



**Santa Cruz County Regional  
Transportation Commission's  
BICYCLE ADVISORY COMMITTEE**

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**AGENDA**

**Monday, April 9, 2018**

**6:00 pm to 8:30 pm**

<b>RTC Office 1523 Pacific Ave Santa Cruz, CA 95060</b>
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**COMMITTEE MEMBERSHIP**

<u>Member</u>	<u>Alternate</u>	<u>Representing</u>
Grace Voss	Janneke Strause	District 1
Shea Johnson	Casey Beyer	District 2
Peter Scott	Will Menchine	District 3
Vacant	Vacant	District 4
Rick Hyman	Vacant	District 5
Vacant	Vacant	City of Capitola
Amelia Conlen, Chair	Vacant	City of Santa Cruz
Vacant	Vacant	City of Scotts Valley
Murray Fontes	Vacant	City of Watsonville
Kira Ticus	Piet Canin	Ecology Action
Leo Jed	Jim Langley	Comm. Traffic Safety Coalition

The majority of the Committee constitutes a quorum for the transaction of business.

1. Call to Order
2. Introductions
3. Announcements – RTC staff
4. Oral communications – members and public

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

5. Additions or deletions to consent and regular agendas

## **CONSENT AGENDA**

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

6. Approve draft minutes of the December 11, 2017 Bicycle Advisory Committee meeting (pages 5-8)
7. Accept summary of Hazard Reports (pages 9-14)
8. Approve recommendation to the RTC to approve Ecology Action's Transportation Development Act allocation request for \$60,000 for the Bike to Work Program (pages 15-32)
9. Approve recommendation to the RTC to approve the Health Service Agency's TDA allocation request for \$130,000 for the Community Traffic Safety Coalition and the Ride 'n Stride Bicycle and Pedestrian Education Programs (pages 33-60)

## **REGULAR AGENDA**

10. Report on new appointments, reappointments, resignations, and updated roster – Cory Caletti, RTC Senior Transportation Planner (page 61-74)
11. Officer Elections – Cory Caletti, RTC Senior Transportation Planner (page 75)
12. Nomination of member for participation in Downtown Watsonville Complete Streets Plan – Oral Presentation from Murray Fontes, City of Watsonville
13. Procedure for sharing contact information – Oral Presentation from Anais Schenk, RTC Transportation Planner
14. Draft letter from the Bicycle Advisory Committee to the City of Santa Cruz recommending that the Branciforte Trail remain open. (page 77)
15. Draft "5-year Program of Projects" recommendations for Measure D funding allocations: Highway Corridors, Active Transportation and Rail Corridor investment categories, the San Lorenzo Valley Highway 9 Corridor Improvements and the Highway 17 Wildlife Crossing –Cory Caletti, RTC Senior Transportation Planner (pages 79-88)
16. Status update on the Countywide Bicycle Wayfinding Project – Oral Presentation from Anais Schenk, Transportation Planner
17. Update on Vision Zero Program – Oral Presentation from Theresia Rogerson and Lynn Lauridsen, Health Services Agency staff
18. Updates related to Committee functions
19. Adjourn

**NEXT MEETING:** The next Bicycle Committee meeting is scheduled for June 11, 2018 from 6:00pm to 8:30pm at the RTC office, 1523 Pacific Ave, Santa Cruz, CA.

### **HOW TO REACH US**

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

### **AGENDAS ONLINE**

To receive email notification when the Bicycle Committee meeting agenda packets are posted on our website, please call (831) 460-3209 or email [aschenk@sccrtc.org](mailto:aschenk@sccrtc.org) to subscribe.

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

### **SERVICIOS DE TRADUCCIÓN/TRANSLATION SERVICES**

Si gusta estar presente o participar en esta junta de la Comisión Regional de Transporte del condado de Santa Cruz y necesita información o servicios de traducción al español por favor llame por lo menos con tres días laborables de anticipo 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**

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**Santa Cruz County Regional  
Transportation Commission**

**BICYCLE ADVISORY COMMITTEE**

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**Minutes**

**Special Meeting  
Monday, December 11, 2017  
6:00 pm to 8:30 pm**

**RTC Office  
1523 Pacific Ave  
Santa Cruz, CA 95060**

1. Call to Order: Vice-Chair Casterson called the meeting to order at 6:05 pm.
2. Introductions

**Members Present:**

Grace Voss, District 1  
David Casterson, District 2, Vice-Chair  
Peter Scott, District 3  
Will Menchine, District 3 (Alt.)  
Kem Akol, District 4  
Rick Hyman, District 5  
Murray Fontes, City of Watsonville  
Kira Ticus, Ecology Action/Bike-to-Work

**Staff:**

Cory Caletti, Sr Transportation Planner  
Ginger Dykaar, Sr Transportation Planner  
Anais Schenk, Transportation Planner

**Guests:**

**Unexcused Absences:**

**Excused Absences:**

Janneke Strause, District 1 (Alt)  
Jim Cook, District 2 (Alt.)  
Amelia Conlen, City of Santa Cruz, Chair  
Leo Jed, CTSC  
Jim Langley, CTSC (Alt.)  
Piet Canin, Ecology Action/Bike to Work (Alt)

**Vacancies:**

District 4 – Alternate  
District 5 – Alternate  
City of Santa Cruz – Alternate  
City of Scotts Valley – Voting and Alternate  
City of Capitola – Voting and Alternate  
City of Watsonville – Alternate

3. Announcements – Cory Caletti, staff to the Bicycle Advisory Committee, indicated that vacancies exist on the committee, that a recruitment will be announced in early 2018, and that members are invited to spread the word.
4. Oral communications – Grace Voss announced that the Santa Cruz Cycling Club awarded \$500 grants to Ecology Action's Bike Smart! Program and the Trips 4 Kids program. Murray Fontes indicated that the City of Watsonville (in partnership with Ecology Action and the County Health Services Department) was awarded a \$321K Caltrans Planning Grant to develop a Complete Streets

program. Kira Ticus indicated that the County of Santa Cruz was also awarded a grant from the same funding source but for \$367K. The same agencies will serve as partners in conducting a similar effort for the unincorporated area.

5. Additions or deletions to consent and regular agendas – None. A comment was made by Murray Fontes, expressing appreciation for the fact that the Bicycle Advisory Committee's recommendations on the 2018 RTIP (agenda item #11) were taken into consideration by staff who amended the final recommendation. Following the final recommendation, the RTC approved increased amounts as was recommended by the committee.

### **CONSENT AGENDA**

A motion (Fontes/Akol) was made to approve the consent agenda. The motion passed unanimously with members Voss, Casterson, Scott, Akol, Hyman, Fontes, and Ticus voting in favor.

6. Approved draft minutes of the November 13, 2017 Bicycle Advisory Committee meeting
7. Accepted Bicycle Advisory Committee roster
8. Accepted summary of Hazard Reports
9. Accepted letter from the Bicycle Advisory Committee to the US Army Corps of Engineers regarding the Pajaro River Flood Risk Management Study and river levee bicycle access
10. Accepted correspondence from Becky Steinbruner, member of the public, regarding "Supporting Safe Bicycle Travel in Aptos Village with RTC Grant Money for Phase II Aptos Traffic Light Project"
11. Accepted 2018 Regional Transportation Improvement Program (RTIP) project list, as approved by the RTC on December 7, 2018

### **REGULAR AGENDA**

12. Draft 2040 Regional Transportation Plan (RTP) – Ginger Dykaar, RTC Senior Transportation Planner summarized the staff report and provided the following highlights: 1) the RTP is a 4 year document with a 22 year horizon; 2) the document consists of policy, financial and action elements; 3) \$3.7B is expected to be available over the RTP's projected span and \$7B is estimated to be the expected need; 4) the RTC works with the Association of Monterey Bay Governments (AMBAG), who incorporates the RTP in the federally mandated Metropolitan Transportation Plan which is a tri-county document and for which an Environmental Impact Report is being conducted with AMBAG serving as the lead agency; 5) the comment period on the recently released Draft RTP closes on February 5<sup>th</sup>, 2018 with the RTC considering comments on the final draft in March, 2018 with approval of the final document scheduled for June, 2018. Members asked questions regarding methods of distributing information to the public about the availability of the draft, ability to propose changes at this point in the document, and public workshops to be held by AMBAG on the draft EIR. RTC staff will forward RTP-related announcements to the Bicycle Advisory Committee as they are released. Members also indicated that the 2040 RTP needn't be brought back as a regular agenda item in the future and that informational updates will suffice.
13. Santa Cruz County Bicycle Signage Project update – Anais Schenk, RTC Transportation Planner, presented information on the Active Transportation Program (ATP)-funded Santa Cruz County Bicycle Signage program; its history and development; the implementation plan, including

information on sign design, content, and placement; and a draft signage database which will be forwarded to committee members on December 20<sup>th</sup> for review and comment following review by local jurisdictions occurring until December 15<sup>th</sup>. The deadline for committee review will be January 18<sup>th</sup>. Rick Hyman recommended that members review the jurisdiction they represent and provide feedback to Anais Schenk. Anais anticipates responding to comments and Cory Caletti will inform members of any major changes, should any be made. Rick Hyman also requested that an item to evaluate sign placement and wayfinding program functionality be scheduled for 6 months or a year after signs are installed. Finally, development of corresponding maps was discussed and staff indicated that because the Santa Cruz County Bikeway Maps were recently reprinted and a plentiful stock exists, neighborhood level maps may be developed to complement the on-road signage and provide a paper reference.

14. The 2018 Bicycle Advisory Committee draft calendar was presented. Murray Fontes expressed appreciation for the number of meetings scheduled and indicated that, while discussion has been held in the past about adding additional meetings, he felt that the number of meetings are adequate for meaningful committee input. Rick Hyman inquired if the County of SC Transportation Development Act claim is scheduled for any particular month, and while it is not, he requested that members be mindful when the item comes before the committee to request that the County stripe future bike lanes with an inside and an outside stripe as part of new and rehabilitation projects.
15. Updates related to Committee functions – Cory Caletti announced the Rick Hyman and Kira Ticus were both nominated by Bike Santa Cruz County for the annual Wheelie Award. While they were not selected for the award, members recognized Rick and Kira for their outstanding education and advocacy work over many decades and years, respectively.
16. Adjourned - 7:30 PM

**NEXT MEETING:** The next Bicycle Committee meeting is scheduled for February 12, 2018. The meeting will be held from 6:00pm to 8:30pm at the RTC office, 1523 Pacific Ave, Santa Cruz, CA.

Minutes respectfully prepared and submitted by:

Cory Caletti, Senior Transportation Planner

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## Bicycle Hazard Report January-March 2018

Date	First Name	Last Name	Contact Info	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
03/21/18	Tom	Roberts	<a href="mailto:rotom@ucsc.edu">rotom@ucsc.edu</a>	Front Street	Cathcart	Santa Cruz	Debris on shoulder or bikeway, Vehicles or objects blocking sidewalk	Southbound front street, construction materials in the bike lane. No advance warning & right after intersection. In this same location, there is a dumpster which is routinely blocking the bike lane	Amelia Conlen	3/21/2018	3/21/2018 AC: Thank you for this report. It sounds like there's a construction project happening that has been delayed due to the rain. They're working on the curb and gutter, so the bike lane will be impacted. Our City Inspector has requested that they install a 'Bikes May Use Full Lane' in advance of the work
03/13/18	Virginia	Vaquero	<a href="mailto:vvaquero@sccrtc.org">vvaquero@sccrtc.org</a>	Arana Gulch Trail		Santa Cruz	Other	Always wanted to ask why the two bridges on Arana Gulch are painted with something that when it is slippery when wet. One of the bridges is on a downhill curve. Very slippery	Amelia Conlen	3/13/2018	03/13/18 Chris Schneider: The Hagemann Bridge has a special water proof coating to protect the tension cables in the concrete deck panels. The last coat has sand mixed in it to roughen the surface. Redoing that is a \$30,000 project that would take 5 clear days, requiring a bridge closure for the entire time. It's possible, but difficult and
03/13/18	Stan	Hooper	<a href="mailto:hooper2@phc.net">hooper2@phc.net</a>	230 Madrone Ave	Hwy 236	Boulder Creek	Bikeway not clearly marked, Sidewalk too narrow, No crosswalk or striping	8" high curb was added	CalTrans	3/13/2018	
03/09/18	Janneke	Strauss	<a href="mailto:director@bikesantacruzcounty.org">director@bikesantacruzcounty.org</a>	Arana Gulch Trail	(east side of harbor)	Santa Cruz	Debris on bikeway	Eucalyptus leaves on the bikeway. If you're heading West, you're coming down a hill and making a tight turn at the location of the debris. The leaves make it very slippery for bicycles	Amelia Conlen	3/12/2018	03/13/18 Amelia stated: Thanks for your email. This has been passed on to our Parks staff, and they will be cleaning up the leaves this morning
03/07/18	David	Hausler	<a href="mailto:hausler@ucsc.edu">hausler@ucsc.edu</a>	936 Coolidge Dr	UC Meadow bike path	UCSC	Debris on shoulder or bikeway	Often large chunks of asphalt in the bike traffic lane	DPW	3/8/2018	
02/21/18	Lilly Ann	Popken	<a href="mailto:lapedals2@aol.com">lapedals2@aol.com</a>	719 Cabrillo Hwy		Santa Cruz	Debris on shoulder or bikeway	Tree came down blocking bike path on way to Wilder Ranch. Marked as urgent because there has already been one accident.	CalTrans	02/21/18	

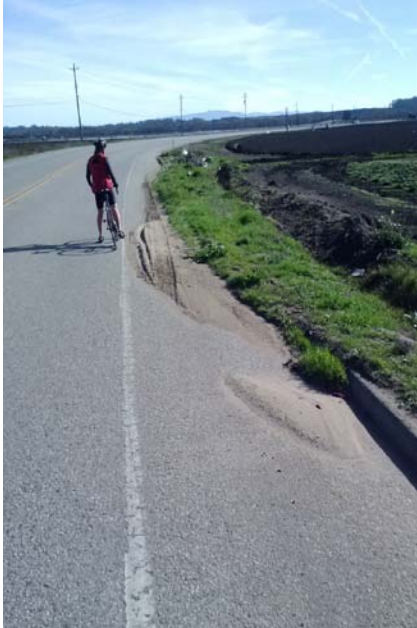
## Bicycle Hazard Report January-March 2018

Date	First Name	Last Name	Contact Info	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
02/07/18	Virginia	Vaquero	<a href="mailto:vivaquero@gmail.com">vivaquero@gmail.com</a>	West Cliff		Santa Cruz	Bikeway not clearly marked, Sidewalk too narrow	The bike lane (westbound) has striping and widens out around the curve. Cars however, cut this and drive into the bike lane. It is a blind corner and the cars go around it in bike lane not knowing if anyone is in it or not. Maybe some poles in the white line?	Amelia Conlen	02/07/18	2/8/18 Amelia stated: I can take a look to see if there's anything we can do in the short term, but this will likely need to be added to our project list and prioritized from there.
02/04/18	Jeremy	Gauger	<a href="mailto:jeremygauger@gmail.com">jeremygauger@gmail.com</a>	High Street	Laurent	Santa Cruz	Bikeway not clearly marked	Have not observed any work being done towards improving this lane. I was sideswiped by a vehicle several days ago in exactly the spot that I indicated in my previous report, and have no choice but to take alternate routes. The routine manner of driving on this section is observably so dangerous that the city should really either fulfill the promise to make it safer, make an effort to deter reckless driving, or simply bar the section to cyclists who may unwittingly enter it and offer alternatives.	Amelia Conlen	02/04/18	2/7/2018: Amelia stated:. We were planning to go out to bid on two bike lane striping projects simultaneously, including High Street, but the other project is on a longer timeline. We will go out to bid separately on the High Street project and get it done as soon as we can, but the schedule will be dependent on contractor availability.
01/30/18	Virginia	Casey	<a href="mailto:vivaquero@gmail.com">vivaquero@gmail.com</a>	Swanton road		Santa Cruz	Hazardous drain grate, Construction hazard	the new metal bridge was super wet whereas the pavement was dry, and slippery	DPW	01/30/18	DPW 1/30/18:The bridge at Swanton Road is a temporary bridge. The metal bridge was the best and quickest option to open the road back up after the 2017 Winter Storms closed the road. There is nothing that can be done about the
01/30/18	Virginia	Casey	<a href="mailto:vivaquero@gmail.com">vivaquero@gmail.com</a>	Backranch road		Santa Cruz	Damaged bikeway signs, Vehicles or objects blocking sidewalk	Do these individuals have the right to block a coastal access/egress route? Or discriminate against users?	DPW	01/30/18	DPW 1/30/18: Back Ranch Road is a private road and the owners of that road have every right to put up a gate and post and enforce No Trespassing signs. Due to the fact that this is private property they have every right to ask the police to arrest and fine trespassers. As to who they chose to allow on their road
01/23/18	Celia	Brown	<a href="mailto:celia.brown@santacruzcounty.us">celia.brown@santacruzcounty.us</a>	1501-1507 Soquel Dr	Paul Sweet Rd	Santa Cruz	Rough pavement or	Soquel Dr. overpass, green lane headed south, just before the light has long narrow	DPW	01/23/18	1/24/2018:"Thank you for contacting Public Works. I have forward your service request to the County

## Bicycle Hazard Report January-March 2018

Date	First Name	Last Name	Contact Info	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
01/15/18	Peter	Stanger	<a href="mailto:pjlsb@att.net">pjlsb@att.net</a>	San Andreas Rd	Buena Vista Rd	Freedom/Watsonville	Plant overgrowth		DPW	01/22/18	
01/15/18	Peter	Stanger	<a href="mailto:pjlsb@att.net">pjlsb@att.net</a>	San Andreas Rd	Sunset State	Freedom/Watsonville	Sand overflowing bike		DPW	01/22/18	
01/15/18	Peter	Stanger	<a href="mailto:pjlsb@att.net">pjlsb@att.net</a>	San Andreas Rd	Zils Rd	Freedom/Watsonville	Plant overgrowth or interference		DPW	01/22/18	
01/18/19	Stan	Hooper	<a href="mailto:hooper2@phc.net">hooper2@phc.net</a>	Highway 236 between Highway 9 at Waterman Gap	Hwy 9	Boulder Creek	No crosswalk or striping, Other	Consider placing signage advising drivers of vehicles that Highway 236 is an undivided two-way road and that traffic must stay to the right side of the road at all times. There is no centerline for much of this road, drivers often drive in the middle of the road & sometimes on the wrong side of road, around blind turns, resulting in a hazard to oncoming cyclists.	CalTrans	01/19/18	
01/03/18	Peter	Stanger	<a href="mailto:pjlsb@att.net">pjlsb@att.net</a>	San Andreas Rd	La Selva Beach	Aptos/Freedom	Construction Hazzard	The Public Works Department recently created this hazard in the bike lane on San Andreas Road in the "S" turns between La Selva Beach and El Camino Los Barrancos. The bike lane on San Andreas is poorly maintained by Public Works at several locations	DPW	01/03/18	1/4/2018 Christine Berge stated: I am sorry that you are having trouble negotiating San Andreas Road. Public Works is aware of the 2017 Storm damage issues on this road and is working with State and Federal Agencies so that the County can make repairs. The barricades are necessary to warn the motoring public of the slip-out
12/04/17	Nathan	York	<a href="mailto:nathan.york@gmail.com">nathan.york@gmail.com</a>	4200-4340 Scotts Valley Drive	Oak Tree	Scotts Valley	Vehicles or objects blocking sidewalk, Construction	Bike lane and sidewalk frequently blocked by construction vehicles in a No Stopping zone. Bikes are forced to merge into high	Frank Alvarez & Trish McGrath	12/04/17	

Photos correspond to hazards reported by Peter Stanger.





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**TO:** Bicycle Advisory Committee

**FROM:** Anais Schenk, Transportation Planner

**RE:** FY 18/19 Bike to Work/Bike to School TDA funding request

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## **RECOMMENDATION**

Staff recommends that the Committee:

1. Review the attached FY 18/19 Bike to Work/Bike to School funding request, work plan and budget from Ecology Action ([Attachment 1](#)); and
  2. Recommend that the Regional Transportation Commission approve \$60,000 in FY 18/19 Transportation Development Act funds.
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## **BACKGROUND**

The RTC has supported the Bike to Work program for each of the 30 years that the program has been in existence, either through RTC staff support, sponsorship or as the program's major funder. Bike to Work is a project of Ecology Action, a non-profit environmental organization, which houses a number of other transportation programs. In February 2003, the Commission approved \$40,000 in FY 03/04 TDA funds for the Bike to Work (BTW) program and committed to providing on-going funding at a level of \$40,000 per year as approved each year in its annual budget. In March, 2012, the RTC again approved an ongoing to \$50,000 annually. In 2017 that amount was increased to \$60,000 annually.

BTW's goals of increasing levels of cycling in Santa Cruz County are consistent with goals in the Commission's Regional Transportation Plan, and the project provides an unparalleled level of bicycle promotion throughout the County on an ongoing basis. BTW has grown steadily in participation and organization over the years.

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

## **DISCUSSION**

Ecology Action submitted a FY 18/19 Bike to Work TDA request letter and other required materials ([Attachment 1](#)) for Bicycle Committee and Commission review and approval. This request is the same amount as last years' allocation which included a new Workplace Bike Challenge element. The Workplace Challenge was modeled after other successful programs that use incentives, recognition, and friendly competition to motivate commuters to make the switch to biking and biking more often for commute trips. The amount has been budgeted in the RTC's FY 18/19 budget for the Bike to Work program.

The Transportation Development Act Claim form and the FY 18/19 Scope of Work provide a detailed description of services Ecology Action proposes to provide under contract with the Commission during the coming fiscal year. A summary of services provided by BTW under contract with the Commission during the 2017 calendar year is also attached, as is the FY 18/19 budget. The requested amount represents over a third of BTW's annual budget of \$160,000.

Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year which occurred at the April 5, 2018 meeting, 2) Bicycle Committee review and recommendation, and 3) RTC review and approval typically scheduled for the June RTC meeting.

## **SUMMARY**

Attached is a request from Ecology Action for the Bike to Work Program for \$60,000 in FY 18/19 TDA funding. Staff recommends that the Bicycle Advisory Committee recommend to the Regional Transportation Commission approving the request as submitted.

### Attachments:

1. Letter and supplemental materials from Piet Canin, Vice President of Ecology Action's Transportation Group

George Dondero, Executive Director  
SCCRTC  
1523 Pacific Avenue  
Santa Cruz, CA 95060

March 26, 2018

Dear Mr. Dondero:

Ecology Action (EA) is requesting \$60,000 in Transportation Development Act (TDA) funds for FY 2018-2019 to support the bi-annual Santa Cruz County Bike to Work and Bike/Walk to School (BTW/S) program. This request is the same amount at our request from fiscal year 2017-2018.

We are requesting this amount to continue our impact on the 50+ businesses that support the Bike to Work program. Our original increase in funds last fiscal year allowed us to research and work on creating a pilot for a Workplace Bike Challenge. We will be working with local businesses to further develop and build out a Workplace Bike Challenge to generate more bike commute trips in the 2018-2019 FY. The Workplace Challenge will be modeled after other successful programs that use incentives, recognition, and friendly competition to motivate commuters to make the switch to biking and biking more often for commute trips.

In our initial outreach to several Santa Cruz based businesses, all show high interest in a Workplace Challenge and see it as a fun, engaging, and healthy challenge to take part in. Our current pilot Workplace Challenge will use Love to Ride, an online tool that allows local employees with encouragement from their employers to track and earn points for bike commuter trips. Worksite based teams will be able to view mileage and progress of other teams and businesses to foster friendly competition and Ecology Action staff will provide weekly online resources and encouragement tips to all participating businesses via electronic communications. We'll profile businesses who provide bike commute amenities such as showers and secure bike parking.

Perhaps the most exciting new tool that Love to Ride will provide is customized messaging to different levels of cyclists. Instead of a one-size-fits-all approach, challenge participants will be surveyed on their bike experience and based on their answers, the Love to Ride communication tool can custom tailor messaging based on that user's answer. This will undoubtedly help Ecology Action better serve and facilitate behavior change toward more people cycling more often.

This new Bike to Work component will complement the work we already do well to promote, inspire, and support increased bike commuting in our county. By catalyzing increased bike commuting at targeted businesses we strive to support year-round biking.

The Bike to Work program continues to leverage RTC funding with some \$20,000 in cash support and some \$50,000 of in-kind contributions from local businesses, and public agencies. EA supplements RTC funding with state and regional funds where possible to meet the growing demands especially for our bicycle transportation encouragement and safety education programs in the schools. Additionally, EA works with 250 volunteers that help make the event possible.

Ecology Action is sincerely grateful to the RTC for your continued support and for consideration of this \$60,000 allocation request for FY 18/19 to support our Bike to Work/School program.

Sincerely,

A handwritten signature in dark ink, appearing to read "Piet Canin", with a stylized flourish at the end.

Piet Canin, VP, Ecology Action Transportation Group

**Transportation Development Act (TDA) – Local Transportation Funds  
CLAIM FORM  
for Bike/Pedestrian Projects**

*Submit a separate form for each project.*

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

**Project Information**

1. Project Title: Bike to Work/School program
2. Implementing Agency: Ecology Action
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: SCCRTC
4. TDA funding requested this claim: \$60,000
5. Fiscal Year (FY) for which funds are claimed: FY 18/19
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): Article 8 Bicycle project
7. Contact Person/Project Manager: Piet Canin  
Telephone Number: 515-1327      E-mail: [pcanin@ecoact.org](mailto:pcanin@ecoact.org)  
  
Secondary Contact (in event primary not available): Jim Murphy  
Telephone Number: 515-1325      E-mail: [jmurphy@ecoact.org](mailto:jmurphy@ecoact.org)
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks):  
  
The Bike to Work/School (BTW/S) program consists of the following main activities: 1) Fall Bike to Work & Bike/Walk to School Day; 2) Spring Bike to Work & Bike/Walk to School Day; 3) Spring Bike Week, which includes several fun, family-friendly and informative bicycle activities over the course of the week; 4) Ongoing support targeting novice or infrequent bike commuters via online communications; 5) Ongoing bike commuter resources, events, updates and news through Ecology Action's 4,500+ sustainable transportation listserv through monthly electronic newsletters as well as targeted messaging via Facebook and website updates.
9. Number of people to be served/anticipated number of users of project/program: We anticipate 13,000-16,000 people will participate directly in the program.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names):  
The project includes the entire Santa Cruz County area including all the incorporated cities.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community)

Ecology Action's BTW/S program provides incentives and tools for local commuters to bicycle for

transportation therefore reducing their single-occupancy vehicle trips. BTW/S provides a variety of resources and services to support commuters in switching to bicycle transportation and to bike commute more often. One of the primary objectives of BTW/S is to normalize bicycling as a mode of transportation and provide residents with a variety of opportunities throughout the year to experience how bicycling is possible for many different types of trips they would otherwise take by car. BTW/S includes a multi-pronged promotional and outreach approach that reaches community members throughout Santa Cruz County. The benefits associated with BTW/S including reduction of traffic congestion, reduction of air, water, and noise pollution, reduction of greenhouse gasses, as well as the promotion of a healthy means of active transportation that helps combat obesity. BTW/S therefore provides a means for addressing some of the more pressing issues that Santa Cruz County is facing including worsening traffic congestion, growing childhood obesity rates, and climate change. BTW/S is an effective approach to building a more sustainable community.

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

13. Measures of performance, success or completion to be used to evaluate project/program:

To measure the success of the Bike to Work/School program, Ecology Action (EA) tracks the following data using participant surveys: the number of program participants, the participant's bike commute mileage, the number of beginning and infrequent bike commuters, the number of first time participants, and the number of participants who usually drive alone to work. In addition, EA tracks bike crash statistics and gathers data on what participants feel would help them bike more often such as more green and protected bike lanes. EA also tracks the number of K-12 school students who bike and walk to school and at a growing number of schools we survey pre-program biking and walking rates. EA also measures success by the amount of publicity generated through news articles, radio talk shows, TV newscasts, the number of newsprint ads, and the number of radio and TV PSA's aired. Success is also measured by the number of posters and brochures distributed, direct mailings sent out, website visits, emails delivered and the growing number of people that sign-up for our electronic newsletter. The number of community, business and school events staffed with informational booths is also tracked.

14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed):

The Bike to Work/School program helps reduce single-occupancy vehicle trips and parking demand while increasing the number of bus/bike combined trips. There also is an increase in people walking to work or school, especially those walking to school.

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

**15a. Capital Projects**

	Planning	Environ- mental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
<b>SCHEDULE (Month/Yr)</b>								
<b>Total Cost/Phase</b>								
<b>\$TDA requested</b>								
<b>Source 2:</b>								

<b>Source 3:</b>								
<b>Source 4:</b>								

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

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

SEE ATTACHED BUDGET

<b>Work Element/ Activity/Task</b>	<b>SCHEDULE (Month/Yr)</b>	<b>Total Cost per Element</b>	<b>\$TDA requested</b>	<b>\$ Source 2:</b>	<b>Source 3:</b>	<b>Source 4:</b>
Administration/ Overhead						
Activity 1:						
Activity 2:						
Activity 3:						
Activity 4:						
<i>Ex. Consultants</i>						
<i>Ex. Materials</i>						

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

Quarterly reimbursement for work performed.

17. Proposed schedule of regular progress reports including an evaluation of prior year's activities:

Annual report as well as program activity narrative updates with quarterly invoices.

18. TDA Eligibility:

	<b>YES?/NO?</b>
<b>A.</b> Has the project/program been approved by the claimant's governing body? Attach resolution to claim. (If "NO," provide the approximate date approval is anticipated.)	Yes, part of Ecology Action's annual work plan.
<b>B.</b> Has this project previously received TDA funding?	Yes
<b>C.</b> For capital projects, have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency for the next 20 years? (If an agency other than the Claimant is to maintain the facility provide its name: _____)	
<b>D.</b> Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	To be reviewed by the RTC Bike

	Committee at their April 2017 meeting.
E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual? (Available on the internet via: <a href="http://www.dot.ca.gov">http://www.dot.ca.gov</a> ).	

### **Documentation to Include with Your Claim:**

#### **All Claims**

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

#### **Bike to Work – PLEASE KEEP ANSWERS BRIEF**

##### **19. Improving Program Efficiency**

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

The 2017 BTW Program had one of the largest turnouts in the program's 30-year history with a combined total of 14,745 participants in the Spring and Fall BTW Day events. This represents over a 65% increase countywide over the past decade. A combined total of 2,163 adults participated in Bike to Work Day and an additional 8,427 students from 42+ school sites participated in Bike/Walk to School Day. Additionally, an estimated 4,155 people participated in our other Spring Bike Week events. Increases in participation are a result of a multi-pronged approach including increased outreach to local businesses and employers, increased outreach to school administrators, increased education and awareness initiatives around bike safety and safe commuting tips, compelling and relevant incentives, as well as the program's continued comprehensive outreach campaign including our monthly electronic newsletter which goes out to over 4,500 recipients.

EA helps to reduce operating costs by investing in our volunteer program. 2017 saw a comprehensive volunteer capacity assessment completed and an increase in volunteer trainings. EA continues to develop and foster our volunteer base through consistent volunteer retention with engagement events, regular communications, and recruitment of new volunteers. In addition, EA continues to solicit a wide array of product donations, both financial and in-kind. Local businesses, public agencies, and individuals provide a high level of skilled volunteer labor to assure the smooth running of the program. EA has built on its 30 years of success to generate non-TDA cash donations from local businesses, individuals and public agencies. Last year the program raised \$20,000 in cash donations and \$50,000 in in-kind services and product donations to match the TDA funds. These cash donations are from non-transportation funding sources. EA also actively seeks other funding sources such as federal and state Safe Routes to School, local foundations, and applicable funders.

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

EA will focus on business engagement by rolling out our new Workplace Bike Challenge Pilot where

employees will receive positive incentives and resources to encourage them to bike more often. This new workplace challenge will be combined with leveraging our long-standing Sustainable Transportation Membership Program. This program offers two key benefits, zero interest bike loans and emergency rides home – designed to help employees overcome barriers to buying a bike and any fear of getting stranded by using their bike for transportation, respectively. There are just under 6,000 people enrolled through our 20 membership businesses.

EA will continue to focus on expanding this program within the schools and leveraging our existing volunteer and administrator contacts at school sites to increase ridership among students while keeping staff time low. Our new monthly Bike to School program which has been brought to a few local schools has proven to be an effective tool of keeping walking/biking in the forefront throughout the year instead of only twice a year.

EA will continue to foster ridership with year-round communication on our social media platforms and electronic newsletters as well as collaborative work and/or events with community partners, agencies, and organizations.

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

While EA will continue to focus on targeting novice and infrequent bike commuters from past Bike to Work events, our primary focus will be on engaging local employers to participate in our Workplace Bike Challenge Pilot. By leveraging our existing relationships with 50+ local businesses, we aim to increase ridership among employees. The Workplace Challenge will be modeled after other successful programs that use incentives, recognition, and friendly competition to motivate commuters to make the switch to biking and biking more often for commute trips.

Our pilot will be broken into two phases. Phase 1 will occur during May 2018, where we will be promoting and directly local businesses to the National Bike Challenge using the challenge platform – Love to Ride. Directing businesses to an already setup challenge will allow us to gauge interest, participation, and collect feedback on the experience to consider when we move into Phase 2. Assuming positive results from Phase 1, Phase 2 of the pilot will take place in Fall 2018 with EA purchasing the Love to Ride platform and hosting our own local Santa Cruz challenge where we can customize content and create a more localized experience for local riders. In our initial outreach to several Santa Cruz based businesses, all show high interest in a Workplace Challenge and see it as a fun, engaging, and healthy challenge to take part in.

Local businesses, many associated with the Bike to Work Program and/or our Sustainable Transportation Membership Program will be recruited to participate and encouraged to form 'teams' of employees that will help keep each other motivated to bike commute. Teams will record their daily bike mileage on our Challenge designated website, Love to Ride, and will earn 'points' for each mile biked. The team/business with the most points at the end of the month will be featured on Bike to Work promotions. Teams will be able to view mileage and progress of other teams and businesses to foster friendly competition and Ecology Action staff will provide weekly online resources and encouragement tips to all participating businesses via electronic communications. We'll profile businesses who provide bike commute amenities such as showers and secure bike parking. Ecology Action will participate in the challenge as well to help excite other businesses.

Perhaps the most exciting new tool that Love to Ride will provide is customized messaging to different levels of cyclists. Instead of a one-size-fits-all approach, challenge participants will talk

about their bike experience and based on their answers the Love to Ride communication tool can custom tailor messaging based on that user's answer. This will undoubtedly help Ecology Action better serve and facilitate behavior change toward more people cycling more often, tailoring communication down to the individual.



## **Bike To Work Program Scope of Work FY 18-19**

Ecology Action's (EA) Bike To Work (BTW) Program turns 32 in the Spring of 2019, and we will highlight the incredible growth from a small neighborhood affair to a large-scale community tradition with more than 13,000 kids and adults participating. The BTW program is one of the largest sustainable transportation campaigns in our County, providing critical opportunities to increase ridership as well as provide bike education and resources to K-12 students and adults. The BTW program consists of six main projects:

- 1) Fall Bike To Work & Bike/Walk to School Day
- 2) Spring Bike To Work & Bike/Walk to School Day
- 3) Spring Bike Week, which features a minimum of 6 fun, positive, and educational bicycle activities
- 4) Ongoing support targeting novice or infrequent bike commuters via online communications including regular electronic newsletters, social media and website updates
- 5) Targeted outreach campaign related to Ecology Action's Bicycle Advocacy efforts to engage community members all year long in efforts to improve bike infrastructure throughout the County
- 6) EA's new Workplace Challenge Pilot aimed at engaging more businesses and their employees through positive incentives, targeted communication, and friendly competition

Fall Bike To Work & Bike/Walk to School Day: Thursday, October 4, 2018

### **Work Schedule/Tasks:**

EA will coordinate the 20<sup>th</sup> Annual Fall Bike To Work and Bike/Walk to School Day, which features free breakfast for all bike commuters at 12 public sites as well as free healthy snacks and safety gear prizes at 40+ school sites. The following are tasks to be completed:

- Confirm with site managers for all public breakfast sites and all school sites
- Solicit food donations
- Increase outreach to novice bike commuters through targeted employer and employee outreach, online social marketing and media outreach
- Conduct comprehensive promotional campaign including print ads, online ads, electronic newsletters, website, social media and hardcopy flyer distribution. Campaign will focus on promoting informative resources to increase ridership among infrequent riders and will focus on engaging cyclists in other local campaign efforts

- Coordinate Bike/Walk to School Day efforts with bike safety presentations conducted by EA's Bike Smart Youth Bike Safety program and the Community Traffic Safety Coalition (CTSC)
- Coordinate helmet distribution with CTSC at school sites based on supply of helmets and greatest need
- Increase outreach to school teachers, administrators and parents to continue to expand student participation
- Recruit, train and coordinate 200+ volunteers
- Continue to modify and update electronic survey system and contact tracking system

#### Performance Goals for Fall Bike to Work/School Day, 2018

- Increase participation levels by 5% from past year's Fall BTW/S Day.
- Increase the number of beginning cyclists by 5% attending BTW Day.
- Place over 1,000 event and informational posters at local businesses.
- Have at least two articles published in a local newspaper regarding bike commuting.
- Develop and send at least 6 targeted emails to over 4,500 past Bike to Work Day participants with bike commuting news, incentives, and resource information

#### Spring Bike Week, Second Week of May 2019

##### Work Schedule/Tasks:

EA staff will coordinate the 32nd annual Santa Cruz County Spring Bike to Work program, which will include Bike Week and Bike to Work/School Day. The main objective will be to continue to promote bicycle commuting as well as bicycle transportation for other trips that replace single occupancy vehicle trips. Bike safety messaging and efforts to increase community engagement in relevant bike advocacy campaigns will be a focal point. The following are tasks to be completed:

- Secure at least 12 public Bike to Work breakfast sites and 40+ school sites
- Work with large employers to offer incentives and encourage participation
- Continue Workplace Bike Challenge with at least 5 new local businesses. Recruit 'teams' of employees that will help keep each other motivated to bike commute. Teams will record their daily bike mileage on our Challenge designated website - Love to Ride and will earn 'points' for each mile biked. The team/business with the most points at the end of the month will be featured on Bike to Work promotions.
- Solicit business donations and food donations
- Promote bike commuting resources and safety tips through a regularly scheduled electronic newsletter with a distribution of 4,500+ local contacts
- Maintain regular social media presence via the Bike2Work Facebook page with over 2100 followers

- Conduct comprehensive promotional campaign including print ads, online ads, electronic newsletters, website, social media and hardcopy flyer distribution. Campaign will focus on promoting informative resources to increase ridership among infrequent riders and will focus on engaging cyclists in other relevant Ecology Action bike advocacy campaigns
- Push for online BTW registration
- Create artwork, T-shirt and color poster production
- Coordinate Bike/Walk to School Day with bike safety presentations conducted by EA's Bike Smart Youth Bike Safety program the Community Traffic Safety Coalition (CTSC)
- Coordinate helmet distribution with CTSC at school sites
- Expand Bike Week partnerships with additional agencies and businesses to promote Bike Week activities and bike resources throughout the year
- Recruit, coordinate and train 200+ volunteers
- Continue to expand efforts in South County to improve outreach to Latino populations

#### Performance Goals for the Spring Bike Week, 2019

- Increase participation by 5% from the previous spring Bike Week.
- Increase participation by 5% from the previous spring Bike to Work & Bike/Walk to School Day.
- Continue Workplace Bike Challenge with at least 5 new businesses.
- Increase by 5% the outreach/promotion to businesses, public agencies, & local organizations through company liaisons from the previous spring Bike Week by using email, flyers, posters, and business site presentations/booths.
- Increase by 5% the number of beginning cyclists attending BTW Day from the previous spring BTW Day.
- Develop and send at least 6 e-newsletters to 4,000+ people with bike commuting news, upcoming events, incentives, and resource information.
- Print and distribute over 1,000 bilingual Bike Week posters.
- Conduct content marketing campaign including video clips featuring community members and 'why they ride' from April through October.

#### Ongoing Business Engagement: Workplace Challenge

We are requesting funds to support and continue our work to expand our impact to the 50+ businesses that support the Bike to Work program as well as other local businesses. We would work with these businesses to continue a Workplace Bike Challenge to generate more bike commute trips. The Workplace Challenge is modeled after other successful programs that use incentives, recognition, and friendly competition to motivate commuters to make the switch to biking and biking more often for commute trips.

After a successful pilot program, the Workplace Challenge would prove to increase excitement and accessibility to a wide range of regular, irregular, and non-cyclists alike to take up more regular bike commuting.

The Workplace Bike Challenge will occur during the month of May. Our Bike to Work partner businesses, Sustainable Transportation Membership businesses, and other local businesses will be recruited to participate and encouraged to form 'teams' of employees that will help keep each other motivated to bike commute. Teams will record their daily bike mileage on our Challenge designated website - Love to Ride and will earn 'points' for each mile biked. The team/business with the most points at the end of the month will be featured on Bike to Work promotions. Teams will be able to view mileage and progress of other teams and businesses to foster friendly competition and Ecology Action staff will provide weekly online resources and encouragement tips to all participating businesses via electronic communications. We'll profile businesses who provide bike commute amenities such as showers and secure bike parking. Leading up to the challenge, EA staff can be available to provide bike safety and commute workshops upon request to participating businesses. This could include ebike demos with some of our BTW sponsors and partnership businesses.

This new Bike to Work component would complement the work we already do to promote, inspire, and support increase bike commuting in our county. By catalyzing increased bike commuting at targeted businesses we strive to support year-round biking.

**EA's Bike to Work/School 18/19**  
**Budget      \$60,000 TDA Funds**

	SCCRTC	Match*
<b>Personnel</b>		
Program Director (.15 FTE)	\$ 5,000.00	\$ 2,000.00
Program Specialist (.25 FTE)	\$ 15,000.00	\$ 5,000.00
Program Specialist (.5 FTE)	\$ 40,000.00	
<b>Material</b>		
Direct Costs (program materials & supplies)		\$ 25,000.00
<b>Inkind services (staff &amp; supplies)</b>		\$ 18,000.00
<b>Inkind product donations</b>		\$ 50,000.00
(food, advertising, prizes)		
<b>Total</b>	\$ 60,000.00	\$ 100,000.00
<b>TOTAL PROJECT BUDGET</b>	<b>\$ 160,000.00</b>	
<p><i>* Local business and public agencies donations and T-shirt sales contribute \$20,000 in cash plus an additional \$50,000 of inkind services and product annually for Bike to Work.</i></p>		



## **Ecology Action's Bike To Work Program 2017 Program Summary/Annual Report**

### ***Program Summary***

Ecology Action (EA)'s 2017 Bike To Work (BTW) Program provided many fun and unique opportunities for community members to participate and provided a critical platform for EA and our partners to provide bike education and resources to K-12 students and adults.

EA celebrated our 30<sup>th</sup> BTW Anniversary year and hosted more events than ever before as part of Spring Bike Week. EA had a combined total of over 14,700 participants including 2,163 participated in Bike To Work Day and an additional 8,427 students from 42+ school sites participated. An estimated 4,155 people participated in our other Spring Bike Week events including Bike Night at the Museum of Art & History, group rides and more.

### ***Contributes to the documented growth of Bike To Work Trips***

For the 2017 program, 26% of bike commuters that participated cited that they were beginner cyclists and 28% noted they either never biked or were an infrequent cyclist. 52% noted they biked more because of BTW. A continued goal of the program is to continue to engage those individuals that normally drive to work and need the extra support and motivation to bike more often. These percentages attest to our ability to reach this demographic.

### ***Benefits of increased bicycle commuting***

The BTW program directly contributes to a healthier community by increasing the number of people commuting by bike, thereby reducing air, noise and run-off pollution. Additional benefits include reducing traffic congestion, building community through fun and free social events, and increasing overall health and wellness through education and resources. EA uses a multi-pronged approach to engaging community members whether they are experienced cyclists to novice commuters through fun, positive, family-friendly and engaging activities.

### ***Broad-base support***

EA leverages a considerable amount of private and public money to extend the Santa Cruz County Regional Transportation Commission's funding for the BTW Program. In 2017, EA generated over \$20,000 in cash from local businesses, individuals and public agencies. In addition, EA raised over \$50,000 of in-kind services and product donations. Over 70 businesses and public agencies, plus over 250 individuals volunteered their time and contributed to the success of the program.

### **2017 Accomplishment Highlights**

### *Combined figures for 2017*

- 14,745 people participated 8,427 students and 2,163 adults in our Bike To School and Work events. An additional 4,155 people participated in our Bike Week events.
- Over a 60% increase of Bike To Work participation countywide over the last decade.
- 26% of bike commuters that participated were beginner cyclists.
- 28% noted they either never biked or were an infrequent cyclist.
- 52% noted they biked more because of BTW.
- Over 70 local businesses participated in some capacity

### **2017 Spring Bike Week Highlights**

- 4,155 people participated in a Bike Week activity (excluding Bike To Work/School Day)
- Bike Week First Friday Launch Party at the Museum of Art & History: Nearly 3,000 people in attendance.
- EA partnered with The Bicycle Trip for their Bike Fest, which featured bike gear giveaways, stunt riders, and information booths.
- Ladies Mountain Bike Ride: 75 participants.
- Rail Trail Mixer: 100 attendees learned about the Westside Rail Trail plans and participated in art projects.
- Activate the River Ride: Co-hosted with Patagonia featuring City of Santa Cruz staff updates on the Branciforte Creek bike/ped bridge and SLV Trestle bike/walk way with some 35 riders.
- Bike-In Movie Night: 100 participants at Beer Thirty where a bike was also raffled off.
- Cycle & Dine: EA partnered with restaurants to provide food discounts to cyclists. Only 5 recorded participants.
- Hotel Paradox Happy Hour: 25 participants received reduced drink/food tickets for biking.
- Santa Cruz Bike Party Group Ride: Over 200 community members of all ages joined this 8-mile group ride.

### **Annual Promotion**

- Electronic newsletter campaign: Over 4,500 community members received regular correspondence which included education, incentives and resource to promote bicycle commuting.
- Social Media: Over 2,200 followers received regular updates and communications via the Bike2Work Facebook page.
- News Articles: 1 article in the Sentinel, 1 articles in the Santa Cruz Cycling Club Newsletter, articles in the UCSC Recreation Guide, the Capitola Times and the Register Pajaronian.
- Newspaper Print Ads: 3 color print ads ran in the Good Times along with online ads.
- Event Outreach: EA conducted targeted outreach at 8 events including local farmers markets, the Mountain Bike Festival, and Earth Day events
- Poster Distribution: Over 1,000 bilingual posters were distributed. throughout the County and at school sites.

### **Bike/Walk to School Promotion**

- Coordination with 42+ schools

- Over 500 posters distributed to schools throughout the County
- Educational materials distributed to program participants at school sites including helmet fit guides, traffic rules and safety tips
- Over 25 'Share the Road' signs and barricades posted at school sites
- Coordinated with EA's Youth Bike & Walk Safety education training prior to event days at specified school sites.
- Worked with law enforcement to provide additional safety support on event days.

## 2017 Collaborations

EA benefits greatly from the many business and public agency partners that help make the BTW Program successful. EA continued to forge new partnerships and build upon established partnerships. The following is a partial list of our 2017 partners:

- **Santa Cruz County Regional Transportation Commission (SCCRTC):** Provided major financial support along with promotional support. EA also communicated key SCCRTC initiatives to our 4,500 list-serv and on our social media platforms throughout the year
- **The Community Traffic Safety Coalition (CTSC):** EA distributed CTSC bike safety information
- **City of Santa Cruz:** Provided cash funding and promotional support
- **County of Santa Cruz:** Provided promotional support
- **City of Watsonville:** Provided staff and promotional support for Watsonville schools and public site
- **City of Capitola:** Provided promotional support
- **University of California Santa Cruz:** Provided cash funding and promotional support
- **Cabrillo College:** Provided staff support and promotional support
- **Santa Cruz Cycling Club:** Provided promotional support
- **Bike Santa Cruz County:** Was a program partner for the Bike Week kick-off party at the Museum of Art & History, provided bike valet at breakfast sites and assisted with promotion
- **GreenWays to School:** Assisted with outreach at targeted schools
- **Spokesman Bicycles, Sprockets, Another Bike Shop, Epicenter Cycling, Bicycle Trip, Santa Cruz Bicycle Exchange, and Family Cycling Center:** Provided free basic bike maintenance
- **Patagonia:** Provided cash funding and promotional support
- **Dignity Health Medical Group and the Palo Alto Medical Foundation:** Provided cash funding support and helped promote
- **Staff of Life, Whole Foods Santa Cruz/Capitola, New Leaf Community Markets, The Buttery, The Picnic Basket** and many other local restaurants and food vendors provided free breakfast items to cyclists
- **FOX and Specialized** provided free helmets, bike lights and water bottles and other gear raffled off to students and adults

**TO:** Bicycle Advisory Committee

**FROM:** Anais Schenk, Transportation Planner

**RE:** FY 18/19 TDA Funding Request and Review of Work Plans for the Community Traffic Safety Coalition and the Ride 'n Stride Program

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## **RECOMMENDATIONS**

Staff recommends that the Bicycle Committee:

1. Review the attached FY 18/19 Community Traffic Safety Coalition (CTSC) and Ride 'n Stride Bicycle and Pedestrian School Education Program funding request, work plan and budget from the County of Santa Cruz Health Services Agency (HSA) (Attachment 1); and
  2. Recommend that the Regional Transportation Commission approve \$130,000 in FY 18/19 Transportation Development Act funds.
- 

## **BACKGROUND**

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

Since FY 01-02, the Commission has also funded HSA's Ride 'n Stride Bicycle and Pedestrian School Education Program with TDA funds. In prior years, funding for this program came from the Congestion Mitigation and Air Quality (CMAQ) Improvement Program and Commission reserves. In 2001, the Commission committed to approving up to \$100,000 in TDA funds in future fiscal years for the HSA and its related programs. In 2017, the Commission increased that amount to \$130,000 annually.

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

## **DISCUSSION**

The County HSA submitted the attached TDA claim forms, work plans and budgets for Bicycle Committee and Commission review and approval of funding. Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year which occurred at the April 5, 2018 RTC meeting, 2) Bicycle Advisory Committee review and recommendation, and 3) RTC review and approval typically scheduled for the June RTC meeting.

The first work program, claim form and budget are for the ongoing work of the Ride 'n Stride Bicycle and Pedestrian School Education Program. This project includes staff costs but also relies on volunteers to present lessons on bicycle and pedestrian safety to elementary school students. The FY 18/19 funding request for this program is \$65,000. The second work plan and budget request is for continuation of the CTSC. The CTSC serves Santa Cruz County residents through efforts to prevent bicycle and pedestrian injuries and fatalities and increase the use of safe alternative modes of transportation.

In total, the amount requested for the two programs does not exceed the \$130,000 currently available and does not include an increase over the last TDA allocation. HSA and other Coalition members will provide a total of \$179,775 in matching funds to the requested allocation.

### Work Plan Review

The agreement between the RTC and County HSA for the CTSC and Ride 'n Stride programs includes annual review, feedback and comment by the Commission on their respective work plans as part of the funding review and approval process.

### **SUMMARY**

Attached is a request letter ([Attachment 1](#)) for \$130,000 in FY 17/18 TDA funding from the Health Services Agency for the CTSC and Ride 'n Stride Programs. Staff recommends that the Committee recommend to the Regional Transportation Commission approve the funding request at the full level with \$65,000 going to the Community Traffic Safety Coalition and \$65,000 going to the Ride 'n Stride Program.

### **Attachment:**

1. Request letter and supplemental materials from Corrine Hyland, Health Services Manager

# COMMUNITY TRAFFIC SAFETY COALITION



March 23, 2018

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

**Regarding: FY 2018-2019 TDA Request for the Community Traffic Safety Coalition (CTSC) and Ride n' Stride program**

Dear Mr. Dondero:

The Santa Cruz County Health Services Agency (HSA) serves County residents through its CTSC, Ride n' Stride and Vision Zero programs. The overall focus is the prevention of bicycle and pedestrian injuries/fatalities and the promotion of safe alternative modes of transportation. The CTSC members developed a new, two-year work plan spanning fiscal years 2018-2020 supporting strategies to bring Vision Zero to each county jurisdiction. The Ride n' Stride program provides safety education to over 2,000 elementary school students a year. In addition, Ride n' Stride staff collaborate with Ecology Action's Walk Smart program, enhancing and expanding critical traffic safety education. HSA program staff also work with school districts, CTSC and other community partners to conduct outreach efforts and provide safety education and equipment to low-income residents.

HSA is requesting \$65,000 to support staffing and project implementation for CTSC and the Vision Zero Work Plan and \$65,000 to support the Ride n' Stride school education program. HSA will provide \$179,775 in Match through other grant funding, HSA program management, fiscal and administrative support, and community in-kind contributions, for a total CTSC/Ride n' Stride budget of \$309,775 for FY 2018/19.

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

Sincerely,

Corinne Hyland, MPH  
Health Services Manager  
Community Health and Prevention Programs  
County of Santa Cruz Health Services Agency  
(831) 454-7558  
[corinne.hyland@santacruzcounty.us](mailto:corinne.hyland@santacruzcounty.us)

**Transportation Development Act (TDA) – Local Transportation Funds  
CLAIM FORM  
for Bike/Pedestrian Projects**

*Submit a separate form for each project.*

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

**Project Information**

1. Project Title: **Ride n' Stride** (Bike & Pedestrian Safety school-based education program of CTSC)
2. Implementing Agency: County of Santa Cruz Health Services Agency
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: Santa Cruz County Regional Transportation Commission
4. TDA funding requested this claim: **\$65,000**
5. Fiscal Year (FY) for which funds are claimed: **FY 2018-19**
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): **Article 8 Bike/Pedestrian Project**
7. Contact Person/Project Manager: Lynn Lauridsen  
Telephone Number: (831) 454-5477  
E-mail: [lynn.lauridsen@santacruzcounty.us](mailto:lynn.lauridsen@santacruzcounty.us)  
  
Secondary Contact (in event primary not available) : Corinne Hyland  
Telephone Number: (831) 454-7558      E-mail: [corinne.hyland@santacruzcounty.us](mailto:corinne.hyland@santacruzcounty.us)
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks): See attached **Ride n' Stride Education Work Plan for FY 2018-19**
9. Number of people to be served/anticipated number of users of project/program: Primary work plan objective is to reach at least 2500 elementary and pre-school students to teach basic bicycle and pedestrian safety practices. In addition, it is anticipated that parent/caregiver presentations and staff participation in community events, Bike/Walk to School activities and distribution of properly fitted bike helmets will reach hundreds more children, parents/caregivers and teachers throughout the county.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): All projects are county wide.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community):

The Ride n' Stride program provides school-based education and encouragement towards the goal of increased bike and pedestrian safety practices among youth. Through its partnership with Ecology Action's Walk Smart program there is a greater reach into the community. Both Ride n' Stride and Walk Smart increase students' confidence as users of alternative modes of transportation in the community. Program staff are bilingual, enabling the program to be effective in reaching the county's

diverse population of students and parents with key messages promoting the benefits of riding and walking. Program evaluations consistently show an increase in bike safety knowledge among students and high satisfaction levels among teachers.

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Programmed into the RTP under project #CO50.
13. Measures of performance, success or completion to be used to evaluate project/program: Please see attached Work Plan for evaluation measures.
14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): Through road safety education, biking and walking encouragement and provision of safety helmets, more students and parents will gain confidence and motivation as cyclists and pedestrians, thereby reducing the numbers of vehicle mode trips to and from school sites, as well as for other local trips.
15. Project Cost/Budget, including other funding sources, and Schedule: *(complete "15a" or "15b")*

**15a. Capital Projects**

	Planning	Environ- mental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
<b>SCHEDULE (Month/Yr)</b>								
<b>Total Cost/Phase</b>								
<b>\$TDA requested</b>								
<b>Source 2:</b>								
<b>Source 3:</b>								
<b>Source 4:</b>								

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

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

See attached Ride n' Stride Safety Program Budget for FY 2018-19.

16. Preferred Method and Schedule for TDA fund distribution, consistent with the RTC Rules and Regulations (a. 90% prior to completion/10% upon completion; or b. 100% after completion): 100% after completion, county transfer fund (journal)
17. Proposed schedule of regular progress reports including an evaluation of prior year's activities: Biannual progress reports to be submitted by January 31, 2019 and final report to be submitted by July 31, 2019.
18. TDA Eligibility:

	YES?/NO?
<b>A.</b> Has the project/program been approved by the claimant's governing body? Attach resolution to claim. (If "NO," provide the approximate date approval is anticipated.)	Yes, on file
<b>B.</b> Has this project previously received TDA funding?	Yes
<b>C.</b> For capital projects, have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency for the next 20 years? (If an agency other than the Claimant is to maintain the facility provide its name:	N/A

D. Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	Bicycle Committee review April 9, 2018
E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual?	N/A

### **Documentation to Include with Your Claim:**

#### **All Claims**

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

### **Ride n' Stride education program – PLEASE KEEP ANSWERS BRIEF**

#### **19. Improving Program Efficiency**

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

HSA provides 100% match to TDA funding through grant sources such as Active Transportation Program (ATP) and the Office of Traffic Safety to sustain CTSC/Ride n' Stride programming. Over the past year, a partnership with Ecology Action has enabled more children to receive critical safety information and real world pedestrian safety practice. Efforts are made to utilize existing or low-cost/no-cost educational materials that reflect current best practices and are developmentally appropriate. In addition, the program utilizes in-kind donations of teacher and volunteer time and secures competitive pricing for bike helmets and other program supplies. CTSC/Ride n' Stride staff have work with partner agencies to implement the Train-the-Trainer Bike Helmet Fitting and Distribution program based at local schools and community service organizations.

#### **20. What is different from last year's program/claim?**

HSA's total FY 17/18 TDA request for CTSC and Ride n' Stride is \$130,000. HSA will continue to secure 100% matching funds through grants and other funding sources to maintain an adequate level of staffing for these programs to ensure continuing success and benefits to the community. New this year will be the widespread distribution of supplemental classroom materials developed by HSA from other traffic safety funding. Activity booklets for second and fifth grade classrooms will enhance the safety messages of the Ride n' Stride program as well as Walk Smart and Bike Smart. Also new, will be staff's participation in two Complete Streets to Schools Planning projects in partnership with Ecology Action, the City of Watsonville, City of Scotts Valley and County Public Works. Ride n' Stride staff have strong connections to many schools in the community which will an asset in moving the planning projects forward.

**Community Traffic Safety Coalition (CTSC)  
Ride n' Stride Education Work Plan  
FY 2018-2019**

The goal of the Ride n' Stride program is to increase safe bicycling and walking among children and youth in Santa Cruz County. The bicycle and pedestrian safety curriculum teaches basic traffic safety to young students. The program encourages safe riding and walking and inspires participants to be role models for their friends, siblings and parents. Interactive classroom education sessions on bicycle safety (and other wheeled sports, such as scooters and skateboards) and pedestrian safety are designed to be age-appropriate, bilingual and culturally competent. The Ride 'n Stride program collaborates with Ecology Action in the provision of Walk Smart, a project that builds on the classroom presentations of Ride 'n Stride with the practical experience of a walking fieldtrip. This partnership is going into its third year and has expanded the reach of both agencies in providing Safe Routes to Schools programming.

An add-on to school programming are classroom activity packets to reinforce traffic safety messages. Two packets have been developed and are being distributed to 2<sup>nd</sup>/3<sup>rd</sup> grade and 5<sup>th</sup> grade classrooms. Easy to follow lesson plans align with California Common Core standards and provide another opportunity for children to hear important safety messages.

Ride n' Stride staff responsibilities also include: participation in community events, monthly participation in the CTSC and Watsonville Bike and Pedestrian Work Group meetings, fitting and distributing helmets to low-income families, providing safety presentations to community agencies such as preschool centers, after-school programs and neighborhood groups as requested in order to educate parents/caregivers as well. Beginning in the FY18-19, the program will participate in two Complete Streets to Schools Planning Grants, assessing barriers to walking and biking at 30 schools throughout the county.

During FY 2016-2017, Ride n' Stride program staff reached 2,643 students with traffic safety education. Ride n' Stride program staff participated in 7 community events including National Night Out, Alianza Children's Day, Open Streets Watsonville and Bike/Walk to School Days. Eight presentations to parent groups reached 102 individuals. Staff also helped with fitting and distribution of bike helmets at numerous locations throughout the county (569 helmets in FY16/17)

***FY 2018/19 Objectives and Activities Work Plan:***

- ❑ Conduct bicycle and pedestrian safety education sessions for at least 2,500 elementary school and pre-school students in Santa Cruz County school districts.
- ❑ Conduct at least 4 traffic safety presentations to parents and caregivers through schools, community agencies and neighborhood groups to promote safe bicycling and walking in Santa Cruz County.
- ❑ Participate in at least 4 school or community events to provide traffic safety information and promote safe bicycling and walking in Santa Cruz County.
- ❑ Collaborate with CTSC, HSA staff and community partners to collect bicycle and pedestrian safety data.
- ❑ Work with CTSC, HSA and community partners to coordinate distribution and proper fitting of at least 100 bike helmets to students and other community members.
- ❑ Participate in the fall and spring Bike/Walk to School/Work events, bike rodeos and other bike/pedestrian safety activities, as staff time permits.

- ❑ Participate in traffic safety meetings, such as CTSC, South County Bike/Pedestrian Work Group, and Complete Streets to Schools planning meetings, as staffing capacity and other program priorities allow.
- ❑ Conduct program evaluation including pre/post-testing of student sample, teacher evaluations, and reporting of bike and pedestrian observational surveys among children and youth.

**CTSC**  
**Ride n' Stride Bicycle and Pedestrian Education Program**  
**TDA/RnS Budget, FY 2018/19**

<b>Line Item</b>	<b>TDA Budget</b>	<b>HSA Match</b>	<b>Total Project Costs</b>
<b>Personnel</b> (Salary + Benefits)			
Bilingual Health Program Specialist, 1 FTE	62,500	62,500	125,000
Program Director/Support Staff		5,000	5,000
<b>Subtotal Personnel</b>	<b>62,500</b>	<b>67,500</b>	<b>130,000</b>
<b>Indirect Costs</b> (15% of Personnel)		19,500	19,500
<b>Travel/Mileage</b>	200	0	200
<b>Direct Costs</b>			
Education Materials, Incentives, Supplies	2,300		2,300
<b>Inkind</b>		3,500	3,500
<b>Totals</b>	<b>65,000</b>	<b>90,500</b>	<b>155,500</b>

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**Transportation Development Act (TDA) – Local Transportation Funds  
CLAIM FORM  
for Bike/Pedestrian Projects**

*Submit a separate form for each project.*

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

**Project Information**

1. Project Title: **Community Traffic Safety Coalition (CTSC)**
2. Implementing Agency: County of Santa Cruz Health Services Agency
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: Santa Cruz County Regional Transportation Commission
4. TDA funding requested this claim: **\$ 65,000**
5. Fiscal Year (FY) for which funds are claimed: **FY 2018-2019**
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): **Article 8 Bike/Pedestrian Project**
7. Contact Person/Project Manager: Lynn Lauridsen  
Telephone Number: (831) 454-5477      E-mail: [lynn.lauridsen@santacruzcounty.us](mailto:lynn.lauridsen@santacruzcounty.us)  
  
Secondary Contact (in event primary not available): Corinne Hyland  
Telephone Number: (831) 454-7558      E-mail: [corinne.hyland@santacruzcounty.us](mailto:corinne.hyland@santacruzcounty.us)
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks): See attachment - **CTSC Vision Zero Work Plan for FY 2018-20**
9. Number of people to be served/anticipated number of users of project/program: The target audience for this work plan is community stakeholders and decision makers throughout the county. The goal is to engage a broad spectrum of community members involved in one or more aspects of the traffic safety work plan.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): The Vision Zero planning project has a countywide focus. As needs and opportunities arise in the work plan period, specific jurisdictions within the county may be targeted for traffic safety activities.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community): The mission of CTSC is to prevent traffic-related injuries and fatalities for all road users, with a focus on people biking and walking. CTSC and the South County Bike and Pedestrian Work Group provide a forum for various agencies and individuals to share information, address community issues, collaborate on solutions, and act as a resource for its members and the community.

CTSC also focuses on the collection and dissemination of traffic safety data. With the Vision Zero work plan CTSC is strengthening its data collection, analysis and reporting activities and bringing a wider audience into the discussion of traffic safety.

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Programmed into the RTP under project #CO50
13. Measures of performance, success or completion to be used to evaluate project/program: See attached work plan.
14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): CTSC's primary goal is to increase the use of alternative modes of transportation and to prevent traffic related injuries in Santa Cruz County. CTSC works to promote safe bicycling and walking by conducting community-based activities such as participating in Bike/Walk to School/Work Days and Open Streets events, distributing bike helmets to low-income youth and adults, and utilizing both traditional and social media messaging to reach all age groups. The goal of the two-year Vision Zero work plan is to provide the community with tools and resources for traffic management and planning that puts safety first.
15. Project Cost/Budget, including other funding sources, and Schedule: *(complete "15a" or "15b") N/A*

**15a. Capital Projects**

	Planning	Environ- mental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
<b>SCHEDULE (Month/Yr)</b>								
<b>Total Cost/Phase</b>								
<b>\$TDA requested</b>								
<b>Source 4:</b>								

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

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

See attached Community Traffic Safety Coalition Budget for FY 2018-2019.

16. Preferred Method and Schedule for TDA fund distribution, consistent with the RTC Rules and Regulations (a. 90% prior to completion/10% upon completion; or b. 100% after completion): 100% after completion, county transfer fund (journal)
17. Proposed schedule of regular progress reports including an evaluation of prior year's activities: Biannual progress report to be submitted by January 31, 2019 and final report to be submitted by July 31, 2019.

## 18. TDA Eligibility:

	YES?/NO?
<b>A.</b> Has the project/program been approved by the claimant's governing body? Attach resolution to claim. (If "NO," provide the approximate date approval is anticipated.)	Yes, on file
<b>B.</b> Has this project previously received TDA funding?	Yes
<b>C.</b> For capital projects, have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency for the next 20 years? (If an agency other than the Claimant is to maintain the facility provide its name:	N/A
<b>D.</b> Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	Bicycle Committee to review April 9, 2018

E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual? (Available on the internet via: <a href="http://www.dot.ca.gov">http://www.dot.ca.gov</a> ).	N/A
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### **Documentation to Include with Your Claim:**

#### **All Claims**

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

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

#### **19. Improving Program Efficiency**

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

The primary goal of the CTSC is to bring together local groups to support traffic safety in our communities. HSA provides more than a 100% match to TDA funding through grant sources, such as the state Active Transportation Program (ATP) and the state Office of Traffic Safety, as well as in-kind contributions. CTSC activities are supported with a combination of funding, partnerships and volunteer contributions. Last year, CTSC launched a Vision Zero initiative with the publication of the "The Impact of Traffic Violence on Santa Cruz County" along with hosting a community forum. Starting in July 2018, CTSC will be a resource to two planning projects that will assess barriers to walking and biking at over 30 elementary schools.

The work plan includes holding bimonthly meetings for the CTSC and its South County Bike and Pedestrian Work Group and extended outreach activities to establish new partnerships in traffic safety. This work will benefit traffic safety partners throughout the county.

#### **20. What is different from last year's program/claim?**

HSA's total FY 18/19 TDA request for CTSC and Ride n' Stride program is \$130,000, HSA will continue to secure more than 100% matching funds through grants and other funding sources to maintain an adequate level of staffing for these programs to ensure continuing success and benefits to the community. CTSC will provide leadership to promote Vision Zero education and strategies to the community. TDA funded resources will focus on data collection, analysis, and reporting; educating the community about Vision Zero concepts; convening stakeholders; and promoting Vision Zero policies to local jurisdictions.

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# CTSC Work Plan: Vision Zero

## Fiscal Years 2018-2020

### CTSC Vision and Mission

The newly developed mission of the Community Traffic Safety Coalition (CTSC) of the Santa Cruz County Health Services Agency and its South County Bicycle and Pedestrian Work Group (SCBPWG) is to prevent traffic-related injuries and fatalities for all road users, with a focus on people bicycling and walking. The CTSC and SCBPWG envision safe, accessible and equitable transportation for all.

### Vision Zero Work Plan Summary

Vision Zero is a world-wide traffic safety program with an aim to end all fatalities and serious injuries on the roadway system. In discussing this idea, Coalition members realized that the mission, goals and activities of the CTSC align very well with this aim. The CTSC recently completed their first Vision Zero work plan in the 2016–2018 fiscal years and proposes to continue Vision Zero efforts for the next two years.

This work plan sets forth objectives with activities designed to 1) Support the City of Watsonville in becoming the first jurisdiction in the County to adopt a Vision Zero policy and 2) Promote Vision Zero adoption and implementation in the remaining jurisdictions of the County. The principles and work outlined below are guided by resources provided through the Vision Zero Network, a national organization helping communities reach their goal of Vision Zero while increasing safe, healthy, equitable mobility for all.

In this work plan CTSC/SCBPWG will provide support, technical assistance, and resources to jurisdictions and the community around Vision Zero, as well as develop and maintain collaborative relationships and other grant funded traffic safety programs that support Vision Zero. In addition to the Vision Zero work, the Coalition and staff are committed to providing traffic safety programming that the community has relied on for many years, such as the Ride n' Stride education program, the Bicycle Traffic School diversion program, Bicycle Helmet Fit and Distribution Sites, participation in Bike/Walk to School and other community outreach events, Pace Car and Trash Can Sticker traffic calming programs, maintenance of the CTSC website at [www.sctrafficsafety.org](http://www.sctrafficsafety.org) and Facebook page, and traffic injury surveillance.

### Vision Zero Core Principals

1. Agreement that people have the right to move about their communities safely.
2. Traffic deaths and severe injuries are acknowledged to be preventable.
3. Human life and health are prioritized above speed and convenience within all aspects of the transportation system.
4. Speed is recognized and prioritized as the fundamental factor in crash severity.

5. Acknowledgement that human error is inevitable, and the transportation system should be forgiving and planned to minimize the severity of repercussions.
6. Safety work should focus on systems-level changes, particularly the built environment, policies, and technologies, above influencing individual behavior.
7. Recognition that system designers play a primary role in influencing the transportation system along with individual road users.

## **Vision Zero Work Plan and Timeline**

### Watsonville - Phase I, July 2018 to December 2018

Assist City in community engagement and data collection.

- Collect qualitative data from participants at community outreach events.
- Review existing transportation plans and assessments.
- Compile current traffic safety data from existing sources.

Support implementation of current traffic safety grants with partner agencies.

- Identify and track grant objectives that support Vision Zero.
- Collaborate with funded agencies on strategies and policy opportunities.
- Provide technical support to agencies implementing traffic safety measures.
- Consult with funders on future Vision Zero goals.

Assist in writing a Watsonville Vision Zero Action Plan

- Utilize the Vision Zero Network resources in creating an Action Plan.
- Incorporate community and data driven priorities.
- Provide a public health perspective into strategies and policy objectives.

### Watsonville – Phase II, January 2019 to June 2020

Support implementation of Vision Zero Action Plan

- Advocate for continued community engagement and equity prioritization.
- Assist in ongoing evaluation and tracking of plan goals.
- Encourage accountability and transparency throughout plan implementation.

### Countywide – July 2018 to June 2020

Promote Vision Zero policy adoption in each jurisdiction.

- Invite communication between local elected officials and those from other Vision Zero communities.
- Explore interest for policy adoption with elected officials and staff.
- Convene city/county staff to discuss Vision Zero implementation.

Organize a community education campaign.

- Present Vision Zero information to stakeholder and community groups.
- Post information on social media and the CTSC website.
- Communicate with TV, radio, and print media reporters/anchors/editors.
- Explore programs and strategies for increasing public awareness.
- Attend and share knowledge from Vision Zero trainings and webinars.

Document and respond to traffic-related fatalities and injuries.

- Maintain database of crashes reported by the media and community.
- Post online acknowledgement and response to lives lost and serious injuries.
- Explore options for holding an annual memorial for those whose lives were lost.

Develop potential countywide Vision Zero goals and strategies.

- Review Vision Zero plans adopted and successful strategies implemented by jurisdictions outside Santa Cruz County.
- Use the E's of Education, Engineering, Enforcement, Encouragement, and Evaluation, and include Equity and Engagement in all efforts developed.
- Identify interjurisdictional areas of collaboration and shared interest.

Assist jurisdictions as they adopt and implement Vision Zero policies.

- Assist jurisdictional Vision Zero Task Forces in the development of action plans with strategies outlining projects and policy changes.
- Provide technical assistance in tracking and measuring progress, as well as evaluating programs at regular intervals.
- Identify funding for implementation and sustainability of projects.
- Facilitate Vision Zero training and education opportunities.

### **CTSC/SCBPWG Roles and Responsibilities**

The Coalition Staff is employed by the County of Santa Cruz Health Services Agency (HSA) and is responsible for assisting the coalition in managing its operations, including coalition meetings and communication, community engagement, as well as work plan development, implementation and evaluation.

The Coalition Members and Partner Organizations actively participate in meetings and play an advisory role in fiscal management and strategic planning. Members and Partner Organizations take on specific work plan tasks as appropriate.

Two Coalition Leaders (Co-Chairs) are elected by Coalition Members for two-year terms, and are also responsible for facilitating Coalition meetings, providing expertise and guidance to Coalition Staff, and signing Coalition letters.

**Community Traffic Safety Coalition  
TDA/CTSC Budget, FY 2017/18**

<b>Line Item</b>	<b>TDA Budget</b>	<b>HSA Match</b>	<b>Total Project Costs</b>
<b>Personnel</b> (Salary +Benefits )			
Health Educator, 1.0FTE	63,500	60,000	123,500
Program Director/Support Staff		5,000	5,000
<b>Subtotal Personnel</b>	<b>63,500</b>	<b>65,000</b>	<b>128,500</b>
<b>Indirect Costs</b> (15% of Personnel)		19,275	19,275
<b>Travel/Mileage</b>	200		200
<b>Direct Costs</b>			
Project Implementation	1,300		1,300
<b>Inkind</b>		5,000	5,000
<b>Totals</b>	<b>\$65,000</b>	<b>\$89,275</b>	<b>154,275</b>

**City of Watsonville**  
**Public Works & Utilities Department**



**M E M O R A N D U M**

**DATE:** January 9, 2018

**TO:** Charles Montoya, City Manager

**FROM:** Steve Palmisano, Director of Public Works & Utilities  
Maria Esther Rodriguez, Assistant Director  
Murray A. Fontes, Principal Engineer

**SUBJECT:** Approve resolution calling for implementation of Vision Zero  
in the City of Watsonville

**AGENDA ITEM:** January 16, 2018 **City Council**

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**RECOMMENDATION:**

Staff recommends that the City Council adopt a resolution calling for implementation of Vision Zero in the City of Watsonville.

**DISCUSSION:**

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy and equitable mobility for all. This is done by acknowledging that traffic deaths and severe injuries are preventable and setting the goal of eliminating both in a set time frame with clear, measurable strategies. It would use a multidisciplinary approach and bring together diverse and necessary stakeholders to address this complex problem.

Staff has prepared a resolution that outlines how the City can draw upon existing resources to successfully implement Vision Zero. The resolution calls for the following:

- Adopt the goal of eliminating traffic fatalities and serious injuries on City streets by 2030;
- Assemble representatives of various City departments, other public agencies and community members to develop an Action Plan and present it to Council for approval within one year;
- Focus on changing behavior through policies and strategies guided by the six "E"s: Encouragement, Education, Enforcement, Evaluation, Engineering & Equity;
- Gather, analyze, utilize and share reliable data to understand traffic safety issues, to prioritize resources based on evidence of the greatest need and impact, and to track and evaluate the success of these efforts;

- Prioritize the development of safe roadways and the highest level of safety for all road users through new policies, systems and infrastructure improvements for pedestrians, bicyclists and motorists.
- That creation of the Plan is done in a manner that promotes equity, community engagement and transparency by presenting it to Council for acceptance and approval and providing Council with regular updates on its development and implementation.

The Santa Cruz County Health Services Agency (H.S.A.) introduced Vision Zero to agencies within Santa Cruz County and supports its implementation. Attached are two handouts prepared by the H.S.A. that use data to understand and educate the public about traffic safety issues. One addresses the impact of traffic violence on Santa Cruz County and the other on Watsonville.

**STRATEGIC PLAN:**

Adopting a resolution calling for implementation of Vision Zero will address the Strategic Plan goals protecting public safety (#1) and enhancing the community image (#5).

**FINANCIAL IMPACT:**

Adopting a resolution calling for implementation of Vision Zero will use existing resources and will not require additional funding.

**ALTERNATIVES:**

None

**ATTACHMENTS:**

1. Handout – The Impact of Traffic Violence on Santa Cruz County
2. Handout – The Impact of Traffic Violence on the City of Watsonville

cc: City Attorney

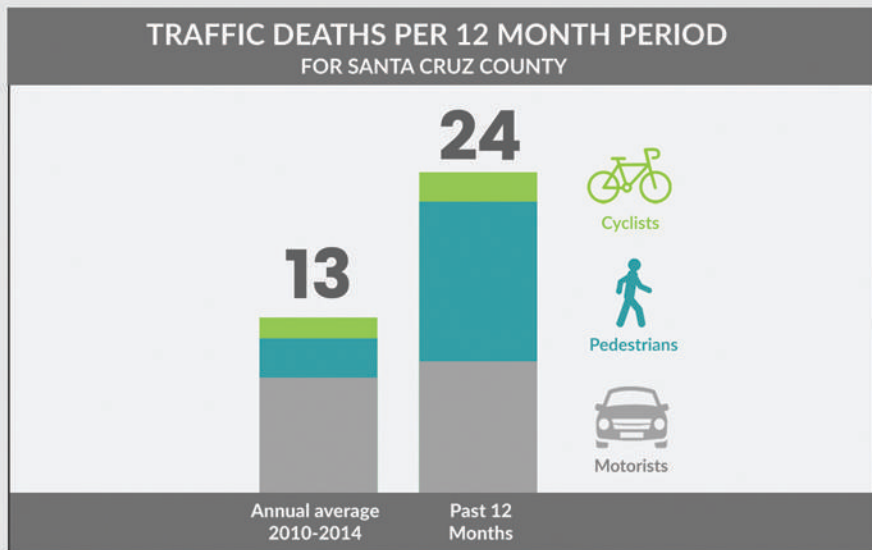
# THE IMPACT OF TRAFFIC VIOLENCE ON SANTA CRUZ COUNTY

Prepared by the  
Community Traffic  
Safety Coalition  
June 2017

## Every 3 days, one pedestrian, cyclist, or motorist is severely injured in our county.

Many of our friends, neighbors, and loved ones have been impacted by traffic violence. From 2010–2014, an average of 13 people died on our roads each year and another 120 experienced life-altering injuries,<sup>1</sup> costing the County \$500 million in expenses and quality of life annually.<sup>2</sup>

In 2015 and 2016, the U.S. saw the biggest spikes in traffic deaths in 50 years<sup>3</sup>—a tragic trend that continues here in Santa Cruz County, where a review of local media uncovers a staggering 24 deaths in the past 12 months:



## It doesn't have to be this way.

Now is the time for Santa Cruz County to join the cities around the country and the world in creating **Vision Zero policies**, laying out plans to eliminate all traffic deaths and serious injuries.

## SANTA CRUZ COUNTY REPORT CARD

Compared to all CA counties,  
**we rank among the worst**  
for these types of collisions:



INJURIES & FATALITIES  
among bicyclists.



INJURIES & FATALITIES  
among pedestrians under  
the age of 15



HIT & RUN  
collisions

Source: OTS Rankings, 2014

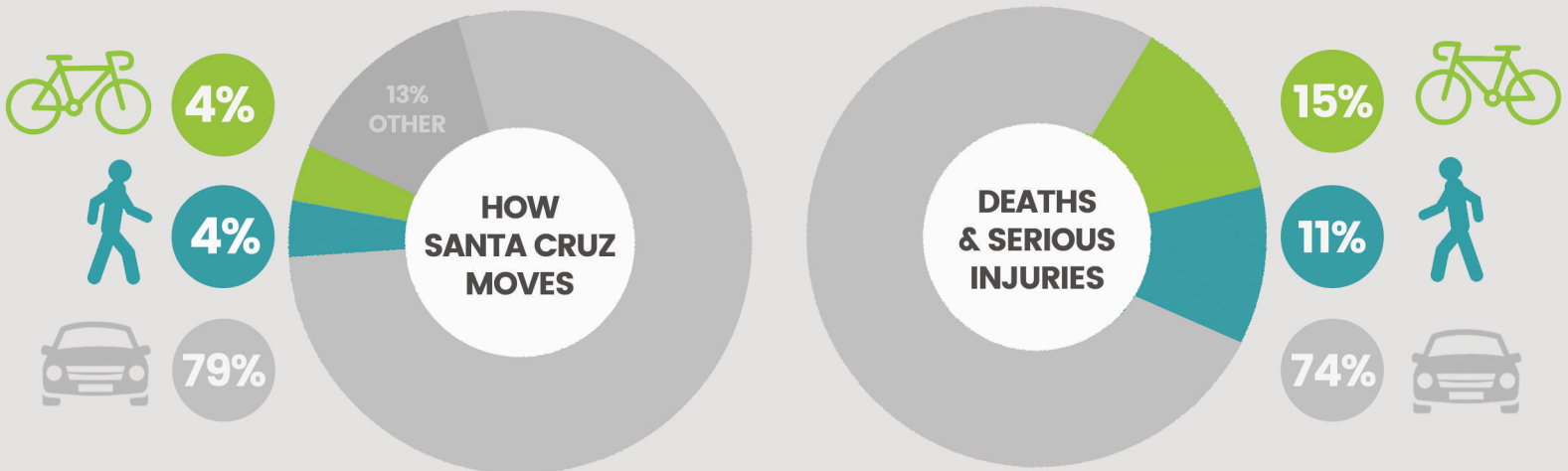
# 54%

of all fatal or serious injury crashes occur on  
**6% of our streets.**

**More than half of these streets are in low income neighborhoods.**

Sources: 2011–2015 American Community Survey via CDPH, 2010–2014 CHP SWITRS

## SANTA CRUZ COUNTY TRAVEL MODE VS. TRAFFIC DEATHS AND SERIOUS INJURIES



Sources: 2011–2015 American Community Survey via CDPH, 2010–2014 CHP SWITRS

Most roads that we use today were designed with one thing in mind: getting motorists from Point A to Point B. While it is true that 79% of people in our community commute by car, the 8% who bike or walk experience 26% of the deaths and severe injuries that occur on our roadways. All road users in Santa Cruz County have the right to be safe using the transportation network we all depend on everyday—whether driving, biking, walking, or using public transit.

## ~~ACCIDENTS~~ **CRASHES!** ON THE RISE IN SANTA CRUZ COUNTY

Traffic collisions are NOT random incidents that we have no control over. By using the words “crash” or “collision” rather than “accident”, we acknowledge that traffic deaths and severe injuries are preventable.

“

*It's time we stop viewing deaths on our roadways as acceptable, by-products of a modern transportation system. These are not “accidents” but preventable events that can be eliminated by designing a system and promoting a culture that makes safety the number one priority.*

”

**Supervisor Bruce McPherson**

County of Santa Cruz, 5th Board April 9, 2018: Page 54

“He was riding his bike, wearing a helmet, following the rules of the road, and the driver just didn't see him. Now he's in the hospital with broken bones and a partially collapsed lung. My family is lucky; just like that I could have become a widow at 45, left to raise two kids alone on one salary.”

- Wife of Santa Cruz County crash survivor



## Vision Zero saves lives.

In New York City, one of 28 Vision Zero cities in the U.S., traffic deaths fell by 15% in three years following the launch of their Vision Zero initiative.

## What is Vision Zero?

Vision Zero is a world-wide strategy to end all traffic deaths and serious injuries and make safety the number one priority.

## What does it take to be a Vision Zero community?

The first step is for a city council or county board of supervisors to make a public commitment to preventing all roadway deaths and life-altering injuries.

Stakeholders from public works, transportation, law enforcement and public health prioritize safety when making decisions about policies, funding, roadway design, and community programs.

To learn more visit:  
[visionzeronetwork.org](http://visionzeronetwork.org)

Logo provided courtesy of the  
San Francisco Vision Zero Coalition

## WHAT CAUSES CRASHES IN SANTA CRUZ COUNTY?

33%

UNSAFE  
SPEED



30%

IMPROPER  
TURNING  
& RIGHT OF  
WAY VIOLATIONS



11% DRUGS &  
ALCOHOL



Source: 2010-2014 CHP SWITRS Primary Collision Factors

## DEATH DUE TO SPEED

A pedestrian is **four times more likely to die** when hit at 45 MPH than at 25 MPH.



fewer than 1 in 5 die



2 in 5 die



4 in 5 die

Source: AAA Foundation for Traffic Safety

BAC April 9, 2018: Page 55

People will make mistakes and poor choices; Vision Zero says those mistakes don't have to cost lives. Working together, we can eliminate deaths and serious injuries on our streets. The Community Traffic Safety Coalition of Santa Cruz County and its community partners are committed to promoting multifaceted traffic safety policies and strategies guided by the 6 E's, a framework developed by the Safe Routes to School movement.



## ENCOURAGEMENT

Promoting a culture that recognizes drivers, cyclists, and pedestrians as road users who all share the responsibility for safety.



## EDUCATION

Equipping people with knowledge, skills, and confidence to use the roads safely and respectfully.



## ENFORCEMENT

Ensuring that all road users understand and follow traffic laws and regulations.



## EVALUATION

Using data to measure progress and plan for future success.



## ENGINEERING

Designing and building a transportation system that creates safe, convenient, and comfortable places to drive, bike, and walk.



## EQUITY

Prioritizing safety and access for communities who are most impacted by traffic violence.

## JOIN US TO SAVE LIVES!

The Community Traffic Safety Coalition (a program of the Santa Cruz County Health Services Agency's Public Health Department) promotes safe, accessible, and equitable transportation. We offer technical assistance to local jurisdictions and other community partners and can help develop Vision Zero policies and strategies, provide local data, identify funding sources, and conduct program evaluation. If you are interested in pursuing Vision Zero in your Santa Cruz County community, please contact us.



✉ [CTSC@santacruzcounty.us](mailto:CTSC@santacruzcounty.us)

🌐 [www.sctrafficsafety.org](http://www.sctrafficsafety.org)

📘 [www.facebook.com/sctrafficsafety](https://www.facebook.com/sctrafficsafety)

📞 831-454-4312

**RESOLUTION NO. 7-18 (CM)**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WATSONVILLE CALLING FOR IMPLEMENTATION OF VISION ZERO IN THE CITY OF WATSONVILLE**

**WHEREAS**, the life and health of Watsonville's residents is the utmost priority;  
and

**WHEREAS**, Vision Zero is the concept that there is no acceptable number of traffic deaths and serious injuries on Watsonville roadways; and

**WHEREAS**, the City of Watsonville recognizes that no one should die or be seriously injured while traveling on streets within the City.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WATSONVILLE, CALIFORNIA, AS FOLLOWS:**

1. That the City of Watsonville adopts the goal of Vision Zero – to eliminate traffic fatalities and serious injuries on streets within the City by 2030.

2. That the City shall develop a Vision Zero Action Plan within one year of adoption of this resolution.

3. That the Plan shall be developed in a collaborative manner, with input from the community, by a Vision Zero Task Force that includes, but is not limited to, representatives from the:

- Watsonville City Manager's Office
- Watsonville Police Department
- Watsonville Public Works & Utilities Department
- State Department of Transportation (Caltrans)
- Pajaro Valley Unified School District

- Santa Cruz County Regional Transportation Commission
- Santa Cruz County Health Services Agency
- Watsonville Traffic Committee
- South County Bike & Pedestrian Safety Work Group

4. That the Plan focus on changing behavior through policies and strategies guided by the six “E”s: Encouragement, Education, Enforcement, Evaluation, Engineering & Equity.

5. That the Plan gathers, analyzes, utilizes and shares reliable data to understand traffic safety issues, to prioritize resources based on evidence of the greatest need and impact, and to track and evaluate the success of these efforts.

6. That the Plan prioritizes the development of safe roadways and the highest level of safety for all road users through new policies, systems and infrastructure improvements for pedestrians, bicyclists and motorists.

7. That creation of the Plan is done in a manner that promotes equity, community engagement and transparency by presenting it to Council for acceptance and approval and providing Council with regular updates on its development and implementation.

\*\*\*\*\*

The foregoing resolution was introduced at a regular meeting of the Council of the City of Watsonville, held on the 16<sup>th</sup> day of January, 2018, by Member Coffman-Gomez, who moved its adoption, which motion being duly seconded by Member Hernandez, was upon roll call carried and the resolution adopted by the following vote:

AYES: COUNCIL MEMBERS: **Bilicich, Coffman-Gomez, Dutra, Garcia, Hernandez, Rios, Hurst**

NOES: COUNCIL MEMBERS: **None**

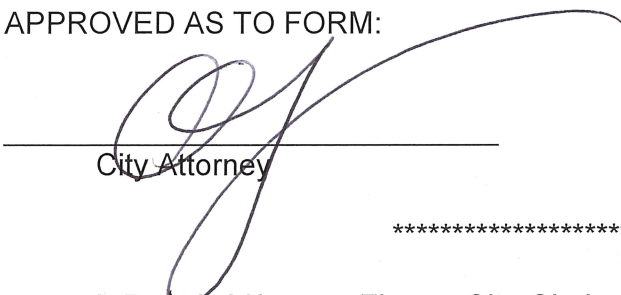
ABSENT: COUNCIL MEMBERS: **None**

  
Lowell Hurst, Mayor

ATTEST:

  
City Clerk

APPROVED AS TO FORM:

  
City Attorney

\*\*\*\*\*

I, Beatriz Vázquez Flores, City Clerk of the City of Watsonville, do hereby certify that the foregoing Resolution No. 7-18 (CM) was duly and regularly passed and adopted by the Watsonville City Council at a meeting thereof held on the 16<sup>th</sup> day of January, 2018, and that the foregoing is a full, true and correct copy of said Resolution.

  
Beatriz Vázquez Flores, City Clerk

Date Jan 22, 2018

# The Impact of Traffic Violence on the City of Watsonville



## Primary Collision Factors

Two factors are 3x more likely to cause crashes in the City of Watsonville than any other factor:

- **Unsafe speed**  
(26.4% of crashes)
- **Right of way violations**  
(29.5% of crashes)



## What does it take to become a Vision Zero City?

The first step is for a city council or county board of supervisors to make a public commitment to preventing all roadway deaths and life altering injuries.

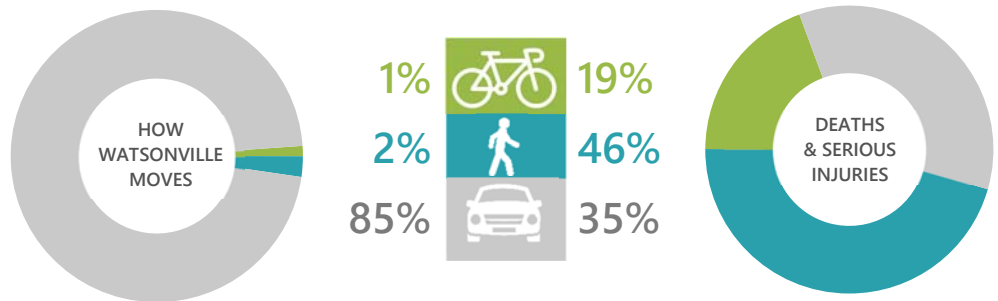
## How Watsonville Compares

Watsonville ranks **1<sup>st</sup> WORST** for injuries and fatalities among pedestrians under the age of 15, and **4<sup>th</sup> worst** for pedestrians overall.\*

\*When compared to 105 California cities of similar size

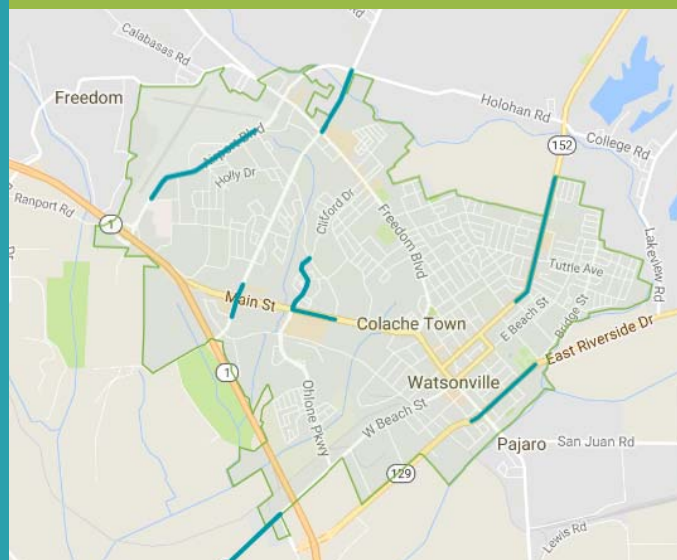


## Watsonville Travel Mode vs. Traffic Deaths & Serious Injuries



Source: ACS 5-year estimates, Commute Mode age 16+; CHP SWITRS 2010-2014

## High-Injury Corridors



All of these streets are in low-income neighborhoods.

**30.4%**  
of all fatal & serious  
injury crashes occur on  
**2.3 miles**  
(2.5%) of city streets.

An additional **25%**  
of fatal & serious  
injury crashes occur on  
**1.9 miles**  
of the State highways  
within city limits.

**TO:** Bicycle Advisory Committee

**FROM:** Cory Caletti, Senior Transportation Planner

**RE:** Bicycle Advisory Committee New Appointments, Reappointments, Resignations, and Updated Roster

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## **RECOMMENDATIONS**

Staff recommends that the Bicycle Advisory Committee receive the following report regarding appointments made by the Santa Cruz County Regional Transportation Commission at the April 5, 2018 meeting.

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## **BACKGROUND**

Seats on the Regional Transportation Commission's Bicycle Advisory Committee correspond to City and Supervisorial District seats on the Regional Transportation Commission (RTC). Commissioners may nominate individuals for RTC consideration. Two additional seats for Bike to Work and the Community Traffic Safety Coalition also exist and nominations are made by the respective agency. Seats for three-year terms on the Bicycle Committee expire on a rotating basis. This March 2018, positions expired for the City of Santa Cruz, Districts 2 and 4, and the Community Traffic Safety Coalition.

The Bicycle Advisory Committee's description, role and membership are in the 2017 RTC Rules and Regulations available on the RTC website.

## **DISCUSSION**

The primary member seats for the Bicycle Advisory Committee expire on March 31<sup>st</sup>, 2018 for the City of Santa Cruz, Districts 2 and 4, and the Community Traffic Safety Coalition. The nominations as described below for these seats were approved by the Commission at its meeting on April 5, 2018. The District 4 primary seat remains vacant.

Additional vacancies exist for alternate seats representing Districts 4 and 5; voting and alternate seats for the Cities of Capitola and Scotts Valley; and alternate seats for the Cities of Santa Cruz and Watsonville. Staff is working to recruit applicants to fill vacancies and welcomes recommendations from Bicycle Advisory Committee members. The application and more information is available on the RTC website at <https://sccrtc.org/meetings/bike-committee/>.

The updated roster for the Bicycle Advisory Committee including the nominations and reappointments approved at the April 5, 2018 RTC meeting is included as Attachment 1.

**District 2** – Long time member David Casterson, as well as his alternate Jim Cook, resigned after thanking Commissioner Friend, the Bicycle Advisory Committee and staff for the

opportunity to serve the bicycling community. Four people submitted applications for District 2 seats. Commissioner Friend nominated Shea Johnson as the voting member and Casey Beyer as the alternate member via communication to staff. Since Ms. Johnson and Mr. Beyer are new members their applications are attached ([Attachment 2](#)).

**District 4** – Kem Akol, long time Bicycle Advisory Committee member and bicycle advocate sought reappointment for the primary seat representing District 4 and was nominated by Commissioner Caput. Unfortunately, on March 26, 2018 he passed away. A memorial will be held on Friday April 27<sup>th</sup> from 11 a.m. to 1 p.m. at George Washington Grove at Lower DeLaveaga Park, 850 Branciforte Dr, Santa Cruz. [Attachment 3](#) is a Sentinel article documenting his life and accomplishments which included 25 years of services on the RTC Bicycle Advisory Committee.

**City of Santa Cruz** – Amelia Conlen, voting representative of the City of Santa Cruz and current chair, has served since 2013 and is seeking reappointment. Commissioner Brown nominated Ms. Conlen for continued service via communication to RTC staff.

**Community Traffic Safety Coalition** – Current voting member Leo Jed and alternate member Jim Langely both sought reappointment. Mr. Jed has served since 2009 and Mr. Langely served since 2002. Both Mr. Jed and Mr. Langely have been nomination for continued service by the Community Traffic Safety Coalition staff as voting and alternate members, respectively.

## **SUMMARY**

Seats on the Regional Transportation Commission's Bicycle Advisory Committee expire March 31, 2018 for the City of Santa Cruz, Districts 2 and 4, as well as the Community Traffic Safety Coalition. New applications and reappointment requests were submitted and forwarded to respective commissioners. The Regional Transportation Commission appointed the individuals nominated by the Commissioners and the Community Traffic Safety Coalition to the seats as identified above.

### Attachments:

1. Draft Bicycle Committee Roster
2. Applications from Shea Johnson and Casey Beyer
3. Sentinel Article: Kem Akol

## COMMITTEE APPOINTMENT APPLICATION

### Santa Cruz County Regional Transportation Commission (SCRTC) Bicycle Committee

Meetings are currently held the second Monday of every other month at 6:30 p.m. in the Santa Cruz County Regional Transportation Commission conference room, located at 1523 Pacific Avenue in downtown Santa Cruz. At least one meeting each year will be scheduled for an alternate location. Please refer to the Committee description, bylaws and recruitment process for more information.

If you are interested in serving on this committee, please complete this application, and return it to the Regional Transportation Commission office.

**Please type or print clearly**

Name: SHEA JOHNSON

Home address: [REDACTED] CAPITOLA, CA. 95010

Mailing address (if different): [REDACTED] CAPITOLA, CA. 95010

Phone: (home) [REDACTED] (business/message/mobile) [REDACTED]

E-mail: [REDACTED]

Length of residence in Santa Cruz County: 29 YEARS

Position(s) I am applying for: ☐ Any appropriate position

☒ SCRTC - BICYCLE COMMITTEE ☐ \_\_\_\_\_

**Previous experience on a government commission or committee (please specify)**

ROTARY IN SANTA CRUZ, JAIL COMMANDERS IN STATE OF  
CALIFORNIA, WOMEN IN LAW ENFORCEMENT LEADERSHIP ASSOCIATION,  
YOUTH SPORTS.

**Relevant Work or Volunteer Experience**

Organization	Town or Address	Position	Dates
SANTA CRUZ COUNTY SHERIFF'S OFFICE	5200 SOQUEL AVE, SANTA CRUZ, CA. 95062	LIEUTENANT	12/1994- 08/2016
ROTARY	SANTA CRUZ, CA.	MEMBER	2009- 2014
SANTA CRUZ TRIATHLON ASSOC.	SANTA CRUZ, CA.	MEMBER	2010- PRESENT

**Statement of Qualifications:** Please attach a brief statement indicating why you are interested in serving on this committee and why you are qualified for the appointment. If you have served on this committee in the past, please summarize your accomplishments on the committee and indicate which of the committee's potential future endeavors most interest you.

**Certification:** I certify that the above information is true and correct and I authorize the verification of the information in the application in the event I am a finalist for the appointment.

[Redacted Signature]

MARCH 26, 2018  
Date

**Return Application to:**

SCCRTC  
Bicycle Committee  
1523 Pacific Avenue  
Santa Cruz, CA 95060  
fax: (831) 460-3215 or email: [ccaletti@sccrtc.org](mailto:ccaletti@sccrtc.org)

**Questions or Comments:**

Call Cory Caletti at (831) 460-3201 or by email at [ccaletti@sccrtc.org](mailto:ccaletti@sccrtc.org)

Dear SCCRTC Bicycle Committee:

My name is Shea Johnson, and I am very interested in being a part of the SCCRTC bicycle committee in Santa Cruz County. I have lived and worked in the county over the last 29 years, and worked 23 years with the Santa Cruz County Sheriff's Office. I am an avid cyclist and believe in making biking in Santa Cruz County a safe, fun and desired activity for everyone.

My background has been primarily in law enforcement, and I have a Masters Degree in Public Administration from San Jose State University. I have been a leader, a community member, and an advocate for our community. I have volunteered as a youth sports coach, volunteered for the SPCA, and a volunteer for varied races and community activities. I am part of the Santa Cruz County Triathlon Association, Santa Cruz Track Club, and Arete Women's Running Group.

I feel I can provide the committee someone who is organized, easy to work with and can make good desions regarding policies, safety, programs, plans and legislation. I am trustworthy and can work within a committee.

I look forward to being a part of the SCCRTC Bicycle Committee.

Sincerely, 

  
Shea Johnson

# COMMITTEE APPOINTMENT APPLICATION

## Santa Cruz County Regional Transportation Commission (SCCRTC) Bicycle Committee

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If you are interested in serving on this committee, please complete this application, and return it to the Regional Transportation Commission office.

### Please type or print clearly

Name: CASEY BEYER

Home address: [REDACTED] APTOS, CA 95003

Mailing address (if different): \_\_\_\_\_

Phone: (home) [REDACTED] (business/message/mobile) [REDACTED]

E-mail: [REDACTED]

Length of residence in Santa Cruz County: 5 YEARS (2011-2018) 10 YEARS (1982-1993)

Position(s) I am applying for: ☐ Any appropriate position

☒ BICYCLE COMMITTEE ☐ \_\_\_\_\_

Previous experience on a government commission or committee (please specify)

• TAHOE REGIONAL PLANNING AGENCY (TRPA) - CALIFORNIA GOVERNOR 2009-2018 (PRESENT)  
GOV'T OPERATIONS VICE CHAIR 2010 - PRESENT

ENVIRONMENTAL IMPROVEMENT VICE CHAIR 2012 - PRESENT

VICE CHAIR TRPA - 2013 - 2014  
CHAIR TRPA - 2014 - 2015

• ENVIRONMENTAL TASK FORCE COMMITTEE - City of Manhattan Beach (2008-2010)

• FOUNDING BOARD MEMBER OF SOUTH BAY BICYCLE COALITION (BENCITIES OF LA)

• MEASURE D FINANCE CHAIR AND LEAD FUND RAISER OF CAMPAIGN  
2014-2016

• 25 YEARS OF public SERVICE AS CHIEF OF STAFF, LEGISLATIVE DIRECTOR,  
POLICY ANALYST FOR US SENATORS, US CONGRESS MEMBERS,  
SECRETARY OF STATE AND MANY OTHER public SECTOR OFFICES  
(1976-2001) (2002-2018)

**Relevant Work or Volunteer Experience**

Organization	Town or Address	Position	Dates
SANTA CRUZ CHAMBER	SANTA CRUZ	CEO	4/1/17 PRESENT
SILICON VALLEY LEADERSHIP GROUP	SILICON VALLEY	SENIOR ADVISOR	7/7/2011 to 3/31/2017
SANTA CRUZ CO. BUSINESS COUNCIL	SANTA CRUZ COUNTY	EXECUTIVE DIRECTOR	8/1/2015 3/31/2017
US CONGRESS	SILICON VALLEY SANTA CRUZ COUNTY WASHINGTON DC	CHIEF OF STAFF DISTRICT DIRECTOR	12/30/1989 1/4/1992 12/15/1995 9/30/

**Statement of Qualifications:** Please attach a brief statement indicating why you are interested in serving on this committee and why you are qualified for the appointment. If you have served on this committee in the past, please summarize your accomplishments on the committee and indicate which of the committee's potential future endeavors most interest you.

**Certification:** I certify that the above information is true and correct and I authorize the verification of the information in the application in the event I am a finalist for the appointment.

  
Signature

3/21/18  
Date

**Return Application to:**

SCCRTC  
Bicycle Committee  
1523 Pacific Avenue  
Santa Cruz, CA 95060  
fax: (831) 460-3215 or email: [ccaletti@sccrtc.org](mailto:ccaletti@sccrtc.org)

**Questions or Comments:**

Call Cory Caletti at (831) 460-3201 or by email at [ccaletti@sccrtc.org](mailto:ccaletti@sccrtc.org)

CASEY BEYER

Aptos, CA

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### Senior Business and Public Relations Executive

- Reposition Santa Cruz Area Chamber as the Lead Voice for the Santa Cruz Area Business Community
- Lead Business Voice for the successful 2016 Measure D-Get Santa Cruz Moving with a 67.78% voter approval.
- Highly accomplished senior executive designing, developing and delivering innovative, results-driven business development objectives for initiatives that benefit business membership of regional organizations
- Visionary strategic planner committed to responsible approaches in helping business navigate through the myriad of government agencies at the local, state and federal level.
- Strategic business development and policy analysis for 400 member business association supporting legislative and regulatory policies that improve the economic outlook for the Silicon Valley
- Managed division's public policy, regulatory affairs and community relations efforts for a \$1.2 billion, 2nd largest private homebuilder in America (by unit production 2006-08).
- Directed public policy and legislative affairs, and spearheaded community, corporate and media relations plans that established critical federal, state and county alliances to achieve the effective implementation of a new \$600 million voting system throughout California.

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### Professional Experience

- Santa Cruz Area Chamber of Commerce, Chief Executive Officer, Santa Cruz (2017-present)
- Santa Cruz County Business Council, Executive Director, Santa Cruz County (2015-2017)
- Silicon Valley Leadership Group, Sr. Advisor to President & CEO, Silicon Valley, CA (2011-2017)
- The Cielo Group, Partner and President-Strategic Business Development, California (2009-2011)
- Independent Public Policy Consultant for Energy and Environment, Los Angeles, CA (2008-2009)
- John Laing Homes, Los Angeles/Ventura Division-Sr. Director of Community Development, Los Angeles, CA, (2006-2008)
- California Secretary of State, Chief Assistant Secretary of State, Sacramento, CA (2005-2006)
- First 5 LA, Director of Government Affairs, Los Angeles, CA (2002-2005)
- Exodus Communications, Sr. Director, Government Relations, Silicon Valley, CA (1999-2001)
- U.S. House of Representatives CA 15th District, Chief of Staff, Silicon Valley, CA (1995-1999)
- California State Senate 11th District, Chief of Staff, Los Altos, CA (1993-1995)
- U.S. House of Representatives CA 12th District, Sr. District Representative (1988-1993) and District Representative (1983-1987)

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### Community and Public Sector Service – a partial listing

- |  |                |
|--|----------------|
| • Tahoe Regional Planning Agency, Board of Governors - Chair (CA Governor Appointee) | 2009 – Present |
| • South Bay Bicycle Coalition, Board of Directors, Los Angeles, CA                   | 2010 - 2012    |
| • City of Manhattan Beach, Environmental Task Force – Manhattan Beach, CA            | 2008 – 2010    |
| • Valley Industry & Commerce Association, Board of Directors – Los Angeles, CA       | 2006 – 2008    |
| • Oxnard Chamber of Commerce –Oxnard, CA   | 2006 – 2008    |
| • Building Industry Association – Los Angeles-Ventura Region, CA                     | 2006 – 2008    |
| • Boys & Girls Clubs of Greater Oxnard/Port Hueneme                                  | 2006 – 2008    |
| • Los Angeles Universal Preschool Initiative Task Force                              | 2003 – 2004    |
| • U.S. Chamber of Commerce – Washington, DC  | 2000 – 2001    |
| • Tech America (formerly AEA & ITAA ) – Regional Member – Santa Clara, CA            | 2000 – 2001    |

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### Education

San Jose State University – Urban and Regional Planning – Dean's Honor List  
Academic Emphasis: Urban Planning and Energy Conservation Management

University of California, Santa Barbara – B.A. Urban History and Environmental Studies – Dean's Honor List  
- Academic Emphasis: City Planning and Land Use Development

## Attachment 2

### BICYCLE ADVISORY COMMITTEE ROSTER – 2018

Representing	Member Type <sup>1</sup>	Name <sup>2</sup>	Appointment Dates <sup>3</sup>
<b>District 1</b> Soquel, Live Oak, part of Capitola	Voting	Grace Voss	First Appointed: 2016 Term Expires: 2019
	Alternate	Janneke Strause	First Appointed: 2018 Term Expires: 2019
<b>District 2</b> Aptos, Corralitos, part of Capitola, Nisene Marks, Freedom, PajDunes	Voting	Shea Johnson*	First Appointed: 2018 Term Expires: 2021
	Alternate	Casey Beyer*	First Appointed: 2018 Term Expires: 2021
<b>District 3</b> Big Basin, Davenport, Bonny Doon, City of Santa Cruz	Voting	Peter Scott	First Appointed: 2007 Term Expires: 2019
	Alternate	Will Menchine	First Appointed: 2002 Term Expires: 2019
<b>District 4</b> Watsonville, part of Corralitos	Voting	Vacant	
	Alternate	Vacant	
<b>District 5</b> SL Valley, Summit, Scotts Valley, part of Santa Cruz	Voting	Rick Hyman	First Appointed: 1989 Term Expires: 2019
	Alternate	Vacant	
<b>City of Capitola</b>	Voting	Vacant	
	Alternate	Vacant	
<b>City of Santa Cruz</b>	Voting	Amelia Conlen*	First Appointed: 2013 Term Expires: 2021
	Alternate	Vacant	
<b>City of Scotts Valley</b>	Voting	Vacant	
	Alternate	Vacant	
<b>City of Watsonville</b>	Voting	Murray Fontes	First Appointed: 2016 Term Expires: 2019
	Alternate	Vacant	
<b>Bike To Work</b>	Voting	Kira Ticus	First Appointed: 2017 Term Expires: 2019
	Alternate	Piet Canin	First Appointed: 2002 Term Expires: 2019
<b>Community Traffic Safety Coalition</b>	Voting	Leo Jed*	First Appointed: 2009 Term Expires: 2021
	Alternate	Jim Langley*	First Appointed: 2002 Term Expires: 2021

#### Notes:

1. Highlighted cells indicate vacancies for which recruitment will take place.
2. Asterisk indicates a new appointment or reappointment as of the April 5<sup>th</sup>, 2018 Regional Transportation Commission meeting.
3. Unless otherwise noted all terms expire in the month of March three years from the appointment or most recent reappointment date.

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# Santa Cruz triathlete, race director Kem Akol dies

By Nicholas Ibarra, Santa Cruz Sentinel



Kem Akol and dog Freeway run an unknown race in the early 1990s. (Contributed)

**SANTA CRUZ >>** An accomplished triathlete, race director and fixture in Santa Cruz's endurance-sport community, Kem Akol died March 26 in his Pleasure Point home. He was 62.

Known for his ironclad will and infectious passion for endurance sport, Akol competed in more than 30 Ironman triathlons — renowned as among the world's most grueling competitions — including multiple appearances at the Ironman World Championship in Hawaii.

A frontrunner in championing triathlons in Santa Cruz County, Akol directed the Sentinel Triathlon, now known as the Santa Cruz Triathlon, for eight years

in the 2000s. He brought the county its first Ironman-length triathlon, founding the [short-lived CapitolaMan triathlon](#) in 2014.

In 2001, Akol set the Santa Cruz Triathlon Association's Ironman record, finishing an event in a little more than 11 hours in the Adirondack Mountains. The record still ranks him among the club's top 10 member finishes, and is one of four club records he still holds.

Akol became known for his commitment to volunteering and mentoring younger triathletes including Felton resident Nick Moless, 39, who recalled Akol's at-times unconventional training methods such as biking with a pack full of rocks and swearing by beer as the best post-workout recovery drink.

Akol also was known for advocating for cyclists for decades on the Santa Cruz County Regional Transportation Commission's Bicycle Advisory Committee. He served as the committee's chair during the 2000s, and took pride in [the opening of Arana Gulch Multiuse Trail](#) in 2015 that created a cyclist-friendly corridor between Santa Cruz and Live Oak.

"He identified a lot of gaps in the bicycle network that needed to be addressed," said Cory Caletti, a senior transportation planner at the commission. "He was really persistent and tireless in his advocacy efforts."

Never one to shy from sharing his time — or his opinion — in support of the issues Akol earned a reputation in the community as an assertive, boisterous presence, whether on his bike, a committee or penning letters to the editor in the Sentinel.

"Sometimes he could be like a bull in the china shop but he was always coming at it for a good reason," said former triathlete Flo Queen-Stover, who served as the Sentinel Triathlon's assistant race director.

Queen-Stover recalled how during Akol's first year directing the Sentinel Triathlon in 2001 he fired a canon to signal the start to the early morning race — waking, to her memory, "the whole town." In following years, Akol reportedly restrained himself to signalling the start with comparably quieter muskets and bagpipes.

Akol, who had been diagnosed with a heart-disease condition three years prior, died of what is believed to be a heart attack on March 26, according to his wife, Kelly Akol.

## **EARLY LIFE**

Kemal John Akol was born in Berkeley March 11, 1956, to parents Haluk and Doris. Haluk, an architect and structural engineer who immigrated to the U.S. from Turkey, was reportedly an avid boater and competitor who won national titles in the niche sport of predicted log racing — which tests navigational accuracy rather than speed.

While in elementary school, Akol's family moved to Lafayette to get out of the middle of Berkeley's fraught political movement, according to Kelly.

Akol attended Acalanes High School, where he swam, played water polo and wrestled. He went on to UC Davis, ostensibly to study agricultural economics, but mostly, according to Kelly, to play water polo.

After college, looking for a new athletic outlet, Akol found the then-fledgling sport of triathlon.

He had little experience running or biking, and competed in his first triathlon on an old Schwinn bike that was outdated for the sport even then, Kelly said. But as a swimmer he had always gravitated toward endurance events, she said, and quickly found the same grinding mentality translated well into the Ironman and other lengthy races.

Kelly met Akol at Davis, and the two married in 1980.

"I pretty much knew right away he was going to be the one for me," said Kelly, herself a decorated competitive ballroom dancer.

The couple had one son, Tanner Akol, 24, a standout soccer player currently playing professional beach soccer in Brazil.

"That's what really creates the happiness in our household is the love of sports and pursuing your passion, no matter what it takes," Kelly said.

In the early 1980s, Akol worked in construction, eventually earning his contractor's license. After moving to Santa Cruz around 1990, Akol transitioned to a career in real estate, most recently at Bailey Properties.

In Santa Cruz, Akol became close friends with former Olympic cyclist Andy Paulin.

"I loved him like a brother, sometimes I hated him like a brother," Paulin said, recalling a friendship in which Akol that included daily phone calls. "This last week I've been grieving not getting his calls."

## **MEMORIAL SERVICE**

**What:** A memorial in celebration of the life of Kem Akol. A service and opportunity to share memories and stories will be followed by a barbecue, music and a bike ride. Attendees are encouraged to ride their bikes and wear bike shirts, tie-die or bright colors.

**When:** Friday April 27, 2018 11 a.m. to 1 p.m., with bike ride to follow.

**Where:** George Washington Grove at Lower DeLaveaga Park, 850 Branciforte Dr, Santa Cruz.

**TO:** Bicycle Advisory Committee  
**FROM:** Cory Caletti, Senior Transportation Planner  
**RE:** Officer Elections

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## **RECOMMENDATION**

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

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## **DISCUSSION**

In 2017, Amelia Conlen and David Casterson served as the Bicycle Advisory Committee Chair and Vice-Chair, respectively. Prior to the 2017 amendments to the RTC Rules and Regulations appointment of the Chair and Vice-Chair occurred annually. In accordance with those amendments new elections will be held every two years starting with the April 9, 2018 meeting. Staff recommends that Committee members consider whether they are interested in serving in either one of these capacities. Interested members should be familiar with Rosenberg's Rules of Order, be willing to facilitate the meetings in a diplomatic and constructive manner and have some history of the Bicycle Advisory Committee and its workings.

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

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

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

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

## **SUMMARY**

Staff recommends that the Bicycle Committee hold elections for a new Chair and Vice-Chair to serve the Committee through March 2020.

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## 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)

April 9, 2018

Santa Cruz City Council  
City of Santa Cruz  
809 Center Street  
Santa Cruz, CA 95060

Dear Councilmembers:

The Bicycle Committee of the Regional Transportation Commission would like to express its concern about closing pathways along Branciforte Creek, which we heard might be under consideration. We would hope that, instead, there be a broader conversation as to how to ensure that these and other pathways that have been publicly accessible for years are made both safer and more bicycle-friendly, rather than be restricted. This would be in keeping with multiple city policies to encourage alternative transportation.

The City's recently approved Active Transportation Plan (ATP) includes several projects to improve connections to and use of pathways along Branciforte Creek. The ATP did not recommend that any segments be closed. These project ideas were carried over from previous Bicycle Plans. They were derived from field work that cyclists and City staff undertook along the length of the Creek (from Highway One to Dakota Street) to identify deficiencies or impediments for bike and pedestrian use and remedies.

Based on public input, the final ATP qualified these projects to "include neighborhood noticing." We note that as a result of various plans and task forces, San Lorenzo River pathways are being improved to both increase safety and better accommodate non-motorized access. These efforts could serve as a model for a similar collaborative approach among staff, neighbors, pedestrians and cyclists to address public access along Branciforte Creek.

Cycling along Branciforte Creek can be a pleasant experience free from motorized traffic and should not be curtailed. Please keep our committee informed of any official initiatives to change the status of any public access to the Creek. Please feel free to contact the RTC's Bicycle Advisory Committee staff person, Anais Schenk at (831) 460-3209 or by email at [aschenk@sccrtc.org](mailto:aschenk@sccrtc.org), for this and any other committee related matters.

Sincerely,

Bicycle Advisory Committee Chair

cc: Santa Cruz County Regional Transportation Commission  
Santa Cruz County Regional Transportation Commission's Bicycle Committee

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**TO:** Bicycle Advisory Committee

**FROM:** Cory Caletti, Transportation Planner

**RE:** Measure D: Regional Five-Year Programs of Projects

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## **RECOMMENDATIONS**

Staff recommends that the Bicycle Advisory Committee:

1. Receive oral presentation from RTC staff regarding the "5-year Program of Projects" for the Measure D: Highway Corridors, Active Transportation and Rail Corridor investment categories and for the San Lorenzo Valley Highway 9 Corridor Improvements and the Highway 17 Wildlife Crossing; and
  2. Provide input on the "5-year Program of Projects" for the Measure D.
- 

## **BACKGROUND**

Measure D, the transportation ballot measure passed by more than a 2/3 majority of Santa Cruz County voters on November 8, 2016, provides funding for five categories of projects: neighborhood projects (30% of net measure revenues), highway corridors (25%), transportation for seniors and people with disabilities (20%), active transportation (17%), and the rail corridor (8%).

Each agency receiving Measure D revenue is required to annually develop, update, hold a public hearing on, and adopt a five-year program of projects. The five-year program of projects identifies how each agency plans to use Measure D funds in the upcoming 5 years. Agencies receiving direct formula allocations (cities, the County of Santa Cruz, Santa Cruz Metropolitan Transit District (METRO) and Community Bridges/Lift Line) are developing their five-year programs of projects, typically as part of their annual budget and/or capital improvement program development process. The Regional Transportation Commission (RTC) is responsible for developing the five-year program of projects for regional projects, as described below.

## **DISCUSSION**

The draft five-year plans for each of the regional transportation categories - Highway Corridors, Active Transportation, and the Rail Corridor, as well as San Lorenzo Valley Highway 9 Corridor Improvements and the Highway 17 Wildlife Crossing - are prepared by the RTC and will be provided at the Bicycle Advisory

Committee meeting. A summary of the Measure D regional programs is included as Attachment 1.

These five-year plans cover FY18/19 through FY23/24. These plans are adjusted annually based on updated project schedule and cost information, as well as information on any grants and other funds agencies are able to secure for the projects. Since annual revenues are sometimes insufficient for larger projects, agencies sometimes need to carry over, reserve, or “bank” revenues to future years. The previously approved five-year plans are included as Attachment 2.

**After a presentation from RTC staff regarding these projects, RTC staff recommends that the Bicycle Advisory Committee provide input on the “5-year Program of Projects” for the Measure D: Highway Corridors, Active Transportation and Rail Corridor investment categories and for the San Lorenzo Valley Highway 9 Corridor Improvements and the Highway 17 Wildlife Crossing.**

#### Next Steps

The RTC board is scheduled to review the Measure D five-year plans at the May 3, 2018 RTC meeting and will consider approving these lists following a public hearing at its June 7, 2018 meeting.

While “pay-as-you-go” financing is the preferred method of financing Measure D projects, the RTC may determine bonding or other financing is cost-effective to accelerate regional project implementation. Use of bonding or short term loans will depend on project delivery schedules, funding needs, matching fund opportunities, and cash flow estimates. Direct recipients may not bond against Measure D revenues, but could access options such as cooperative fund agreements among agencies receiving Measure D funds, or other means to advance funding for ready projects. While the RTC is investigating options to advance delivery of storm damage repairs on county roads, projects on the Highway 1 corridor, the Highway 17 Wildlife Crossing, and other projects in the 5-year programs of projects do not currently propose any special financing.

#### **SUMMARY**

Measure D requires recipient agencies to annually prepare and update a five-year program of projects, identifying how agencies plan to spend Measure D funds. Staff is seeking input from RTC committees on the draft five-year program of projects for regional investment categories.

#### Attachments:

1. Measure D Regional Programs
2. Previously Approved Measure D 5-year Program of Projects

# Attachment 1

## **Measure D- Regional Programs**

### Trail Program

17% of net Measure D revenues are designated for the "Active Transportation" category to fund the Monterey Bay Sanctuary Scenic Trail Network (MBSST), also known as the Coastal Rail Trail. As noted in the Expenditure Plan, this funding will be used for bicycle and pedestrian trail construction; maintenance, management and drainage for the rail and trail corridor; and possible installation of conduit for internet and electrical services.

Work tasks related to trail project implementation and program management include design, preliminary engineering, environmental permitting, as well as public outreach for projects currently under way and for development of the network as a whole. Specific tasks include coordination with local public works departments, stakeholders, State Parks, rail operators, California Public Utilities Commission, Environmental Health Services, consultants and technical experts; right-of-way surveying, encroachments and property rights certifications; grant applications for future projects and complete funding for current projects; studies related to trail implementation or corridor uses; management of all funding sources and contracts; partnership building; presentations to community organizations; event planning and participation. This Measure D allocation category also includes general rail right-of-way corridor encroachments & maintenance. Items such as vegetation abatement; tree, trash and graffiti removal; drainage issues; storm damage repairs, etc.

### Highway Corridors

25% of net Measure D revenues are designated for the Highway Corridors category, which includes Highway 1 auxiliary lanes, bicycle and pedestrian over-crossings, traveler information and transportation demand management (TDM) programs, highway safety and congestion reduction programs. The RTC will also be seeking state and federal grant funds to supplement Measure D revenues allocated to these projects.

### San Lorenzo Valley (SLV) Highway 9 Corridor Improvements

Measure D includes a total of \$10 million for transportation projects along the Highway 9 corridor through San Lorenzo Valley (approximately \$333,000 per year over 30 years). The RTC is working with a consultant team, Caltrans, County Public Works and Planning, Santa Cruz Metropolitan Transit District (METRO), and the public to develop a comprehensive plan for the Highway 9 corridor. The corridor plan will identify, evaluate and prioritize multimodal investments along the corridor.

### Highway 17 Wildlife Crossing

Measure D includes a total of \$5 million for the Highway 17 Wildlife Crossing (approximately \$167,000 per year over 30 years). Caltrans and the Land Trust secured over \$3 million in State Highway Operation and Protection Program (SHOPP) funds from the California Transportation Commission (CTC) to initiate environmental review and design of a wildlife crossing on Highway 17 near Laurel

Curve. Measure D revenues will not be able to fully fund the project by 2020. RTC staff is working with the Land Trust and Caltrans to investigate financing and other funding options.

#### Rail Corridor

8% of net Measure D revenues are designated for the Rail Corridor category for infrastructure preservation and analysis (including environmental and economic analysis) to answer community questions about possible future transit and other transportation uses of the rail corridor.

As stated in the Measure D Expenditure Plan, projects under this category include "maintaining and repairing the publicly-owned Santa Cruz Branch Rail Line." Therefore, the 5-year program of projects includes storm damage repair and clean up, bridge analysis and rehabilitation to continue work began in 2012, drainage repair and improvements, and track maintenance and repairs. Measure D does not include funding for any new train or rail service.

## Attachment 2

### Measure D: 5-Year Program of Projects (FY17/18-FY21/22)

Agency: Santa Cruz County Regional Transportation Commission

Expenditure Plan Category: Highway Corridors

#### Measure D Revenues

	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22
Estimated Annual Measure D Allocations	\$4,695,096	\$4,695,096	\$4,695,096	\$4,695,096	\$4,695,096

Name/Road/ limits	Description, complete streets components	Amount of Measure funds to be used					5-Year Measure D	Total cost estimate	Other Fund Information	Est. Construction start date
		FY17/18	FY18/19	FY19/20	FY20/21	FY21/22				
Highway 1: 41 st Avenue/Soquel Drive Auxiliary Lanes and Chanticleer Bike/Pedestrian Overcrossing (1)	Freeway operational improvement, rehab roadway and drainage, improve bicycle/pedestrian access over freeway.				\$14,000,000	\$ 14,000,000	\$28,000,000	\$34,000,000	STIP - \$4,000,000 STIP Reserves - \$2,000,000 Seek grants; may require bond financing	Spring 2021
Highway 1: Park Avenue/Bay-Porter Auxiliary Lanes and Reconstruction of Capitola Avenue Overcrossing (2)	Freeway operational improvement, rehab roadway and drainage, soundwalls and retaining walls, reconstruct Capitola Ave. overcrossing with sidewalks and bike lane			\$1,050,000	\$1,050,000	\$2,250,000	\$4,350,000	\$39,100,000	RTC will seek grants; would require bonding to accelerate delivery	Approx. 2023-2024
Highway 1: State Park Drive/Park Avenue Auxiliary Lanes (2)	Freeway operational improvement, rehab roadway and drainage, retaining walls and soundwalls			\$1,350,000	\$1,350,000	\$2,750,000	\$5,450,000	\$49,450,000	RTC will seek grants; would require bonding to accelerate delivery	Approx. 2023-2024
Highway 1 Bicycle/Pedestrian Overcrossing at Mar Vista Drive (3)	Address restricted bicycle/pedestrian access by building new overcrossing with lighting, traffic calming, and moderate aesthetic treatments				\$ 2,000,000		\$ 2,000,000	\$9,753,000	RSTP - 467,000 RSTPX - 500,000 STIP - 6,564,000	Spring 2021
Cruz 511	Ongoing system & demand management (TDM), includes Cruz511.org traveler information, carpool and other TDM programs	\$50,000	\$150,000	\$150,000	\$200,000	\$200,000	\$750,000	\$250k/yr	RSTP/STBG - \$310,000 RSTP Exchange - \$50,000 SCCRTC SAFE - \$150,000	Ongoing
Safe on 17	Ongoing system management program, involves increased CHP enforcement on Highway 17	\$25,000	\$25,000	\$25,000	\$35,000	\$35,000	\$145,000	\$100k/yr	SCCRTC SAFE - \$250,000 MTC SAFE - \$250,000	Ongoing
Freeway Service Patrol (4)	Ongoing system management and congestion reducing program. Roving tow trucks removing incidents and obstructions during peak travel periods on Highway 1 and Highway 17	\$100,000	\$250,000	\$250,000	\$250,000	\$250,000	\$1,100,000	\$330k/yr	Caltrans FSP - \$840,000 RSTP Exchange - \$120k STIP - \$150,000	Ongoing
Estimated Annual Measure D Expenditures*		\$175,000	\$425,000	\$2,825,000	\$18,885,000	\$19,485,000				
Carry over to next fiscal year*		\$4,520,096	\$8,790,192	\$10,660,288	(\$3,529,616)	(\$18,319,520)				

#### Notes:

- Hwy 1 41st/Soquel Aux Lane and Chanticleer B/P Overcrossing:** Previously programmed funds used for preliminary and final engineering design and right-of-way phases over the period FY 17/18-through-FY 19/20. Measure D funds for capital construction and construction management activities.
- Hwy 1 Park/Bay-Porter and State Park/Park Aux Lane Projects:** Measure D funding for preliminary design and environmental documentation (FY 19/20 - FY 20/21) and final engineering and right-of-way acquisition (FY 21/22).
- Mar Vista Bicycle/Pedestrian Overcrossing:** Previously programmed funds used for project development and construction activities. Measure D funds (\$2M) to supplement construction and construction support activities as needed.
- Freeway Service Patrol:** through the State budget more Caltrans funds may become available reducing the need for Measure D funds

\*RTC will seek grants or could decide at future date whether to utilize bond or other financing that may be required in years 4 and 5 to accelerate delivery.

**Measure D: 5-Year Program of Projects (FY17/18-FY21/22)**

Expenditure Plan Category: **Active Transportaiton/MBSST-Rail Trail (17 % of Measure D per Expenditure Plan)**

Agency: **Santa Cruz County Regional Transportation Commission**

Estimated Annual Measure D Allocations		FY17/18	FY18/19	FY19/20	FY20/21	FY21/22				
		\$3,192,665	\$3,192,665	\$3,192,665	\$3,192,665	\$3,192,665				
Rail Trail Project/Program	Description	year 1 (17/18)	year 2 (18/19)	year 3 (19/20)	year 4 (20/21)	year 5 (21/22)	5-Year Measure D	Total Estimated Project Cost	Other fund information	Est. Construction start date
City of Santa Cruz (SC) Segment 7 (Natural Bridges to Wharf) - Phase 2 construction	Construction of trail. Portion of increased costs to build retaining walls.	\$ 1,100,000	-	-	-	-	\$ 1,100,000	\$7.4M (ph 1 & 2)	\$3.25M earmark \$1.8M STIP, City, FORT, Bike SCCO, Coastal Conservancy	Fall 2017/18
City of SC Seg 8 - Construction: San Lorenzo river parkway trestle widening	Widening of existing walkway on the existing railroad bridge over San Lorenzo River near Boardwalk to serve multi-use purposes	\$ 500,000	-	-	-	-	\$ 500,000	Est. \$1.55M	Land Trust, City, State Resource Agency	FY17/18
City of SC Seg 8/9 (SC Wharf to 17th Ave.): Construction	Funds set aside to serve as match when seeking other grants for trail construction in rail corridor between San Lorenzo River and 17th Avenue in Live Oak.	-	-	-	\$ 2,000,000	-	\$ 2,000,000	Est. \$33M	ATP pre-construction; Construction cost: \$28M - Seek \$26M in grants, including ATP.	est. 2021
City of SC trail maintenance and operations	Ongoing maintenance of sections of trail once constructed. Includes restriping, sweeping, vegetation management and periodic repaving.	\$ -	\$ -	\$ 20,000	\$ 20,000	\$ 22,000	\$ 62,000	Est. \$20k/yr	City funds	ongoing
City/RTC coordination: CPUC, Iowa Pacific (IP), Env Health Svc (EHS), Right-of-Way (ROW), design & contractor, outreach - Seg 7,8,9	RTC oversight and coordination on development of trail sections in City of SC.	\$ 30,000	\$ 35,000	\$ 40,000	\$ 45,000	\$ 45,000	\$ 195,000	TBD		
City of Watsonville Segment 18 (Lee Rd-Walker)	Trail section from Lee Road to Walker in Watsonville. Measure D to cover cost increases due to inflation	\$ 150,000	-	-	-	-	\$ 150,000	\$2.2M	\$1.04M STIP \$688k ATP \$335k Land Trust FORT, County, City funds	FY17/18
City of Watsonville trail maintenance and operations	Ongoing maintenance of sections of trail once constructed. Includes restriping, sweeping, vegetation management and periodic repaving.	\$ -	\$ -	\$ 10,000	\$ 10,000	\$ 11,000	\$ 31,000	est. \$10k/yr	City funds	ongoing
City/RTC coordination (CPUC, IP, ROW, EHS, design & contractor, outreach)	RTC oversight and coordination on development of trail in City and connecting to County trail segments.	\$ 20,000	\$ 25,000	\$ 25,000			\$ 70,000	\$ 70,000		
North Coast Segment 5 - enviro, design, CPUC/IP, constr mgmt (+ cover Coast Conserv funds=\$239K)	Environmental review and design of north coast section of trail.	\$ 400,000	\$ 450,000	\$ 500,000			\$ 1,350,000		FLAP, Land Trust, RSTPX, Coastal Conservancy	by 2020
North Coast Seg 5 - technical assist (attorney, envl/CEQA filing, etc)	Technical assistance for north coast trail implementation.	\$ 100,000	\$ 100,000	\$ 100,000			\$ 300,000		FLAP, Land Trust, RSTPX, Coastal Conservancy	
North Coast trail maintenance and operations	Ongoing maintenance of sections of trail once constructed. Includes restriping, sweeping, vegetation management and periodic repaving.	\$ -	\$ -	\$ 50,000	\$ 100,000	\$ 125,000	\$ 275,000	Est. \$125k/yr		ongoing
North Coast: Reserve to match future grants for unfunded 2 mi.	Funds set aside to service as match when seeking future grant application.	\$ 173,415	\$ 1,853,415	\$ 1,663,415	-	-	\$ 3,690,245	see above	TBD- possible FLAP grant	TBD
RTC general technical assist (all projects) - survey, Environmental Health (EHS), attorneys, etc		\$ 50,000	\$ 60,000	\$ 65,000	\$ 70,000	\$ 70,000	\$ 315,000	est. \$70k/yr		ongoing
RTC staff - overall program management, development of future projects, grant apps		\$ 150,000	\$ 150,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 900,000	est. \$200k/yr		ongoing
Corridor encroachments & maintenance	Ongoing corridor maintenance, including vegetation, tree removal, trash, graffiti, drainage, encroachments, storm damage repairs outside of what is required for railroad operations	\$ 519,250	\$ 519,250	\$ 519,250	\$ 519,250	\$ 519,250	\$ 2,596,250	\$519k/year	IP/shortline operator	ongoing
Unappropriated carryover to future years - opportunity fund/matches for grant apps, unexpected needs	Use of funds to be determined in future 5-year plans.				\$ 228,415	\$ 2,200,415	\$ 2,428,830	NA		TBD
Estimated Annual Measure D Expenditures		\$ 3,192,665	\$ 3,192,665	\$ 3,192,665	\$ 3,192,665	\$ 3,192,665	\$ 15,963,325			

**Measure D: 5-Year Program of Projects (FY17/18-FY21/22)**
**Agency:** Santa Cruz County Regional Transportation Commission

**Expenditure Plan Category:** Rail Corridor

**Measure D Revenues**

	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22
Estimated Annual Measure D Allocations	\$1,502,431	\$1,502,431	\$1,502,431	\$1,502,431	\$1,502,431

		Amount of Measure funds to be used					5-Year Measure D	Total cost estimate	Other fund information	Est. Construction start date
Name/Road/ limits	Description, complete streets components	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22				
Unified Corridor Investment Study	Analysis or rail corridor usage options consistent with Measure D	\$500,000					\$500,000	\$824,000	\$324k CT Planning grant	underway
2017 Storm Damage Repair & Cleanup	Repair and cleanup of damage resulting from the 2017 winter storms including one washout, minor slides and various downed or compromised trees	\$200,000					\$200,000	\$1,100,000	Seeking FEMA	June 2017
Railroad Bridge analysis	Updated engineering analysis of railroad bridges to complete bridge rehabilitation work outlined in engineering analysis completed in 2012	\$300,000					\$300,000	\$300,000		Oct. 2017
Railroad Bridge Rehabilitation	Rehabilitation of railroad bridges consistent with analysis completed in 2012 and updated analysis proposed for 2017	\$300,000	\$1,300,000	\$600,000			\$2,200,000	\$2,800,000	\$600k RSTP Exchange	Mar. 2018
Drainage repair and improvements	On-going repair and improvement of drainage along the rail line to ensure proper drainage of water and minimize potential damage to rail corridor resulting from storms	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$262,500	\$52.5k/yr		on-going
Track and signage maintenance and repairs	On-going maintenance, repair and rehabilitation of railroad track infrastructure and signage	\$108,000	\$108,000	\$108,000	\$108,000	\$108,000	\$540,000	\$150k/yr	Santa Cruz & Monterey Bay Railway	on-going
Rail Transit or Other Projects Environmental Document	Preparation of environmental documents for projects on rail corridor resulting from the Unified Corridor Study			\$900,000	\$1,200,000	\$1,400,000	\$3,500,000	TBD	RTC may seek grants	TBD
<b>Estimated Annual Measure D Expenditures</b>		<b>\$1,460,500</b>	<b>\$1,460,500</b>	<b>\$1,660,500</b>	<b>\$1,360,500</b>	<b>\$1,560,500</b>				
<b>Carry over to next fiscal year</b>		<b>\$41,931</b>	<b>\$83,862</b>	<b>(\$74,207)</b>	<b>\$67,724</b>	<b>\$9,655</b>				

**Measure D: 5-Year Program of Projects (FY17/18-FY21/22)****Agency:** *Santa Cruz County Regional Transportation Commission (SCCRTC)***Expenditure Plan Category:** **Neighborhood Projects: San Lorenzo Valley (SLV)/Highway 9 Corridor****Measure D Revenues**

	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22
Estimated Annual Measure D Allocations	\$333,333	\$333,333	\$333,333	\$333,333	\$333,333

**Amount of Measure funds to be used**

Name/Road/ limits	Description, complete streets components	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22	5 Year Measure D Total	Total cost estimate	Other fund sources	Est. Construction start date
San Lorenzo Valley (SLV) Safe Routes to Schools sidewalk (SR 9: Fall Creek Rd to SLVHS entrance)-Preconstruction	Sidewalk and transit stop	\$60,000	\$190,000				\$1,539,000	\$1,539,000	TBD: Seek ATP and other grants	FY2020/2021
Estimated Annual Measure D Expenditures		\$60,000	\$190,000	\$0	\$0	\$0				

**Measure D: 5-Year Program of Projects (FY17/18-FY21/22)**

Lead Agency: Caltrans

Expenditure Plan Category: **Highway 17 Wildlife Corridor****Measure D Revenues**

	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22
Estimated Annual Measure D Allocations	\$166,667	\$166,667	\$166,667	\$166,667	\$166,667

**Amount of Measure funds to be used**

Name/Road/ limits	Description, complete streets components	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22	5-Year Measure D	Total cost estimate	Other fund sources	Est. Construction start date
Highway 17 Wildlife Crossing near Laurel Curve	Construct wildlife undercrossing to connect wildlands on either side of the highway. Creates a wildlife corridor enabling animals to safely cross the highway.	\$0	\$0	\$0	\$0	\$5,000,000	\$5,000,000	\$12.5M**	SHOPP: \$3115k Land Trust: \$3M	FY2020/2021
<b>Estimated Annual Measure D Expenditures</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,000,000</b>				
<b>Carryover Balance - RESERVE for construction</b>		<b>\$166,667</b>	<b>\$333,333</b>	<b>\$500,000</b>	<b>\$666,667</b>	<b>(\$4,166,667)</b>				

\*Pre-construction funded through Caltrans SHOPP - \$3.1M. Land Trust has committed private funds for some of construction costs. At a future date, RTC, Caltrans, and Land Trust will evaluate grant financing options to advance delivery, since full \$5M committed in Measure D will not be available until end of 30 year measure.

\*\*Total cost will depend on type of undercrossing built. Design options currently being analyzed.

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