconi@sccrtc.org to subscribe.

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

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

TITLE VI NOTICE: The RTC operates its programs and services without regard to race, color and national origin in accordance with Title VI of the Civil Rights Act. Any person believing to have been aggrieved by the RTC under Title VI may file a complaint with RTC by contacting the RTC at (831) 460-3212 or 1523 Pacific Avenue, Santa Cruz, CA 95060 or online at www.sccrtc.org. A complaint may also be filed directly with the Federal Transit Administration to the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

S:\TAC\2018\Mar2018\March2018-ITACagenda.docx
ITAC MEMBERS PRESENT
Teresa Buika, University of California at Santa Cruz (UCSC)
Claire Fliesler, Santa Cruz Planning
Murray Fontes, Watsonville Public Works and Planning Proxy
Paul Hierling, Association of Monterey Bay Area Governments (AMBAG)
Jessica Kahn, Scotts Valley Public Works and Planning Proxy
Pete Rasmussen, Santa Cruz Metropolitan Transit District (METRO)
Chris Schneiter, Santa Cruz Public Works
Steve Wiesner, County Public Works

RTC Staff Present: Cory Caletti, Ginger Dykaar, Rachel Moriconi, Anais Schenk

Others:
Brett Garrett, public
Joe Jordan, Ecology Action
Ian Crueldad, Government Affairs Director, Santa Cruz County Realtors Association
Jennifer Calate and Kelly McClendon, Caltrans Planning (by phone)

1. **Call to Order:** Chair Fontes called the meeting to order.

2. **Introductions:** Self introductions were made.

3. **Oral Communications:** The chair requested that comments during the meeting be kept to 2 minutes or less.

   Cory Caletti announced that Chris Schneiter has been chosen as the Person of the Year by the American Public Works Association Monterey Bay Chapter, noting he has worked in public works for nearly 40 years.

   Rachel Moriconi reminded public works departments to submit information on the condition of existing infrastructure for the 2018 Statewide Local Streets and Roads Needs Assessment. Information can be submitted online at [www.savecaliforniastreets.org](http://www.savecaliforniastreets.org)

4. **Additions, deletions, or changes to consent and regular agendas:** None.
CONSENT AGENDA

The Committee unanimously approved a motion (Fliesler/Buika) approving the consent agenda, with Wiesner, Schneiter, Kahn, Fontes, Fliesler, Hierling, and Buika voting “yes”.

5. Approved Minutes of the November 16, 2017 ITAC meeting.
6. Received 2018 Regional Transportation Improvement Program (RTIP) Program of Projects list approved by RTC 12/7/17

REGULAR AGENDA

7. Status of ongoing transportation projects, program, studies and planning documents

Scotts Valley: Jessica Kahn reported that Mt. Hermon Rd./Scotts Valley Dr./Whispering Pines intersection construction will start in mid-February. The city is also preparing to bid the Glen Canyon Rd/Green Hills Rd bike corridor and roadway preservation project, with construction in the spring.

UCSC: Teresa Buika reported that UCSC and METRO have been testing leased articulated buses which increase capacity by 30%. Student feedback has been positive.

RTC: Ginger Dykaar reported that the Unified Corridor Study is ongoing and she requested that agencies share any input they receive about the study. Anais Schenk reported that she has been working with local agencies to complete the Santa Cruz County Bicycle Signage implementation plan, with construction expected to begin later this year. She also noted that phase 1 of the Visualization project wrapped up and that RTC is partnering on Watsonville’s complete streets plan for phase 2. Rachel Moriconi reported that the RTC is considering proposals for a new operator on the rail line. Cory Caletti reported that the North Coast Rail Trail Environmental Impact Report (EIR) is expected to be available this spring.

County of Santa Cruz: Steve Wiesner reported that construction continues on the Twin Lakes beach project, with the project expected to be completed in April or May. Several storm damage repair projects are nearly completed, including Valencia Road, Trout Gulch Road, and Soquel Drive near Aptos Creek Drive in Aptos. Over 30 storm damage repair projects have been completed over the past year. The Trout Gulch Road/Soquel Drive/railroad crossing work is almost complete. The new Aptos Creek Road/Soquel Drive signal is expected to begin construction this spring. The County will also be constructing 6.5 miles of Measure D-funded roadway resurfacing this spring. The bridge on Redwood Road near Brown Valley Road in Corralitos is going to be replaced. The Planning Department has been working with the community to develop future complete street plan lines for Portola Drive.

Santa Cruz: Chris Schneiter reported that the Upper Park Road project near DeLaveaga Park is out to bid. Several pavement projects, as well as more protected bicycle lanes projects, are underway. Segment 7 of the Rail Trail will also be going to bid. Claire Fliesler reported that the new Bike Share program, which is part of the city’s “Go Santa Cruz” transportation demand management program, is expected to launch in May 2018 and will include an all-electric fleet.
Watsonville: Murray Fontes reported that construction will begin on Airport Boulevard this spring, the city is partnering with Ecology Action and the Community Traffic Safety Coalition (CTSC) on a “complete streets to school” plan, and the city will be developing a Vision Zero action plan to reduce fatalities.

Santa Cruz Metro: Pete Rasmussen reported on articulated buses to UCSC. Metro and UCSC will also be hosting the American Public Transportation Association University conference in June 2018.

8. **Draft Regional Transportation Plan (RTP)**

Ginger Dykaar presented the draft 2040 Regional Transportation Plan (RTP) and requested that agencies provide any input or updates for the final document by February 5, 2018. The RTP identifies goals, policies and targets that guide transportation funding decision (Policy Element); estimates the amount of funding that will be available over the next 22 years (the Financial Element) and identifies planned transportation projects through 2040 (the Action Element). This is considered a “minor” update to the plan, which is updated every four years. Committee members indicated that updated cost estimates are available for some projects and that the project lists are sometimes used as a guide when considering impacts of new development.

9. **Draft 2040 Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS) and Draft Environmental Impact Report**

Paul Hierling from the Association of Monterey Bay Area Governments (AMBAG) presented an overview of the 2040 Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS), which incorporates projects and funding information from the Santa Cruz County Regional Transportation Plan (RTP) and plans for Monterey and San Benito counties. He encouraged participation in the January 30 workshop and public hearing at Simpkins Swim Center. The MTP and Environmental Impact Report (EIR) are available online at www.ambag.org. Any official comments should be submitted in writing.

10. **Draft Regional Disadvantaged Communities (DAC) definition**

Rachel Moriconi reported that some state funding is restricted to or targeted to areas that are considered “disadvantaged communities.” While some programs restrict grant funds to state-defined disadvantaged communities, some programs allow a regional definition to be used. Staff reviewed the regional definition included in the draft 2040 Regional Transportation Plan (RTP), as well as maps of areas meeting the proposed regional and state definitions. The proposed regional definition is census tract areas where: 1. Greater than 65% of the total population is non-white; 2. Greater than 65% of households are low-income; or 3. Greater than 20% of households have incomes that are at or below the poverty-level. In response to questions, staff confirmed that the California Transportation Commission (CTC) will accept the regional definition adopted in the 2040 RTP or MTP for the Cycle 4 Active Transportation Program (ATP) grants. **The committee unanimously approved a motion (Fliesler/Buika) supporting the regional definition.**

11. **Transportation Performance Management and Target Setting**

Paul Hierling, AMBAG, reported that transportation performance measures and targets are
required by the federal transportation acts (MAP-21 and FAST). Metropolitan Planning Organizations (AMBAG) can adopt measures developed by Caltrans or may adopt their own framework. AMBAG staff has participated in development of the Caltrans safety measures and thinks they are reasonable. Rachel Moriconi noted that these measures and targets will likely influence which projects receive federal grants, including the Highway Safety Improvement Program (HSIP). Murray Fontes noted that federal Highway Safety Improvement Program (HSIP) is performance based and requires agencies to demonstrate that projects will improve safety. Measures for bridges, pavement, and travel time reliability will be available this spring. In the future AMBAG will prepare information that shows what progress the region has made towards meeting adopted targets. Most of the safety data is from statewide databases.

12. Draft Legislative Program

Rachel Moriconi provided the RTC's draft 2018 State and Federal Legislative Programs. **The ITAC unanimously approved a motion (Fliesler/Kahn) supporting the draft legislative program.**

13. Caltrans Updates

Jennifer Calate and Kelly McClendon reported that Highway 35 storm damage repairs have been completed and the road has been reopened. The call for planning grant applications has been released, soliciting adaptation planning, strategic partnership, and sustainable communities planning projects. Committee members were encouraged to attend the January 31 workshop. Several agencies reported that they are considering submitting applications which may include: an adaptation plan for West Cliff Drive in Santa Cruz, transportation performance measures for the region (AMBAG), evaluation of first/last mile and microtransit options for San Lorenzo Valley, an active transportation plan for Scotts Valley, and Cruz511 outreach to Spanish-speaking households. Caltrans staff encouraged agencies to work with District 5 staff on their applications.

Brett Garrett announced that the Santa Cruz PRT group is interested in partnering with a public agency on developing a Personal Rapid Transit plan (PRT).

14. State Funding Opportunities and Updates

Staff provided updates on the State Transportation Improvement Program (STIP) and Local Partnership Program (LPP). Agencies interested in applying to the California Transportation Commission (CTC) for competitive LPP funds agreed to meet to discuss possible projects. Murray Fontes reported that the City of Watsonville has received a grant from the Coastal Conservancy for environmental review and design of a trail over the slough from Lee Road at the railroad tracks to Harkins Slough Road.

15. Next meeting: The next ITAC meeting scheduled for February 15 was cancelled. The next meeting is scheduled for March 15, 2018.

The meeting adjourned at 3:22 p.m.

*Minutes prepared by: Rachel Moriconi, RTC Planner*
TO: Interagency Technical Advisory Committee (ITAC)
FROM: Ron Marquez, City of Santa Cruz
REGARDING: Updates to CEQA Guidelines on Transportation Impact Analysis (SB 743): Vehicle Miles Traveled Thresholds

RECOMMENDATIONS
Discuss thresholds and methodology for CEQA transportation analyses.

BACKGROUND

Senate Bill 743, signed into law in 2013, changes the way that California Environmental Quality Act (CEQA) transportation impact analysis is done. The legislative intent of SB 743 is to ensure that the environmental impacts of traffic, such as noise, air pollution, and safety concerns, continue to be addressed and mitigated through CEQA, while balancing statewide goals related to infill development, promotion of public health through active transportation, and reduction of greenhouse gas emissions. SB743 required the Office of Planning and Research (OPR) to revise the CEQA Guidelines, establishing criteria for determining the significance of transportation impacts of projects within transit priority areas. As required by SB 743, OPR has recommended the replacement of vehicle Level of Service (LOS) with vehicle miles of travel (VMT) as the new metric for analyzing transportation impacts of projects. So, instead of basing impacts on changes to existing traffic conditions, impacts will be based on how much vehicle travel a project generates. In January 2018, the Natural Resources Agency released the “Notice of Proposed Rulemaking” - related to implementing new transportation analysis procedures.

DISCUSSION

The major revamp of California Environmental Quality Act (CEQA) guidelines will soon be approved which among other things eliminates the use of level of service calculation as thresholds for determining significant transportation impacts under CEQA. The new criteria is proposed to be based on vehicle miles traveled (VMT). Local agencies will be required to use the new guidelines beginning in 2020. Projects that have already begun environmental review (e.g. NOP or Initial Study released) would continue to use the CEQA Guidelines in effect when the review started.

The following notes were culled from the technical memorandum prepared by the Office of Planning and Research (OPR) on this subject. Also attached is a document explaining the proposed changes to the transportation component of the guidelines (Attachment 1) and a second document presenting the revised questions to be answered in the initial studies (Attachment 2). The full documents are available on
Based on OPR's extensive review of the applicable research and literature on this topic, OPR finds that in most instances a per capita or per employee VMT that is fifteen percent below that of existing development may be a reasonable threshold. Achieving 15 percent lower per capita (residential) or per employee (office) VMT than existing development is both generally achievable and is supported by evidence that connects this level of reduction to the State's emissions goals.

Many local agencies have developed screening thresholds to indicate when detailed analysis is needed. Absent substantial evidence indicating that a project would generate a potentially significant level of VMT, or inconsistency with a Sustainable Communities Strategy (SCS) or general plan, projects that generate or attract fewer than 110 trips per day generally may be assumed to cause a less-than significant transportation impact.

**Recommended threshold for residential projects:** A proposed project exceeding a level of 15 percent below existing VMT per capita may indicate a significant transportation impact. Existing VMT per capita may be measured as regional VMT per capita or as city VMT per capita. Proposed development referencing city VMT per capita must not cumulatively exceed the number of units specified in the SCS for that city, and must be consistent with the SCS.

**Recommended threshold for office projects:** A proposed project exceeding a level of 15 percent below existing regional VMT per employee may indicate a significant transportation impact.

**Recommended threshold for retail projects:** A net increase in total VMT may indicate a significant transportation impact.

Generally, new developments in places where it is hard to get around without a car will likely have to mitigate the impacts of VMT. Transportation projects that add vehicle capacity may undergo a VMT analysis or LOS analysis at the discretion of the lead agency.

**Additional information:**

Natural Resources Agency CEQA Guidelines Update website: [http://resources.ca.gov/ceqa/](http://resources.ca.gov/ceqa/)
Caltrans SB 743 Implementation Page: [www.dot.ca.gov/hq/tpp/sb743.html](http://www.dot.ca.gov/hq/tpp/sb743.html)

**SUMMARY**

State law (SB743) requires the Governor's Office of Planning & Research (OPR) to develop alternative traffic thresholds to measure how transportation impacts are analyzed under the California Environmental Quality Act (CEQA). ITAC will discuss the changes at this meeting.

**Attachments:**
1. OPR CEQA Guidelines Updates
2. Revised Initial Study Questions

s:\itac\2018\mar2018\vmt2018.docx
Analyzing Transportation Impacts  Proposed New Section 15064.3
From Proposed Updates to CEQA Guidelines, OPR November 2017

Background Californians drive approximately 332 billion vehicle miles each year, accounting for about 36 to 46 percent of the State’s GHG emissions (depending on whether refinery emissions are included). Traffic studies used in CEQA documents have typically focused on one thing: the impact of projects on traffic flows. Senate Bill 743 (2013) requires the Governor’s Office of Planning and Research to develop alternative methods of measuring transportation impacts under CEQA. At a minimum, the new methods must apply within areas that are served by transit; however, OPR may extend the new methods statewide. Once the new transportation guidelines are adopted, automobile delay (often called Level of Service) generally will no longer be considered to be an environmental impact under CEQA.

As described below, OPR proposes to add Section 15064.3 providing that in most cases vehicle miles travelled is the most appropriate measure of transportation impacts. OPR provides additional background information, advice and recommendations regarding vehicle miles traveled in a separate, non-regulatory Technical Advisory.

Explanation of Proposed New Section 15064.3

The proposed new section 15064.3 contains several subdivisions, which are described below. In brief, these Guidelines provide that transportation impacts of projects are, in general, best measured by evaluating the project’s vehicle miles traveled. Methodologies for evaluating such impacts are already in use for most land use projects, as well as many transit and active transportation projects. Methods for evaluating vehicle miles traveled for roadway capacity projects continue to evolve, however, and so these Guidelines recognize a lead agency’s discretion to analyze such projects, provided such analysis is consistent with CEQA and applicable planning requirements.

Subdivision (a): Purpose

Subdivision (a) sets forth the purpose of the entire new section 15064.3. First, the subdivision clarifies that the primary consideration, in an environmental analysis, regarding transportation is the amount and distance that a project might cause people to drive. This captures two measures of transportation impacts: auto trips generated and vehicle miles traveled. These factors were identified by the legislature in SB 743. The last sentence clarifies that automobile delay is not a significant effect on the environment.

Subdivision (b): Criteria for Analyzing Transportation Impacts

While subdivision (a) sets forth general principles related to transportation analysis, subdivision (b) focuses on specific criteria for determining the significance of transportation impacts. It is further divided into four subdivisions: (1) land use projects, (2) transportation projects, (3) qualitative analysis, and (4) methodology.
Subdivision (b)(1): Land Use Projects

SB 743 did not authorize OPR to set thresholds, but it did direct OPR to develop Guidelines “for determining the significance of transportation impacts of projects[.]” (Pub. Resources Code, § 21099(b)(2).) Therefore, to provide guidance on determining the significance of impacts, subdivision (b)(1) describes factors that might indicate whether the amount of a project’s vehicle miles traveled may be significant, or not. Notably, projects that locate within one half mile of transit should be considered to have a less than significant transportation impact.

Subdivision (b)(2): Transportation Projects

While subdivision (b)(1) addresses vehicle miles traveled associated with land use projects, subdivision (b)(2) focuses on impacts that result from certain transportation projects. Subdivision (b)(2) clarifies that projects that reduce VMT, such as pedestrian, bicycle and transit projects, should be presumed to have a less than significant impact. This subdivision further provides that lead agencies have discretion in which measure to use to evaluate roadway, including highway, capacity projects, provided that any such analysis is consistent with the requirements of CEQA and any other applicable requirements (e.g., local planning rules). Importantly, this provision does not prohibit capacity expansion. Finally, recognizing that roadway capacity projects may be analyzed at a programmatic level, subdivision (b)(2) states that lead agencies may be able to tier from a programmatic analysis that adequately addresses the effects of such capacity projects.

Subdivision (b)(3): Qualitative Analysis

Subdivision (b)(3) recognizes that lead agencies may not be able to quantitatively estimate vehicle miles traveled for every project type. In those circumstances, this subdivision encourages lead agencies to evaluate factors such as the availability of transit, proximity to other destinations, and other factors that may affect the amount of driving required by the project. Subdivision (b)(4): Methodology Lead agencies have the discretion to choose the most appropriate methodology to analyze a project’s vehicle miles traveled. Depending on the project, vehicle miles traveled may be best measures on a per person, per household or other similar unit of measurement. Subdivision (b)(4) also recognizes the role for both models and professional judgment in estimating vehicle miles traveled.

Subdivision (c): Applicability

The new procedures may be used immediately upon the effective date of these Guidelines by lead agencies that are ready to begin evaluating vehicle miles traveled, but jurisdictions will have approximately two years to switch to VMT if they so choose.

Proposed New Section 15064.3. Determining the Significance of Transportation Impacts

(a) Purpose.
This section describes specific considerations for evaluating a project’s transportation impacts. Generally, vehicle miles traveled is the most appropriate measure of transportation impacts. For the purposes of this section, “vehicle miles traveled” refers to the amount and distance of automobile travel attributable to a project. Other relevant considerations may include the effects of the project on transit and non-motorized travel. Except as provided in subdivision (b)(2) below (regarding roadway capacity), a project’s effect on automobile delay does not constitute a significant environmental impact.

(b) Criteria for Analyzing Transportation Impacts.

(1) Land Use Projects. Vehicle miles traveled exceeding an applicable threshold of significance may indicate a significant impact. Generally, projects within one-half mile of either an existing major transit stop or a stop along an existing high quality transit corridor should be presumed to cause a less than significant transportation impact. Projects that decrease vehicle miles traveled in the project area compared to existing conditions should be considered to have a less than significant transportation impact.

(2) Transportation Projects. Transportation projects that reduce, or have no impact on, vehicle miles traveled should be presumed to cause a less than significant transportation impact. For roadway capacity projects, agencies have discretion to determine the appropriate measure of transportation impact consistent with CEQA and other applicable requirements. To the extent that such impacts have already been adequately addressed at a programmatic level, a lead agency may tier from that analysis as provided in Section 15152.

(3) Qualitative Analysis. If existing models or methods are not available to estimate the vehicle miles traveled for the particular project being considered, a lead agency may analyze the project’s vehicle miles traveled qualitatively. Such a qualitative analysis would evaluate factors such as the availability of transit, proximity to other destinations, etc. For many projects, a qualitative analysis of construction traffic may be appropriate.

(4) Methodology. A lead agency has discretion to choose the most appropriate methodology to evaluate a project’s vehicle miles traveled, including whether to express the change in absolute terms, per capita, per household or in any other measure. A lead agency may use models to estimate a project’s vehicle miles traveled, and may revise those estimates to reflect professional judgment based on substantial evidence. Any assumptions used to estimate vehicle miles traveled and any revisions to model outputs should be documented and explained in the environmental document prepared for the project. The standard of adequacy in Section 15151 shall apply to the analysis described in this section.

(c) Applicability.

The provisions of this section shall apply prospectively as described in section 15007. A lead agency may elect to be governed by the provisions of this section immediately. Beginning on January 1, 2020, the provisions of this section shall apply statewide.
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?

XVII. TRANSPORTATION/TRAFFIC

Would the project:

a) Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of addressing the circulation system, including transit, roadways, bicycle lanes and pedestrian paths, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?

b) For a land use project, would the project conflict or be inconsistent with CEQA Guidelines section 15064.3, subdivision (b)(1)? Conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?

c) For a transportation project, would the project conflict with or be inconsistent with CEQA Guidelines section 15064.3, subdivision (b)(2)? Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?

d) Substantially increase hazards due to a geometric design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?

e) Result in inadequate emergency access?

f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?
TO: Interagency Technical Advisory Committee (ITAC)
FROM: Rachel Moriconi, Transportation Planner
RE: Transportation Demand Management (TDM) Program Updates

RECOMMENDATION

Staff recommends that the Interagency Technical Advisory Committee (ITAC) receive updates on the City of Santa Cruz and RTC Cruz511 Transportation Demand Management (TDM) programs and provide feedback on the programs.

BACKGROUND

Santa Cruz County residents and visitors have access to a range of transportation demand management (TDM) services which assist travelers in using sustainable transportation modes.

DISCUSSION

RTC and City of Santa Cruz staff will present information on the regional Cruz511 program (Attachment 1) and the “Go Santa Cruz” program (Attachment 2) at this meeting. The City of Santa Cruz programs have included a focus on transportation demand management for trips in downtown Santa Cruz.

SUMMARY

The ITAC will receive presentations on local TDM programs at this meeting.

Attachments:
  1. Update on the Cruz511 program
  2. Go Santa Cruz summary

s:\itac\2018\mar2018\tdm2018updates.docx
Cruz511 Program Update
March 2018

Background

For more than 35 years, the RTC has offered transportation demand management (TDM) services to Santa Cruz County with the goal of using the existing transportation system more efficiently and effectively by assisting travelers to use various modes of transportation, especially sustainable transportation modes. Recently, the RTC revitalized, rebranded, streamlined and augmented its TDM services providing improved online access and information delivery. Cruz511 is the umbrella brand under which all RTC’s TDM and traveler information services now take place including those previously delivered through RTC’s Commute Solutions Program.

Existing Cruz511 Services
Cruz511 delivers traveler information, referral services and conducts outreach to market sustainable transportation modes. Cruz511’s presence on Facebook @Cruz511 and Twitter @Cruz_511 are intended to drive traffic to www.Cruz511.org where transportation resources and tools are offered. Cruz511 also provides a local hotline (429-POOL) for personal trip planning and traveler information. Staff assists callers with real-time traffic conditions, tips for traveling by transit, bicycling or walking, and provides referrals to paratransit services.

Cruz511 routinely participates in employer and community events such as Open Streets and Bike to Work day and coordinates with partner agencies such as Ecology Action, Community Traffic Safety Coalition, METRO, and the local jurisdictions.

Cruz511 continues to partner with the Bay Area’s Metropolitan Transportation Commission (MTC) to offer online carpool and vanpool matching services at http://rideshare.511.org/ to people who live or work in Santa Cruz County. As of March 2018, there are 1,628 active and new participants who live or work in Santa Cruz County and who are seeking to find a carpool or vanpool partner through the Bay Area’s 511 Ridematching program.
Modernizing Cruz511 Services
Cruz511 has been exploring options to modernize information delivery, provide a more robust countywide rideshare program and work directly with employers to promote increased usage of transit and active transportation modes.

The private sector has been rapidly innovating methods of ridesharing and other public sector entities are now partnering with private sector companies to improve how commuters find carpool matches. Transportation Network Companies (TNCs) such as Uber and Lyft are reshaping customer expectations for how people get around, including on-demand, door to door service with automatic and cashless payment systems.

Cruz511, in partnership with the City of Santa Cruz and Scoop (www.takescoop.com), is launching a pilot program in the summer to market and incentivize carpooling through the Scoop mobile app. The pilot would launch with a focus on serving County residents who work in the downtown Santa Cruz area. The pilot program will include a before and after survey to determine impacts on behavior change in addition to collecting data on reductions of vehicle miles traveled, trips and emissions.

If the pilot program is successful, Cruz511 expects to expand the program to other major employers throughout the County. Cruz511 also anticipates continued partnership with local jurisdictions and non-profits to conduct direct employer outreach in order to establish and support TDM programs at major employment hubs throughout the County.

Summary
In the past RTC’s TDM program has focused on information services and marketing campaigns. Cruz511 is expanding its services to provide a more modern and robust TDM program that includes partnerships with local jurisdictions and in some cases public private partnerships.
Go Santa Cruz
Transportation Options:
We're Here to Get You There

Santa Cruz is a national leader in reducing single-occupant car trips by supporting and promoting other means of travel. Since 2011, the City of Santa Cruz has won more than $18 million in competitive grants for projects to improve biking and walking, including the Branciforte Creek Bridge, Arana Gulch Multi-Use Path, and projects to improve safe routes to schools. Beat the traffic, save your gas money, get some exercise and enjoy your commute by biking, walking or taking transit for some of your daily trips.

Go Santa Cruz provides a road map of opportunities for you to safely walk, bike, bus or carpool around town. And if you still need to drive, we've got you covered too. Go Santa Cruz includes the City’s ongoing work to expand bike and pedestrian facilities, provides education and encouragement, increases transportation options through programs like Zipcar and bike share, and leverages partnerships with other transportation agencies. We're here to get you there.

Grant Funded Projects
Over the next several years, the City will construct bike & pedestrian improvements around all Santa Cruz City Schools, as well as construct the Westside segment of Rail Trail from Natural Bridges Drive to Bay Street.

Bike
The City of Santa Cruz has the second-highest rate of biking to work in the state of California, and in 2015 we were awarded as a Gold-level Bicycle Friendly Community. With our beautiful weather, great cycling infrastructure, and strong cycling community, Santa Cruz is an amazing place to ride a bike. The resources below can help get you started, whether it’s a trip to the grocery store, to work, or on your next adventure.

- Register Your Bike
- Santa Cruz County Bike Maps
- Downtown Bike Lockers
- Find A Bike Buddy: Connect with experienced cyclists to share a commute trip and learn about the best routes, clothing and gear, and other bike commuting tips.
- Monterey Bay Sanctuary Scenic Trail: The Westside Santa Cruz segment of the rail trail will be constructed starting in 2018. When completed, the trail will span 32 miles and provide car-free bike and pedestrian access across Santa Cruz County.
- **Santa Cruz Bike Share:** The City of Santa Cruz is partnering with Social Bicycles to bring bike share to Santa Cruz. The program is set to launch in March 2018 - check back for updates!

**Walk**
Many destinations in Santa Cruz are within a short walk of home, school or work. Over the years, the City of Santa Cruz has worked to complete and maintain our sidewalks and pedestrian paths. See below for upcoming pedestrian projects and resources for seeing Santa Cruz on foot.
- [Upcoming Pedestrian Projects](#)
- [Historic Walking Tours](#)
- [Report a Sidewalk Hazard](#)

**Transit & Shared Rides**
Whether you're taking Metro, a UCSC shuttle or the Santa Cruz Trolley, there is a transit option available for you. Even if you've never used our local transit options, we're here to help you take your first ride.
- [Santa Cruz Metro](#)
- [UCSC Transit Options](#)
- [Santa Cruz Trolley](#)

**Drive**
If you need to drive, consider options to reduce your carbon footprint: try an electric vehicle, find a carpool buddy, or sign up for a Zipcar membership. See below for resources to get you started.
- [City of Santa Cruz Electric Vehicle Charging](#)
- [Carpool Matching Programs](#)
- [Zipcar in Santa Cruz](#)
- **Coming soon - Scoop**

**Other Resources**
- [Report a Bike or Pedestrian Hazard](#) (RTC)
- [Street Smarts](#): a traffic safety campaign led by the City of Santa Cruz, Street Smarts features safety tips, videos and more for drivers, pedestrians and cyclists.
- [Current City of Santa Cruz Transportation Projects](#)
- [Cruz511](#): a service of the Santa Cruz County Regional Transportation Commission, Cruz511 is a free traveler information service for up-to-the minute traffic, transit, bicycle and pedestrian information in Santa Cruz County via a mobile-responsive website.
RECOMMENDATION

This item is for information only.

BACKGROUND

The Santa Cruz County Regional Transportation Commission (RTC) is responsible for selecting projects to receive a variety of state and federal funds. Following a public hearing at its December 7, 2017 meeting, the Regional Transportation Commission (RTC) adopted the 2018 Regional Transportation Improvement Program (RTIP), selecting projects to receive approximately $17 million of the region’s projected share of State Transportation Improvement Program (STIP) funds through FY22/23, $3.5 million in Surface Transportation Block Grant Program/Regional Surface Transportation Program Exchange (STBG/RSTPX) funds, $630,000 in Local Partnership Program (LPP) funds and about $1 million of State Transit Assistance (STA) and STA State of Good Repair (SGR) funds. The RTC also changed the “color of funds” from STBG/RSTPX to STIP for some previously programmed projects, in order to free up more STBG/RSTPX for smaller projects or projects that were not as good of a fit for STIP funds. Attachment 1 summarizes the new funding approved by the RTC in December.

DISCUSSION

State Transportation Improvement Program (STIP)

The RTC’s proposal for STIP funds is subject to concurrence from the California Transportation Commission (CTC). After considering proposals from region’s statewide and Caltrans for the Interregional program, the California Transportation Commission (CTC) makes the final determination on which projects are programmed to receive STIP funds, what year they are programmed, and when to release (allocate) funds to individual projects. The CTC is scheduled to adopt the 2018 State Transportation Improvement Program (STIP) on March 21, 2018. Statewide, regional agencies and Caltrans requested $500 million over available capacity in the first two years of the STIP (FY18/19 and FY19/20) and the CTC has to move some projects to later years than requested. Somewhat surprising, the CTC staff recommendations include all of the projects proposed by the RTC over the five year STIP period and move very few projects to later years than requested by project sponsors. This is possible because of the infusion of funds and stability brought to the STIP because of Senate Bill 1 (SB1).
**Other Senate Bill 1 Programs**

In addition to STIP funds, local agencies have submitted applications to state agencies for funds available from the statewide competitive pot of Senate Bill 1 Local Partnership Program (LPP) funds for the following projects: Highway 152/Holohan Road Intersection; Glenwood Active Transportation Project near Scotts Valley High School; Green Valley Road Improvement Project in Watsonville; and Santa Cruz Roadway Maintenance and Rehabilitation on Water Street, River Street, Center Street, and Soquel Avenue. The CTC is currently evaluating applications and is expected to select projects to receive the funds on May 16, 2018. Agencies statewide requested $900 million for $300 million in available LPP funds. Agencies are also getting ready to submit applications for the Cycle 4 Active Transportation Program (ATP) program. 80% of ATP funds are from SB1. The ATP call for projects is expected to be released later this month, with applications due at the end of July 2018. In January, METRO also submitted an application for SB 1 transit funds for bus replacements and refurbishments that are needed to maintain bus service.

**Protecting and Maintaining Transportation Funds**

Nearly 85% of the funds approved by the RTC in December 2017 are available because of Senate Bill 1. Unfortunately, it is anticipated that a repeal of SB1 will be placed on the November 2018 ballot and if voters decide to repeal SB1 projects approved for STIP are at risk of losing funds or delays. Additionally, over $7 million per year that is allocated directly to local cities and the County of Santa Cruz to fill potholes, improve bicycle and pedestrian facilities, and address other transportation needs on the local road system would be eliminated. 80% of the Active Transportation Program (ATP) program funds would be gone and over $2.5 million per year for transit projects in Santa Cruz County would also be eliminated.

Agencies statewide, including the RTC, City of Santa Cruz, and Santa Cruz Metropolitan Transit District (METRO) have already gone on record opposing efforts to repeal SB1. Several other jurisdictions are considering similar positions this spring. Attached is an SB1 myths and facts sheet prepared by California State Association of Counties (CSAC).

**SUMMARY**

On December 7, 2017, the RTC programmed $22 million to a variety of transportation projects throughout the county through adoption of the 2018 Regional Transportation Improvement Program (RTIP). The majority of these are available because of SB1. Staff will provide an update on STIP and other state funding programs at this meeting.

Attachment 1: Summary 2018 RTIP
# Attachment 1 - Color of Funds for Projects Approved 12/7/17

<table>
<thead>
<tr>
<th>RTIP#</th>
<th>Project Name</th>
<th>Funding Approved 12/7/17</th>
<th>Color of funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAP 18</td>
<td>Brommer Street Complete Street Improvements (250' west of 38th Ave to 41st Ave)</td>
<td>$470,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>CO 64c</td>
<td>Aptos Creek Road Traffic Signal, Soquel Dr. Sidewalks &amp; Bike Lanes.</td>
<td>$1,900,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>CO79A</td>
<td>Branciforte Drive &amp; Granite Creek Road Recycle &amp; Overlay Project (combined into 2018 Road Recycle &amp; Overlay Project)</td>
<td>$208,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$476,000</td>
<td>LPP</td>
</tr>
<tr>
<td>CO 82</td>
<td>Branciforte Drive Chip Seal Project</td>
<td>$384,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>CO 83</td>
<td>Highway 17 To Soquel Corridor Chip Seal Project</td>
<td>$800,000</td>
<td>STIP</td>
</tr>
<tr>
<td>CO 84</td>
<td>Hwy 152/Holohan - College Intersection</td>
<td>$892,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>CO 85</td>
<td>Scotts Valley Area Routes Chip Seal Project</td>
<td>$832,000</td>
<td>STIP</td>
</tr>
<tr>
<td>CO 86</td>
<td>Zayante Road Corridor Chip Seal Project</td>
<td>$950,000</td>
<td>STIP</td>
</tr>
<tr>
<td>EA 03</td>
<td>Everyday is Bike to Work Day</td>
<td>$50,000</td>
<td>STBP/RSTPX</td>
</tr>
<tr>
<td>MTD23</td>
<td>METRO Refurbish Buses</td>
<td>$900,000</td>
<td>STIP</td>
</tr>
<tr>
<td>MTD24</td>
<td>METRO ITS Equipment</td>
<td>$1,400,000</td>
<td>STIP</td>
</tr>
<tr>
<td>MTD25</td>
<td>METRO Revenue Vehicle Replacements</td>
<td>$1,025,000</td>
<td>STIP: $870k; LPP $155k</td>
</tr>
<tr>
<td>NA</td>
<td>Placeholder: FY17/18 99313 STA and SGR projects - exact project(s) TBD</td>
<td>$975,590</td>
<td>STA</td>
</tr>
<tr>
<td>RTC 02a</td>
<td>Cruz511</td>
<td>$300,000</td>
<td>STIP</td>
</tr>
<tr>
<td>RTC 04</td>
<td>Planning, programming, and monitoring (PPM)</td>
<td>$409,000</td>
<td>STIP</td>
</tr>
<tr>
<td>RTC 24</td>
<td>Highway 1 Corridor Tiered Environmental Document</td>
<td>$500,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>RTC 24e</td>
<td>State Park to Bay Porter Auxiliary Lanes Project</td>
<td>$1,830,000</td>
<td>STIP</td>
</tr>
<tr>
<td>RTC 24f</td>
<td>41st/Soquel Auxiliary Lanes and Chanticleer Overcrossing</td>
<td>$2,000,000</td>
<td>STIP</td>
</tr>
<tr>
<td>SC 25</td>
<td>State Route 1/9 Intersection Improvements</td>
<td>$1,574,000</td>
<td>STIP</td>
</tr>
<tr>
<td>SC 50</td>
<td>Pacific Ave. Sidewalk</td>
<td>$250,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>SC 51</td>
<td>River Street Pavement Rehabilitation (Water St to Potrero Street)</td>
<td>$775,000</td>
<td>STIP</td>
</tr>
<tr>
<td>SV 28</td>
<td>Glen Canyon Road/Green Hills Road/S. Navarra Drive Bike Corridor and Roadway Preservation</td>
<td>$102,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>SV 29</td>
<td>Glenwood Drive Rehabilitation and Bicycle Improvement Project</td>
<td>$310,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>SV 30</td>
<td>Kings Village Road/Bluebonnet Lane Sidewalk</td>
<td>$271,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>UCSC 07</td>
<td>UCSC Great Meadow Bike Path Preservation and Safety Improvement Project (Phase 2)</td>
<td>$700,000</td>
<td>STBG</td>
</tr>
<tr>
<td>VAR01a</td>
<td>Open Streets Events – Watsonville and Santa Cruz</td>
<td>$40,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>WAT 40</td>
<td>Airport Blvd Reconstruction: Westgate/Larkin Valley Rd to Hanger Way</td>
<td>$177,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>WAT 42</td>
<td>Green Valley Road Reconstruction (Struve Slough to Freedom Boulevard)</td>
<td>$306,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>WAT 44</td>
<td>Bicycle Safety Improvements</td>
<td>$325,000</td>
<td>STBG/RSTPX</td>
</tr>
<tr>
<td>WAT 45</td>
<td>Freedom Blvd Reconstruction from Alta Vista Ave to Davis Rd</td>
<td>$1,550,000</td>
<td>STIP</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>$22,681,590</strong></td>
<td></td>
</tr>
</tbody>
</table>

Previously approved STBG/RSTPX changed to STIP

Cruz511 $31,000
Hwy 1/9 $950,000
41st-Soquel $1,750,000
Mar Vista $665,000

Casserly (Shifted to Hwy 152/Holohan: STIP/STBG swap) (125,000)