

2019 Project Application Form

\$350,000 RSTPX available countywide to non-city, non-County, non-METRO entities

A. Application Summary	
1. Project Title:	Project PASEO (Positive Active Transportation Safety Education Opportunities) Proyecto PASEO (Positivo Transportación Activo Seguridad Educación Oportunidades)
2. Applicant/ Implementing Entity:	Bike Santa Cruz County Education Fund
3. Brief project description:	<p>Open Streets are free annual public events that temporarily transform roadways into parks for people to bike, walk, skate, and play in a safe and festive environment by temporarily diverting automobile traffic.</p> <p>The Earn-a-Bike program is a free, seven week educational and recreational program providing bikes, tools, and safety supplies to middle school students, and instructing them in the basics of bike repair, cycling safety, and nutrition education. Teen mentors support program implementation for younger participants, encouraging biking and healthy eating behavior.</p> <p>A Pop-Up Bike Lane is a temporary demonstration of a protected bike lane. A temporary demonstration is a pilot project and therefore easier for Public Works staff and the community to support. It also provides an opportunity for the community to experience and provide input as to whether a permanent installation is of interest.</p>
4. Summary of Project Purpose, Need, Benefits:	<p>Santa Cruz County has a disproportionately high rate of bicycle and pedestrian injuries and fatalities, ranking among the worst for all California counties. Bike Santa Cruz County has been supporting the Community Traffic Safety Coalition’s campaign to get local governments to adopt Vision Zero policies towards reducing all traffic-related serious injuries and deaths to zero. Watsonville City Council recently voted unanimously to move forward with their Vision Zero resolution. As is evidenced by the local and regional “Street Smarts” campaigns, providing our community members of all ages with multiple opportunities for learning how to walk and bike safely is a distinct public health and safety need. Open Streets, Earn-A-Bike and Bike Club programs, and Pop-Up or Demonstration Protected Bike Lanes all benefit active transportation awareness, safety and confidence in communities and for community members.</p> <p>The purpose of Open Streets is to</p> <ul style="list-style-type: none"> -promote physical activity and health -promote a culture of bicycling and walking -foster community, civic pride and quality of life -increase safety and access to the roadway for users of all ages, abilities and modes

The need for Open Streets events:

- “Health researchers say these programs get people exercising more than they otherwise would. They also draw people from different neighborhoods and economic groups together, reduce air pollution, and help galvanize cities around ‘active transportation’ initiatives like bike lanes”(Barclay, 2017).

-The positive effects of Open Streets events, such as health benefits and reduction in air pollution, increase dramatically when the events are part of a regularly scheduled program. “‘Infrequency is a barrier to longevity and success – you’re not going to get the long-term impacts or behavior shifts that are possible if they’re just one off events’ says Mike Lydon, principal of the Street Plans Collaborative and founder of the Open Streets Project” (Barclay, 2017).

The purpose of Earn-A-Bike Programs is to:

-Remove barriers to cycling for youth by providing bicycles to youth, teaching bicycle safety practices and basic bicycle mechanic skills

-Utilize a Peer-Mentor model to build community connectedness, build confidence for high school and middle school youth, build bikes, and build a youth advocacy base in these communities.

The Need for Earn-A-Bike Programs:

-Clinical data indicates that youth in Santa Cruz County are disproportionately burdened by, and at risk for, diabetes and obesity. According to the California Department of Education, 38.2% of 5th graders in Santa Cruz County are overweight or obese. [2018](#).

-The Latino community is at greater risk for these outcomes: the percentage of Latino youth in Santa Cruz County outside the California Department of Education’s “healthy fitness zone” is 49%, in contrast to 24% percent of white children. Specifically, 52% of Latino 7th graders at target program schools fall outside of the healthy fitness zone based on their body composition. Research indicates that youth who remain above the optimal ranges for body fat are at greater risk as adults for chronic diseases such as cardiovascular disease and Type 2 Diabetes (Cooper Inst.).

-Biking can promote healthy lifelong fitness habits and provide a fun and convenient means of meeting recommended physical activity guidelines of the US Department of Health, through both transportation and recreation. Research shows that youth who regularly walk or bike to school get on average 24 more minutes of moderate-to-vigorous physical activity per school day than their peers (Sirard, J. et al)

The Purpose of Protected Bike Lanes:

-Temporarily demonstrate what a protected bike lane is

-Increase safety due to the physical separation, rather than just paint, between cyclists and motorists.

-Increase bike ridership significantly.

	<p>The Need for Protected Bike Lanes -After a protected bike lane was installed on Chicago's Kinzie Street: Bicycle ridership increased 55 percent, according to morning rush hour counts; Forty-one percent of respondents changed their usual route to take advantage of the new lane; Bicyclists accounted for a majority of all eastbound traffic (53 percent) and more than one third (34 percent) of total street traffic during a CDOT traffic count conducted during morning rush hour in August 2011. (Chicago DOT, 2011 - Initial Findings: Kinzie Street Protected Bike Lane).</p> <p>The Benefits of Project PASEO The combined effect of these three different programs, with the common goal of promoting active transportation. By instilling confidence in bike handling and bike maintenance skills, and experiencing cycling in safe locations, Project PASEO programs build structure and reduce barriers to cycling for daily trips, increasing quality of life and supporting positive health outcomes for youth and their families in disadvantaged communities, and creating the next generation of bicycle advocates.</p>								
<p>5. Funds requested:</p>	<p>\$100,000</p>								
<p>6. Matching Funds: <i>(source & amount)</i></p>	<p>Open Streets: Sponsor Donations - 15 @ \$250 = \$3,750, Volunteer hours - 185 hours @ \$11/hr = \$2,035 (Total = \$5,780) Earn-A-Bike: In-kind funds-Facilities - Bike Tech Classroom and Bicycle storage = \$2,500, and in-kind donations of bikes, bike parts, helmets, lights, and locks - \$941 (total = \$3,441) Pop-Up Protected Bike Lane: Materials Donations = \$1,000, and Volunteer hours 118 hours @ \$11/hr. = \$1298 (total = \$2,298)</p>								
<p>7. Schedule Summary: <i>(month/year to month/year)</i></p>	<p>Spring 2020-Fall 2021</p>								
<p>8. Priority #</p>	<p>Project is priority # <u>1</u> of <u>1</u> applications submitted</p>								
<p>9. Est. # of daily users <i>(of facility, program, or service)</i></p>	<p>Open Streets Events: Up to 30,000 participants over the course of the five (5) events Earn-A-Bike Watsonville: 15 middle school students, and 5 high school students each session (3 sessions, 7 weeks each) Pop-Up Protected Bike Lanes: Live Oak: Up to 150 cyclists per day Watsonville: Up to 100 cyclists per day</p>								
<p>10. Project Cost by Mode:</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;"><i>List the approximate percentage of <u>total</u> project costs related to different transportation modes in the chart below.</i></td> <td style="width: 30%; text-align: center;">% of Total Cost by Mode</td> </tr> <tr> <td>Bicycle</td> <td style="text-align: center;">65%</td> </tr> <tr> <td>Pedestrian</td> <td style="text-align: center;">20%</td> </tr> <tr> <td>Transit</td> <td style="text-align: center;">15%</td> </tr> </table>	<i>List the approximate percentage of <u>total</u> project costs related to different transportation modes in the chart below.</i>	% of Total Cost by Mode	Bicycle	65%	Pedestrian	20%	Transit	15%
<i>List the approximate percentage of <u>total</u> project costs related to different transportation modes in the chart below.</i>	% of Total Cost by Mode								
Bicycle	65%								
Pedestrian	20%								
Transit	15%								
	<p>TOTAL 100%</p>								

11. Implementing Agency Contact	Name: Gina Cole Telephone Number: 831-425-0665 E-mail: director@bikesantacruzcounty.org
12. Public Agency Sponsor	Does this project have a sponsoring Public Agency that has Master Agreement with Caltrans? <input type="checkbox"/> Yes. Public Agency Sponsor: <u>Name of agency</u> <input checked="" type="checkbox"/> No. We request that RTC consider serving as sponsor.

B. Detailed Project Description/Scope of Work

- **Detailed description and schedule**

Grant deliverables: OPEN STREETS

Over two years, Bike Santa Cruz County will organize five Open Streets events in geographically diverse areas of Santa Cruz County, continuing events in 2020 and 2021 in Watsonville and Santa Cruz, and adding one event in either Live Oak or Scotts Valley in 2021, serving an estimated 30,000 people. Community feedback is always positive and we hear repeated testimonials exclaiming, “This should happen more often!” Supplemental funding for Open Streets events from the Regional Transportation Commission for four events over two years ensures the event’s longevity and positive impacts. The goal is to establish regular, repeating events that are tailored to each community’s unique transportation needs, specifically targeting their barriers to adopting active transportation. Event organizers will work with stakeholders in each jurisdiction to establish partnerships and secure remaining funding for each Open Streets event.

Background: OPEN STREETS

Open Streets is a free public event that temporarily transforms roadways into open spaces for people to bike, walk, skate, and play in a safe and festive environment. Automobile traffic is temporarily diverted onto alternate streets in cooperation with local law enforcement and affected residents and businesses. Open Streets events partner with local agencies and community organizations providing information booths with resources for leading sustainable, active, and healthy lives.

Work Plan Summary: OPEN STREETS

(see attached, Copy of OSW 2020, OSSC2020 Workplans. Additional Work plan dependent on venue TBD.)

Program Timeline:

Winter 2019 - Spring 2020 Planning
Early Summer 2020 – 1st event (Watsonville)
Spring 2020 – Summer 2020 - Planning
Fall 2020 – 2nd event (Santa Cruz)
Fall 2020 – Winter 2020 - Planning
Early Spring - 3rd event (Scotts Valley or Live Oak)
Spring 2021 – 4th event (Watsonville)
Spring 2021 – Summer 2021 - Planning
Fall 2021 – 5th event (Santa Cruz)

Grant deliverables: EARN-A-BIKE/Bike Club

Over two years, Bike Santa Cruz County will conduct 2 Earn-A-Bike Program School-year Sessions at Pajaro Valley High School’s Bike Tech classroom, 1 Earn-A-Bike Summer Sessions at the Live Oak Boys and Girls Club, and 1 summer session at one of the City of Watsonville’s Science Workshop sites (TBD). At least one program session will be a designated all female or non-male identifying session.

Background: EARN-A-BIKE/Bike Club

Earn-a-Bike (EAB) addresses pressing issues in Watsonville and Live Oak, such as accessible, low-cost transportation options and after-school care, while encouraging health, bike safety, youth development, job training, and more. In 2017/18, 52.8% of Santa Cruz City Schools students received free/reduced lunch, and 80% of Pajaro Valley Unified School District students received free/reduced lunch. Bicycles can facilitate easier access to public transportation, schools, jobs, recreation, and services. However, bicycles and repairs can be prohibitively expensive for low-income families.

Bicycles empower youth, increasing autonomy and self-reliance, and allow students to transport themselves while parents are otherwise engaged. Currently, 27% of 71 Live Oak Boys & Girls Club (LOBGC) middle-school students do not own working bicycles. Yet 60% express interest to “earn-a-bike” for themselves, a friend, or family member, and 57% want to be better at navigating traffic and understand the rules of the road.

Work Plan Summary: EARN-A-BIKE

Major Tasks to Organize Open Streets (to be undertaken for each of the four events):

- Work with schools to select session dates, secure facilities requests if needed, and provide adequate transportation needs
- Work through After School Program Coordinators and transportation provider to determine order of school participation
- Work with mentors, instructor and health education staff to adapt curriculum if needed, to school site/session times
- Coordinate with Santa Cruz County Health Services for nutrition component partnership planning
- Develop and distribute bilingual promotional materials to reach families and students
- Recruit middle school participants and complete district’s required field trip paperwork
- Recruit high school mentors, set training days, determine weekly schedules, sent up contact group text

- Inventory parts, tools, art project materials
- Perform maintenance on Spin Art and/or Blender Bikes
- Outreach to bicycle, tool, helmet, light, lock and patch kit sponsors
- Manage attendance of mentors and participants
- Collaborate with partners to plan community bike rides and Family Fun Festival
- Debrief with instructors, mentors, partners
- Develop plan to manage expected event growth

Sample Earn A Bike Work Plan attached.

Program Timeline:

Feb-March 2020 Planning/Recruitment
 April-May 2020 – EAB 1 Watsonville-EA Hall and Lakeview Middle Schools
 April-May 2020 Planning/Recruitment
 June -July 2020 – EAB 2 Watsonville Summer Session - Science Workshop
 July - August 2020 Planning/Recruitment
 September - October 2020 - EAB 3 Watsonville Rolling Hills and Cesar Chavez Middle Schools
 November - December 2020 –Planning/Recruitment
 Feb - March 2021 – EAB 4 Watsonville
 March-April 2021 Planning/Recruitment
 April-May 2021– EAB 5 Watsonville
 April-May 2021 Planning/Recruitment
 May - June 2021 EAB 5 Watsonville Summer Session -Science Workshop

Grant deliverables: POP-UP BIKE LANES

Over two years, Bike Santa Cruz County will plan and implement and assemble 2 temporary “pop-up” protected bike lanes on 17th Avenue from Brommer Street to Felt Street in Live Oak (May 2020) and on Pennsylvania Drive, from Clifford Drive to Main Street in Watsonville, (May 2021). Each site will have a pop up protected bike lane in place for 3-4 weeks. Bike travel lanes will be separated from automobile travel lanes by “Wave Delineators.” Staff will work with City of Watsonville and County of Santa Cruz Public Works Departments to map and configure the delineators in the most safe and effective manner to promote safer cycling to, in and around neighboring schools and parks.

These activities will demonstrate the benefits of protected bike lanes to the community and elected officials by promoting the pop-up and attracting media coverage. Additionally, these temporary protected bike lanes will produce viable data for use in future protected bike lane campaigns. Data will include pre-, during- and post lane use by cyclists. Deliver results to County Board of Supervisors meeting, City Council meetings, and Regional Transportation Commission meeting. Use project data for future protected bike lane campaigns across the County.

Background: POP-UP BIKE LANES

TAMC Case Study for Pop Up Protected Lanes attached.

Work Plan Summary: POP-UP BIKE LANES

- Milestones
 - Secure Project Funding
 - Bike Santa Cruz County must secure funding to implement project with projected completion by March 1st, 2020.
- Determine Viability
- Conduct initial traffic study utilizing volunteers to determine the impacts of removing the center turn lane. Demonstration would keep turn pockets at intersections but would need to remove center turn line to maintain a 5 ft bike lane with 4 ft. buffer. Vehicle lanes would be 11 ft. in width.
- Set Date and Implementation Timeline
- Work with Santa Cruz County Public Works, District 1 County Board of Supervisors office, and school officials to set date and implementation timeline with expected delivery in May 2020, and May 2021 for Watsonville.
- Engage Community
- Bike Santa Cruz County will organize community partners such as Ecology Action, Boys and Girls Club Live Oak Chapter, Simpkins Swim Center, and Community Traffic Safety Coalition, businesses such as Toadal Fitness Live Oak, Peoples Coffee, Salsas Taco Bar, and Live Oak Family Health Center, school representatives from Live Oak Elementary School, Shoreline Middle School, and Del Mar Elementary School.
- Similarly in Watsonville, BSCC will organize community partners such as residents along Pennsylvania Drive, business owners along the route, along the route, Ecology Action, Pajaro Valley Unified School District, representatives from Starlight Elementary School, Diamond Technology Charter School and Cesar Chavez Middle School, the South County Bike and Pedestrian Work Group members, Santa Cruz County Bicycle Advisory Committee members, Regional CalTrans representatives, City of Watsonville Transportation and Planning staff, and Parks and Community Services staff, Bike Friendly Watsonville members, Watsonville Cyclery owner,
- Conduct baseline ridership survey in April 2019.
- Promote Project
 - Bike Santa Cruz County will implement a promotion plan to gain widespread knowledge of the project including a neighbor notice, door hanger, and door-to-door contact to each address on 17th Ave. between Capitola and Portola, press releases to local media, and advertisements in Good Times Weekly.
 - In Watsonville, Bike Santa Cruz County will implement a promotion plan to gain widespread knowledge of the project including a neighbor notice, door hanger, and door-to-door contact to each address on Pennsylvania Drive between Clifford Drive and Main Street, press releases to local media, and advertisements in the Register Pajaronian.

Install Pop-up Demonstration

Bike Santa Cruz County will utilize 50-80 volunteers for a 10-hour installation. Private traffic control company to provide traffic control during installation and take-down at both sites.

- Gather Community Input

- Bike Santa Cruz County will conduct a two-step survey, one at the launch event at the front-end of the demonstration period, and one at the end of the demonstration period. Sample questions include:
 - How did you experience the pop-up bikeway?*
 - What is your overall impression of the pop-up bikeway?*
 - What did you like about the pop-up bikeway?*
 - What did you dislike about the pop-up bikeway?*
 - What would you add to or change about the pop-up bikeway?*
 - Would you like to see protected bike lanes in Santa Cruz County?*
- Disassemble Pop-up Demonstration
 - Bike Santa Cruz County will utilize 50 - 80 volunteers for the demonstration breakdown with an estimated time of 8 hours.
- Project Follow-up
 - Deliver results to County Board of Supervisors meeting, City Council meetings, and Regional Transportation Commission meeting. Use project data for future protected bike lane campaigns across the County.

Program Timeline: Pop-Up Bike Lanes

Feb-March 2020 Planning/Recruitment

April-May 2020 – EAB 1 Watsonville-EA Hall and Lakeview Middle Schools

April-May 2020 Planning/Recruitment

June -July 2020 – EAB 2 Watsonville Summer Session - Science Workshop

July - August 2020 Planning/Recruitment

September - October 2020 - EAB 3 Watsonville Rolling Hills and Cesar Chavez Middle Schools

November - December 2020 –Planning/Recruitment

Feb - March 2021 – EAB 4 Watsonville

March-April 2021 Planning/Recruitment

April-May 2021– EAB 5 Watsonville

April-May 2021 Planning/Recruitment

May - June 2021 EAB 5 Watsonville Summer Session -Science Workshop

C. Project Benefits Information

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

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

OPEN STREETS

Open Streets events help communities achieve key sustainable transportation goals; reduce SOV trips, mitigate traffic congestion, reduce carbon emissions, and increase access and safety.

Specifically, Open Streets events will:

1. Create a culture of bicycling, walking, riding the bus and carpooling whereby the community perceives these transportation modes as attractive, convenient, and advantageous.
2. Provide an impactful first-hand experience of the convenience, enjoyment and feasibility of traveling short distances by bicycle or foot, as well as riding the bus and carpooling.
3. Improve roadway safety by building skills and confidence in a safe and positive environment.
4. Increase roadway access for people of all ages, abilities, and experience levels.
5. Increase use of sustainable forms of transportation by providing public participants motivating experiences and resources for bicycling, walking, carpooling and using mass transit. A prime example is having Metro at Open Streets events, showing participants how to load their bikes onto the bus rack.

Additionally, Open Streets will:

- Promote health by creating a large, safe, and fun space for people of all ages and experience levels to engage in and try new forms of physical activity.
- Promote connection and understanding between the diverse communities of Santa Cruz County (North and South, inland and coastal) through participation in Open Streets events in the different locations.
- Promote the local economy through business promotion and eco-tourism. Events showcase Santa Cruz County's natural beauty and resources, diverse culture, as well as outdoor, active lifestyle.
- Inspire citizens to think “outside of the box” about the use of public space.

These goals are demonstrated by day-of surveys and post-event surveys. At the Open Streets Santa Cruz 2017 event, the survey concluded:

- 25% of respondents said Open Streets lead to long-term changes in their cycling or walking habits.
- 55% of respondents traveled to the event by bike, foot, or bus.
- 87% of respondents stayed at Open Streets, participating in physical activity, for 1 hour or more

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

of direct users per day: OSW: Approximately 2000-3000 participants per event
OSSC: Approximately 12000-14000 participants per event
OS LIVE OAK OR SCOTTS VALLEY: Approx. 2000 per event
Earn A Bike will serve between 5 and 8 high school mentors and up to 15 middle school youth at each of the 6 sessions.

of indirect users: unknown

Basis for estimates: Periodic photography and videography throughout the event and a formula based on headcount per mile

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

- x Commuters (to school)
- x Low income residents
- x Seniors
- x Disabled
- x Youth
- x Elementary Schools
- x Middle Schools
- x High Schools
- x College Students
- x Visitors
- Trucks (goods movement)
- x Recreational users

a. Briefly describe any indirect or secondary beneficiaries of the project:

Benefit Category	How does this project address any of the following? <i>Projects are not expected to address all of these; if not applicable or not a primary purpose, write "N/A".</i>
<p>4. Safety (reduce fatal or injury collisions)</p>	<p>Open Streets will increase safety in three key ways.</p> <p>1) Events will: Provide a safe space on local roads for an estimated 12,500 families and individuals per year (2 events) to travel and/or recreate on bike, foot, skates, etc. by temporarily diverting automobile traffic.</p> <p>2) Feature outreach booths hosted by local safety organizations, such as the Community Traffic Safety Coalition (helmet fitting and safety information) serving an estimated 476 people and Bike Rodeo (bike obstacle course) serving an estimated 325 youth which will educate an estimated total of 1,600 community members at 5 events about important safety skills, tips, and resources.</p> <p>3) Improve skills and confidence of participants walking and biking at the event, which will lead to improved roadway safety in the future.</p> <p>The Earn A Bike Program also improves the safety of cyclists and ultimately, motorists and pedestrians by</p>

	<p>teaching bicycle safety skills, helmet fitting and rules of the road to youth cyclists.</p> <p>Pop-Up Protected Bike Lanes add to the protection of cyclists as they navigate city streets, creating a visual queue to slow motorists down and give a physical defining to the painted bike lanes.</p>
5. System preservation (maintain existing transportation infrastructure/service/program)	N/A
6. Reduce emissions and/or vehicle miles traveled	<p>All of the Project PASEO programs serve to reduce emissions AND vehicle miles traveled by encouraging active transportation as a viable option for getting from place to place. ☒ Shifts automobile travel to alternative modes.</p> <p>Number of trips per day expected to shift from automobile to alternative mode as a result of this project: Unknown number of trips per day, but 25% of attendees said Open Streets lead to long term changes in their cycling or walking habits.</p> <p>Decreases the number of people traveling in single occupancy vehicles: 55% of attendees traveled to event using alternative modes</p> <p>Improves access to alternative modes (walk, bike, bus, carpool, etc): estimated 1,600 attendees participate in traffic safety related activities at four events</p>
7. Improves access (e.g., increase walking, bicycling, public transit use)	19% of Open Streets attendees traveled to the event on foot and 87% of attendees spent 1 or more hours at the event doing physical activity such as walking, biking, or other active transportation choice.
8. Improve travel times or travel time reliability	Increased bicycling and walking trips take cars off the road, resulting in increased efficiency of our roadways.
9. Improve freight or goods movement efficiency	Increased bicycling and walking trips take cars off the road, resulting in increased efficiency of our roadways.
10. Serve people who are transportation disadvantaged due to age, income, ability or language or other challenges	Open Streets events will increase roadway access for users of all ages, abilities, and experience levels by creating new spaces and opportunities for people to bicycle and walk in safe, non-motorized and enjoyable environments. 55% of attendees said their favorite part about Open Streets was having a safe place to walk, bike, wheelchair, etc. Bike Santa Cruz County specifically targets underserved children and families when promoting the event.
11. Health (improve public health or promote healthy communities, provide outreach to targeted users)	Open Streets promote health by creating a large safe and fun space for people of all ages and experience levels to engage in and try new forms of physical activity, all while providing outreach to community members to support their decision to use active transportation. Earn A Bike promotes increased activity and healthy eating habits in youth. EAB gets kids moving! Pop Up protected Bike Lanes will help cyclists feel safer on the road and increase the opportunity for active transportation.

12. Will project result in the elimination or reduction of an existing transportation facility?

No. *If yes, please explain why this condition is unavoidable and if bicycle and pedestrian accommodations are provided on an adjacent/parallel street.*

13. Project Background and History. *How was this project identified as a priority? What planning occurred that led to identification of this project? Is it specifically identified in any planning documents? Describe consistency with local, regional and statewide planning, as applicable.*

Surveys are conducted at each Open Streets event to gauge support, behavior change, physical activity, travel methods, and the most beneficial aspect of the event. So far, 1,500 surveys have been conducted and clearly express a universal call for regular Open Streets events, with the majority of respondents in favor of repeating events, and two-thirds of respondents calling for events on a monthly or quarterly basis.

Public engagement and input is an essential component of establishing Open Streets events and begins six months before the event. For each event, we work with stakeholders such as local government, neighborhood groups, schools, residents, and community-based organizations to generate support and buy-in. For each event a small volunteer organizing committee is established to support with outreach, event design, and volunteer recruitment. As a result of this broad participation, the events have been well received by neighbors, community members, police, and city staff alike.

14. Has RTC previously funded this project or another project in this area? If so, what project and what year? Yes, RTC funded Open Streets in 2018-2019.

15. Is project in Regional Transportation Plan (RTP)?

x Yes, **RTP Project Number (ID#):** VAR-P40

16. Describe project readiness/deliverability and potential risks to project schedule:

Bike Santa Cruz County just completed the fourth Open Streets Watsonville event and the seventh Open Streets Santa Cruz event. Bike Santa Cruz County has partial funding through the City of Watsonville, Santa Cruz County Measure D, and the City of Santa Cruz to plan the 2020 Open Streets Watsonville and Open Streets Santa Cruz events. The 2020 events will be implemented immediately, if the 2019 RTIP application is funded. The requested \$10,000 per event will allow Bike Santa Cruz County to enhance the programming and activities to better serve our goals in changing behavior, reducing vehicle miles travelled, and increasing alternative travel mode share. As the event grows, we will also need to increase staffing to maintain a safe environment.

Earn A Bike is prepped and ready to implement at any of the sites. Possible risks to the project schedules include unavailability of sufficient bicycles, a loss of projected funding, or transportation complications. Pop-Up Bike Lane events could experience delays if the County or the City decline to cover the liability insurance for the duration of the temporary demonstration, if the wave delineators are not available to borrow from Monterey's TAMC, or if sufficient volunteers were not available for the set up or the take down of the materials.

17. Describe any potential environmental issues, mitigations, or avoidance:

Open Streets, Earn A Bike and Protected Bike Lanes are in and of themselves, an effort to mitigate environmental issues.

D. Cost and Funding Plan

a. Cost/Funding Summary

<i>Program</i>	<i>RSTPX</i>	<i>Total Cost</i>
<i>Open Streets Santa Cruz/Watsonville/Other</i>	<i>\$50,000</i>	<i>\$47,122 + \$44,694 + \$20,263 =\$112,079</i>
<i>Earn A Bike</i>	<i>\$30,000</i>	<i>\$71,470</i>
<i>Pop-up Protected Bicycle Lanes</i>	<i>\$20,000</i>	<i>\$57,308</i>

b. Detailed Cost Estimate

(Non-infrastructure projects: include summary of anticipated work tasks and cost per task)

Open Streets Budget - Santa Cruz: See Attached OSSC2020-2021

Open Streets Budget - Watsonville: See Attached

Earn-A-Bike Budget: See Attached

Pop Up Budget: See Attached Pop-up Protected Bike Lane Proposal

Watsonville Open Streets: Work Plan 2020

PRODUCTION							
item	tasks	contacts/links	due date	progress	Notes	website and mailchimp credentials	
Set date with City officials		Public Works Asst Dir.: maria.esther.rodriguez@cityofwatsonville.org, Special Events: israel.tirado@cityofwatsonville.org	Jan 1				
date determination	email Maria Esther and Israel	maria.esther.rodriguez@cityofwatsonville.org	Jan 1				
apply for permit	get from Israel	israel.tirado@cityofwatsonville.org					
	get City co-sponsorship application	Maria Esther?					
	submit application		Jan 20				
	pay application fee						
Event redesign	time shift: 11am-4pm	road closure: 8am					
	ask Sgt Thul about parking/road closure in AM route shift? not able this year but do for 2019	donny.thul@cityofwatsonville.org					
	apply for MAIN STREET, CalTrans route	talk to Maria Esther early for 2020	Sept 2019				
Budget	use template from last year		create March				
WPD	draft plan and meet with Sgt Cadets: make sure they know what to do	*julia put in Sgt Magdayao info*	April 5				
Transportation programming	research new transport programs and activities		5/1				
	contact AAA	Rosa	ASAP				
	plan Vision Zero survey	chat with CTSC folks	April 5				
	confirm that EA will have Bike Rodeo	kticus@ecoact.org					
Neighbor notice	get GIS addresses	ask Janneke for this person	mid-April				
	Print and mail neighbor notice letter	use less addresses this year	May 1				
		let's not use Maverick this year! Stuff and label in-house					
	Hang door neighbor notice hanger	buy the stock on Amazon	72 hours prior				
		print at Office Max					
Plaza electricy	meet with Parks representative	Ben: benjamin.heistein@cityofwatsonville.org	May 1				
event parking	Cabrillo (for volunteers & sponsors only)	Ashley: ascarnig@cabrillo.edu	April 1				
	City free lot	garage at City Building					
	Chase Bank	keenan.jackson@chase.com	April 1				
No Parking signs	prepare signs	interns					
	Call StopCo (or look into Silver Backs?)	stopcompany@yahoo.com	late March				
	StopCo hang signs	Ed DaRoza	72 hours prior				
Barricades	Get them from PW (coordinate w PW about timir Maria Esther / discuss with WPD)		start coordinating mid April				
Volunteers	create Vol Coord job description and timeline/schedule		February				
	hire new Vol Coord		March				
	recruitment start: make volunteer workplan		March 1				
	reach out to Enviroteers		March 1				
	book room for meeting (Civic Bldg)		April 30				
	Volunteer logistics email		2 weeks before event				
	Volunteer training meeting prep		week of event				
Rent radios	Silke	terri@silke.com, http://silkecom.com/	April 10				
Rent portable toilets	1 per 150 people + 1 ADA at each location + wa	D&G or candaportablepotties.com	late March				
Survey	Can Digital NEST help with electronic surveys?	Jacob Martinez	Jan		Janneke		
	design paper survey	look at Santa Cruz 2017 survey folder					
day-of production needs	hyrdation station: Dave Robinson offered bike tr inspiredstewardship@gmail.com		Feb 1				
	determine # of tables, chairs, tents, etc. needed	Alexis Party	May 1				
	will stage be needed?	Alexis Party					
	need to rent a truck?						

SPONSORSHIP		
item	tasks	timeline
Update website	create page for event, update header to show date, create sponsorship application, add sponsorship, volunteer, and	ASAP
	make sure past sponsors are on there, "date tbd!"	December
Rework new application process	look at Earth Day application	January 25
Create new web form		by Feb 1
update sponsor list from last year		January
	research and add new potential sponsors	ongoing
Draft sponsor letter		March 1
Mass outreach to prior sponsors	deadline to apply: April 16	March 9
Outreach to individual prior sponsors		
"Save the Date", sponsor app open major mass outreach to	Email via Open Streets mailchimp and past sponsors	Feb 1
Individual outreach to new potential sponsors		March 19
post application on Facebook		March
Good Times		mid
Reach out to City depts		March
Confirm applied	send email	April 20
Send invoices to sponsors		May
Sponsor logistics email		2 weeks
Food donations	lunch for day-of staff and volunteers	
SOLICIT raffle prize donations		
Insurance logistics	set deadline for COIs	eadline is
	send reminder email	May 1
	receive & file sponsor COIs	2 weeks

OUTREACH item	tasks	timeline
reach out to planning committee		ASAP
new planning committee members or advi	see committee contacts sheet	ASAP
Graphic design		first week of Feb
	translate any materials *before* you send contents; t-shirt	May 3 3 weeks before event
Buenos Dias/Buenas Tardes	late April, early May: schedule wi make sure Jovenes Sanos rep can be there	early March
send poster to partner Good Times ads	Watsonville Comm Hospital set ad dates with Jeanne and communicate to Lisa	as soon as they are ready March 1
Save The Date MailChimp	include sponsor and vol buttons	second week of Feb
Create Facebook event		March
business on route outreach	make one-page call to participate translate one-page	March 20 March 20 mid-March
door knocking	recruit team of volunteers	March
flyering	create list of locations recruit	
Send neighbor notice		1 month out
Schools & youth outreach	ask for contacts from: Gina create Jovenes SANOS collab	Jan 10 ASAP
Pajaro Valley Chamber of Commerce	attend a Watsonville Wednesday probably need to buy into their club make sure it's on their	March 1
Press release #1	and other initial press outreach	April 23
Press release #2	make sure it's listed in events calendars, tap photographers, writers to write about even	or April 30 May 14
Door hangers	Submit to Lisa 3 weeks prior	early May
	Recruit team of volunteers to hang 2 weeks before	Mid-May
Community Groups and events outreach		ongoing!
	SCBPWG meetings	
	Cinco de Mayo	May 6
	Mother's Day Walk/Run	May 1
	Earth Day/Day of the Child	April 22
	online web calendars	March 1
	Invite all Transportation Commissioners and County BOS	

OPEN STREETS WATSONVILLE 2020	Actuals 2019	Projected 2019	Projected 2021	Projected 2020
Profit/loss (not including staffing)	\$8,251.00	\$18,437.00	\$14,553.00	\$14,553.00
Profit/Loss including staffing	-\$1,509.00	\$7,437.00	\$3,303.00	\$3,303.00
Total Income	\$15,700.00	\$28,000.00	\$25,650.00	\$25,650.00
Total Material Expenses	\$7,449.00	\$9,563.00	\$11,097.00	\$11,097.00
Total Staffing Costs	\$9,760.00	\$11,000.00	\$11,250.00	\$11,250.00
Grand Total Expenses	\$17,209.00	\$20,563.00	\$22,347.00	\$22,347.00
<i>In-kind Contributions</i>	\$8,795.00	\$7,860.00	\$7,835.00	\$7,835.00
Material Expenses				
Permits/Police/Insurance				
Police overtime	n/a	\$1,800.00	\$1,800.00	\$1,800.00
City Special Event Permit Application Fee	\$140.00	\$75.00	\$140.00	\$140.00
Event liability insurance	\$100.00	\$100.00	\$100.00	\$100.00
City of Watsonville Community Room for meeting	\$40.00	\$40.00	\$106.00	\$106.00
Use of City Plaza	\$0.00	n/a	\$91.00	\$91.00
Sound amplification permit	\$0.00	n/a	\$150.00	\$150.00
Entertainment permit	\$0.00	n/a	\$200.00	\$200.00
Subtotal	\$280.00	\$2,015.00	\$2,587.00	\$2,587.00
Event Supplies				
Portable toilets	\$753.84	\$700.00	\$800.00	\$800.00
Equipment rental	\$529.05	\$600.00	\$600.00	\$600.00
Staff radios	\$300.00	295.00	300.00	\$300.00
Barricades, signs	\$275.00	\$275.00	\$300.00	\$300.00
Water trailer	\$250.00	\$250.00	\$250.00	\$250.00
Map posters	\$75.00	\$110.00	\$200.00	\$200.00
Truck Rental	\$0.00	\$150.00	\$150.00	\$150.00
Raffle prizes	\$0.00	\$75.00	\$0.00	\$0.00
Vinyl Logo banner	\$0.00	n/a	\$0.00	\$0.00
City garbage & recycling bins	\$0.00	\$150.00	\$150.00	\$150.00
Miscellaneous supplies	\$55.00	\$50.00	\$100.00	\$100.00
Mileage	\$290.00	\$350.00	\$300.00	\$300.00
Day-of Staff & Volunteer food & beverages	\$50.00	\$50.00	\$75.00	\$75.00
Food for Volunteer Training	\$50.00	\$0.00	\$50.00	\$50.00
Office supplies	\$40.00	\$50.00	\$100.00	\$100.00
Subtotal	\$2,667.89	\$3,105.00	\$3,375.00	\$3,375.00
Promotion & Advertising				
(Optional) Radio ad spots	n/a	N/A	N/A	N/A
Printed surveys	n/a	\$50.00	\$60.00	\$60.00
Print ads	\$2,155.00	\$2,000.00	\$2,000.00	\$2,000.00
T-shirts (100)	\$1,006.00	\$1,038	\$1,000	\$1,000.00
OSSCC brochure printing	\$311.36	n/a	\$300	\$300.00
Stickers	\$311.01	n/a	\$250	\$250.00
Neighbor notice mailer	\$200.00	\$200.00	\$200.00	\$200.00
Posters, quarter sheets, raffle passports	\$171.74	\$110.00	\$150.00	\$150.00
Door hangers	\$90.00	\$90.00	\$100.00	\$100.00
Office copies	\$20.00	\$100.00	\$100.00	\$100.00
Subtotal	\$4,265.11	\$3,588.00	\$4,160.00	\$4,160.00
Professional Services				
Graphic Design Services	\$80.00	\$700.00	\$800.00	\$800.00
Web page set-up & maintenance	\$85.00	\$85.00	\$100.00	\$100.00
Photography	\$0.00	\$0.00	\$0.00	\$0.00
Video and production for promo	n/a	\$0.00	\$0.00	\$0.00
Participant survey services (iPad)	n/a	\$0.00	\$0.00	\$0.00
Consulting	n/a	\$0.00	\$0.00	\$0
Performers	n/a	\$0.00	\$0.00	\$0.00
County GIS services	71.00	70.00	75.00	\$75.00
Subtotal	236.00	855.00	975.00	\$975.00
Staff				
Assistant Director	n/a	\$300.00	\$300.00	\$300.00
Raffle coordination	n/a		- .00	\$0.00
Press and Media coordination	n/a		\$100.00	\$100.00
Director - Eric	\$8,000.00	\$8,500.00	\$8,500.00	\$8,500.00

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Grand Total Expenses	\$17,209.00	\$20,563.00	\$22,347.00	\$22,347.00
<i>In-kind Contributions</i>	<i>\$8,795.00</i>	<i>\$7,860.00</i>	<i>\$7,835.00</i>	<i>\$7,835.00</i>
BSCC Executive Director	\$800.00	\$900.00	\$900.00	\$900.00
Volunteer Coordinator - Maura	\$560.00	\$750.00	\$800.00	\$800.00
Youth outreach/programs coordination - Tawn	\$300.00	\$450.00	\$400.00	\$400.00
Bookkeeping	\$100.00	\$100.00	\$250.00	\$250.00
Subtotal	\$9,760.00	\$11,000.00	\$11,250.00	\$11,250.00
Material Expenses TOTAL	\$7,449.00	\$9,563.00	\$11,097.00	\$11,097.00
Staff and Materials GRAND TOTAL	\$17,209.00	\$20,263.00	\$22,347.00	\$22,347.00
INCOME				
Grant Contributions				
Regional Transportation Commission	\$8,000.00	\$18,000.00	\$15,000.00	\$15,000.00
ATP Cycle 2	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL	\$8,000.00	\$18,000.00	\$15,000.00	\$15,000.00
Sponsor Contributions				
City of Watsonville	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
Kaiser Permanente	\$1,500.00	\$1,500.00	\$1,000.00	\$1,000.00
Ow Family	\$500.00	\$500.00	\$1,000.00	\$1,000.00
Cal Giant	\$500.00	\$250.00	\$250.00	\$250.00
San Andreas Regional Center	\$250.00	\$250.00	\$250.00	\$250.00
MBOSC	\$250.00	\$250.00	\$250.00	\$250.00
Live Like Coco	\$250.00	\$250.00	\$250.00	\$250.00
Pajaro Valley Prevention	\$250.00	\$250.00	\$250.00	\$250.00
Friends of the Rail & Trail	\$250.00	250	\$250.00	\$250.00
Salud Para La Gente	\$250.00	250	\$250.00	\$250.00
Hearts & Hands Daycare/Preschool	\$100.00	\$250.00	\$250.00	\$250.00
Save Our Shores	\$100.00	\$250.00	\$250.00	\$250.00
Monarch Services Prevention Team	\$100.00	\$250.00	\$250.00	\$250.00
Pajaro Valley Federation of Teachers	\$100.00	\$100.00	\$100.00	\$100.00
Pajaro Valley Water Management Agency		\$100.00	\$100.00	\$100.00
Regeneracion Pajaro Valley	\$100.00		\$100.00	\$100.00
Watsonville Wetlands Watch	\$100.00		\$100.00	\$100.00
Encompass Head Start	\$100.00		\$250.00	\$250.00
Yoga For All Movement		100	\$250.00	\$250.00
SC Fiber/Cruzio		\$500.00	\$500.00	\$500.00
Annieglass		\$200.00	\$500.00	\$500.00
Current eBikes		500	\$500.00	\$500.00
SC Core Fitness		500	\$250.00	\$250.00
Sierra Club Group of Ventana Chapter		250	\$250.00	\$250.00
Santa Cruz Metro		250	\$250.00	\$250.00
SUBTOTAL	\$7,700.00	\$10,000.00	\$10,650.00	\$10,650.00
	\$15,700.00	\$28,000.00	\$25,650.00	\$25,650.00
In-kind Donations / Sponsorships				
Good Times	\$2,970.00	\$2,500.00	\$2,500.00	\$2,500.00
Register Pajaronian	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
Cabrillo	\$1,300.00	\$1,000.00	\$1,000.00	\$1,000.00
Current eBikes	\$500.00	\$200.00	\$200.00	\$200.00
SC CORE Fitness	\$500.00	\$250.00	\$250.00	\$250.00
Community Printers	\$400.00	\$400.00	\$400.00	\$400.00
Jovenes SANOS	\$250.00	\$250.00	\$250.00	\$250.00

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Grand Total Expenses	\$17,209.00	\$20,563.00	\$22,347.00	\$22,347.00
<i>In-kind Contributions</i>	<i>\$8,795.00</i>	<i>\$7,860.00</i>	<i>\$7,835.00</i>	<i>\$7,835.00</i>
Project Bike Tech	\$250.00	\$250.00	\$250.00	\$250.00
Santa Cruz MAH	\$250.00	\$250.00	\$250.00	\$250.00
Martinelli's	\$190.00	\$250.00	\$200.00	\$200.00
D'La Colmena	\$185.00	\$185.00	\$185.00	\$185.00
Annieglass		\$100.00	\$100.00	\$100.00
Pediatric Medical Group of Watsonville		\$225.00	\$250.00	\$250.00
In-Kind Totals	\$8,795.00	\$7,860.00	\$7,835.00	\$7,835.00

Open Streets Santa Cruz Work Plan 2020

SPONSORSHIP			
TASK	TIMELINE	NOTES	complete
Major mass outreach to renewals	August 30		done
Individual outreach to new	August 31		done
Large grants and donors	August 31		done
VIP sponsor/activity email	August 31	Metro, Bike Smart, etc - INDIVIDUAL FOLLOW UPS	done
Reach out to City depts	August 31	booth free of charge	done
Confirm applied sponsors	August 31	get T-shirt sizes	done
Individual outreach to renewals	Sept 5		in progress
Food donations	early Sept	<ul style="list-style-type: none"> · Peets -- send letter to Anthony · Upper Crust · TJs · Farmers Market -- email Nicole 	
Raffle prize donations	Early Sept	Bike shops, Breweries, Greenspace, Staff of Life	
Deadline to apply	September 28	possibly move up next year?	
Sponsor/activity logistics email	Two weeks before		
Sponsor logistics email	October 5th	include locations, times, etc.	
Send invoices to Sponors	October 5th		
COI deadline	October 5th	send reminder	

PRODUCTION			
TASK	TIMELINE	NOTES	complete
Meet with Kathy A re: permit	June		done
Fill out special events app	by Aug 1		done
Confirm permit	August 26		done
Volunteer recruitment	start August	· see volunteer plan · gather T sizes	in progress
SCPD Plan	early Sept	look at last year and revise / make meeting with PD -- usually does not happen until	1-2 weeks out
T-shirts	Sept 1	to Catto's by 9/19	in progress
Hire part-time staff (info booths)	Sept 1	Janneke will lead	
Book room for volunteer meeting	Sept 1	Louden Nelson	in progress
Call StopCo	Sept 1	· Barricades · arrange time to drop off to Ed	in progress
GIS	Sept 4	Eric/Janneke email Matt Price	done
Print and mail neighbor notice	Sept 12	Segway and Church receive individual notice	done
Rent radio	September 14th	Silke Communications	
Rent portable toilets	September 14th	ACE Portables	requested 9/6
Confirm permit details	30 days prior		done
Notify City agencies as per permit	ongoing	see permit checklist	done
Prepare No Parking signs	Oct 2	interns; have ready for Ed -- drop off	
Hang door hangers	Thrs 10/5 AM	volunteer Bart Coddington	
Volunteer logistics email	2 weeks prior	Maura	
Volunteer training meeting	1 week prior	Tuesday before the event	
Prep event survey	2 weeks prior	make sure it works offline / print about 300-400	
Packing list and event schedule	print week-of		
Coordinate parking - UCSC taps, Swift School			
Event map			
Alexis Rentals!			

PROMOTIONAL			
TASK	TIMELINE	NOTES	complete
Create Facebook event	August		done
8.5 x 11 and 11 x 17 posters	mid Aug	make sure they are done and printed by mid August	in progress
Save the date Mailchimp	ASAP		done
Good Times partnership	ASAP	same at OSW contract	in progress
Community Printers sponsorship	ASAP	yes--need to send request with design ASAP	in progress
translate posters and 4-up	ASAP	Kathy or Diana?	done
Post on web events calendars	ASAP	<ul style="list-style-type: none"> · GT/santacruz.com · Visit Santa Cruz · Waves? 	done
Schools outreach	First week of Septem	<ul style="list-style-type: none"> · Save the date to principals and secretaries · Quarter sheet approved by City Schools · translated posters - CHECK WITH TAWN ABOUT DISTRIBUTION 	
Design meeting with Lisa	Sept 1	earlier next year!!	done
Press release	Sept 12 and October 2nd		
Facebook promotions	4 weeks prior		
Attendee day-of info/tips Mail Chimp	2 weeks out		
Write piece for GT	2 weeks	not able to do it this year	

OPEN STREETS Santa Cruz 2020-2021	Projected 2019	Projected 2021	Projected 2020
Profit/loss (not including staffing)	\$17,933.00	\$13,584.00	\$13,094.00
Profit/Loss including staffing	\$6,933.00	\$2,334.00	\$1,844.00
Total Income	\$28,000.00	\$25,650.00	\$25,650.00
Total Material Expenses	\$10,067.00	\$12,066.00	\$12,556.00
Total Staffing Costs	\$11,000.00	\$11,250.00	\$11,250.00
Grand Total Expenses	\$21,067.00	\$23,316.00	\$23,806.00
<i>In-kind Contributions</i>	\$7,860.00	\$7,835.00	\$7,835.00
Material Expenses			
Permits/Police/Insurance			
Police overtime	\$1,026.00	\$1,300.00	\$1,800.00
City Special Event Permit Application Fee	\$144.00	\$150.00	\$140.00
Event liability insurance	\$100.00	\$100.00	\$100.00
City of Watsonville Community Room for meeting	\$81.00	\$106.00	\$106.00
Road closure	\$216.00	\$225.00	\$225.00
Sound amplification permit	n/a	\$150.00	\$150.00
Entertainment permit	n/a	\$200.00	\$200.00
Subtotal	\$1,567.00	\$2,231.00	\$2,721.00
Event Supplies			
Portable toilets	\$907.00	\$1,000.00	\$1,000.00
Equipment rental	\$625.00	\$700.00	\$700.00
Staff radios	285.00	350.00	\$350.00
Barricades, signs	\$1,350.00	\$1,400.00	\$1,400.00
Water trailer	n/a	\$250.00	\$250.00
Map posters	\$110.00	\$200.00	\$200.00
Truck Rental	n/a	\$150.00	\$150.00
Raffle prizes	n/a	\$0.00	\$0.00
Vinyl Logo banner	n/a	\$0.00	\$0.00
City garbage & recycling bins	\$0.00	\$0.00	\$0.00
Miscellaneous supplies	\$50.00	\$100.00	\$100.00
Mileage	\$350.00	\$300.00	\$300.00
Day-of Staff & Volunteer food & beverages	\$100.00	\$100.00	\$100.00
Food for Volunteer Training	\$50.00	\$50.00	\$50.00
Office supplies	\$50.00	\$100.00	\$100.00
Subtotal	\$3,877.00	\$4,700.00	\$4,700.00
Promotion & Advertising			
(Optional) Radio ad spots	N/A	N/A	N/A
Printed surveys	\$50.00	\$60.00	\$60.00
Print ads	\$2,000.00	\$2,000.00	\$2,000.00
T-shirts (100)	\$968	\$1,000	\$1,000.00
OSSCC brochure printing	n/a	\$300	\$300.00
Stickers	\$250	\$250	\$250.00
Neighbor notice mailer	\$200.00	\$200.00	\$200.00
Posters, quarter sheets, raffle passports	\$110.00	\$150.00	\$150.00
Door hangers	\$90.00	\$100.00	\$100.00
Office copies	\$100.00	\$100.00	\$100.00
Subtotal	\$3,768.00	\$4,160.00	\$4,160.00
Professional Services			
Graphic Design Services	\$700.00	\$800.00	\$800.00
Web page set-up & maintenance	\$85.00	\$100.00	\$100.00
Photography	\$0.00	\$0.00	\$0.00

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Grand Total Expenses	\$21,067.00	\$23,316.00	\$23,806.00
<i>In-kind Contributions</i>	\$7,860.00	\$7,835.00	\$7,835.00
Video and production for promo	\$0.00	\$0.00	\$0.00
Participant survey services (iPad)	\$0.00	\$0.00	\$0.00
Consulting	\$0.00	\$0.00	\$0
Performers	\$0.00	\$0.00	\$0.00
County GIS services	70.00	75.00	\$75.00
Subtotal	855.00	975.00	\$975.00
Staff			
Assistant Director	\$300.00	\$300.00	\$300.00
Raffle coordination		- .00	\$0.00
Press and Media coordination		\$100.00	\$100.00
Director - Eric	\$8,500.00	\$8,500.00	\$8,500.00
BSCC Executive Director	\$900.00	\$900.00	\$900.00
Volunteer Coordinator - Maura	\$750.00	\$800.00	\$800.00
Youth outreach/programs coordination - Tawn	\$450.00	\$400.00	\$400.00
Bookkeeping	\$100.00	\$250.00	\$250.00
Subtotal	\$11,000.00	\$11,250.00	\$11,250.00
Material Expenses TOTAL	\$10,067.00	\$12,066.00	\$12,556.00
Staff and Materials GRAND TOTAL	\$20,767.00	\$23,316.00	\$23,806.00
INCOME			
Grant Contributions			
Regional Transportation Commission	\$18,000.00	\$15,000.00	\$15,000.00
	\$0.00	\$0.00	\$0.00
SUBTOTAL	\$18,000.00	\$15,000.00	\$15,000.00
Sponsor Contributions			
City of Watsonville	\$3,000.00	\$3,000.00	\$3,000.00
Kaiser Permanente	\$1,500.00	\$1,000.00	\$1,000.00
Ow Family	\$500.00	\$1,000.00	\$1,000.00
Cal Giant	\$250.00	\$250.00	\$250.00
San Andreas Regional Center	\$250.00	\$250.00	\$250.00
MBOSC	\$250.00	\$250.00	\$250.00
Live Like Coco	\$250.00	\$250.00	\$250.00
Pajaro Valley Prevention	\$250.00	\$250.00	\$250.00
Friends of the Rail & Trail	250	\$250.00	\$250.00
Salud Para La Gente	250	\$250.00	\$250.00
Hearts & Hands Daycare/Preschool	\$250.00	\$250.00	\$250.00
Save Our Shores	\$250.00	\$250.00	\$250.00

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Total Staffing Costs	\$11,000.00	\$11,250.00	\$11,250.00
Grand Total Expenses	\$21,067.00	\$23,316.00	\$23,806.00
<i>In-kind Contributions</i>	\$7,860.00	\$7,835.00	\$7,835.00
Monarch Services Prevention Team	\$250.00	\$250.00	\$250.00
Pajaro Valley Federation of Teachers	\$100.00	\$100.00	\$100.00
Pajaro Valley Water Management Agency	\$100.00	\$100.00	\$100.00
Regeneracion Pajaro Valley		\$100.00	\$100.00
Watsonville Wetlands Watch		\$100.00	\$100.00
Encompass Head Start		\$250.00	\$250.00
Yoga For All Movement	100	\$250.00	\$250.00
SC Fiber/Cruzio	\$500.00	\$500.00	\$500.00
Annieglass	\$200.00	\$500.00	\$500.00
Current eBikes	500	\$500.00	\$500.00
SC Core Fitness	500	\$250.00	\$250.00
Sierra Club Group of Ventana Chapter	250	\$250.00	\$250.00
Santa Cruz Metro	250	\$250.00	\$250.00
SUBTOTAL	\$10,000.00	\$10,650.00	\$10,650.00
	\$28,000.00	\$25,650.00	\$25,650.00
In-kind Donations / Sponsorships			
Good Times	\$2,500.00	\$2,500.00	\$2,500.00
Register Pajaronian	\$2,000.00	\$2,000.00	\$2,000.00
Cabrillo	\$1,000.00	\$1,000.00	\$1,000.00
Current eBikes	\$200.00	\$200.00	\$200.00
SC CORE Fitness	\$250.00	\$250.00	\$250.00
Community Printers	\$400.00	\$400.00	\$400.00
Jovenes SANOS	\$250.00	\$250.00	\$250.00
Project Bike Tech	\$250.00	\$250.00	\$250.00
Santa Cruz MAH	\$250.00	\$250.00	\$250.00
Martinelli's	\$250.00	\$200.00	\$200.00
D'La Colmena	\$185.00	\$185.00	\$185.00
Annieglass	\$100.00	\$100.00	\$100.00
Pediatric Medical Group of Watsonville	\$225.00	\$250.00	\$250.00
In-Kind Totals	\$7,860.00	\$7,835.00	\$7,835.00

Sample Work Plan Timeline

Watsonville Earn-a-Bike:

Middle Schools Outreach:

- Week of August 19th:
 - Email CCMS, RHMS, PMS:
 - Flyers and Applications for each program, Spanish and English
 - Parent permission slips, Spanish and English
 - Schedule outreach events

High School Outreach:

Recruit mentors:

- Week of August 26th

Check in with past mentors - who wants to return?

Interview:

- Week of September 2nd

Leadership Training:

- Thurs, September 5th - 1) Team Building, Ice Breakers, explore mentorship, values inventory
- 2) Teaching - multiple intelligences, powerful teaching techniques, teaching a skill
- 3) Classroom Management, prep for first day.
- 4) Nutrition training with Jenny Larkin

Training Dates TBD:

- Group Ride - Trails & Advocacy
- GenUp? Big picture... Story of Stuff? Systems literacy - probably later in the season.

Fall session A:

1. September 19th - Intro, group agreements, tool usage and fidget spinners, bearings. Get bike requests from students.
2. Sep 26th - Types of bikes. Begin working on bikes, Tubes and Tires, fix-a-flat, bike powered smoothies. Nutrition with Jennifer.
3. Oct 3 - Work on bikes, multitools, bike powered spin art. Nutrition with Jennifer
4. Oct 10th - Work on bikes, bike lights, bike advocacy. Helmet stenciling. Nutrition with Jennifer
5. Oct 17 - Bike Smart presentation and group ride!
6. Oct 24 - Group advocacy ride -or- slough trip?
7. Nov 7 - Last class!

Other Important Dates:

- Order gear from Cyclone by 10/1
- **Submit field trip authorization for Spring Session by ~Feb 15th (confirm with Ana H)**

Earn-a-Bike Live Oak:

Mentor recruitment: TBD

Leadership training: TBD

- Intro, road map, creativity/mentoring, values inventory
- Mentorship, bike mechanics, activities
- Teaching - multiple intelligences, powerful teaching techniques, run-through

Dates TBD:

- Group ride - advocacy
- Check in meetings (meet x2 per month during fall sessions)

Fall Outreach Session A Outreach:

- Week of Sep 9th: Outreach @ shoreline/B&GC
- Sep 19th - Applications Due

Other important dates:

- Oct 1st - Order gear! lights, locks, multitools, fidget spinner gear for EAB programs
- **DATE TBD - field trip to UCSC/CSUMB**

Fall Session A:

- 1) September 24th - Intro, group agreements, tool usage and fidget spinners. Get bike requests from students.
- 2) Oct 1 - Begin working on bikes, fix-a-flat, bike powered smoothies/spin art
>>Bike to School Day!
- 3) Oct 8 - Work on bikes, lights & multi tools, helmet/skateboard/hat stenciling

- 4) Oct 15 - Bike Smart presentation and rodeo/ride
- 5) Oct 22 - Final day - locks, ride, raffle.
- 6) TBD - make up & group ride

Fall Session B Outreach:

- Week of Oct 21: Outreach @ shoreline/BGC
- Oct 30 - Applications Due

Fall Session B:

- 1) Nov 12th - Intro, group agreements, tool usage and fidget spinners. Get bike requests from students.

- 2) Nov 12th - Begin working on bikes, fix-a-flat, bike powered smoothies/spin art
- 3) Nov 19th - Work on bikes, lights & multi tools, helmet/skateboard/hat stenciling
- 4) Nov 26th - Bike Smart presentation and rodeo/ride
- 5) Dec 3rd - Final day - locks, ride, raffle.
- 6) TBD - make up & group ride

TO SCHEDULE:

- Community event & ride - pancake breakfast
- UCSC, CSUMB ride
- Trips for Kids rides
- Mentor rides
- Guest presenters
- Guest riders?

Earn-a-Bike Santa Cruz:

Mentor recruitment: TBD

Leadership training: TBD

- Mentor Training:
 - Dates TBD - March 18th

Dates TBD:

- GenUp? Story of Stuff? Systems literacy.
- Community leader presentations
- Group ride - advocacy
- (meet x2 per month during spring sessions)

Spring Session Outreach:

- Week of XXX - outreach at middle schools, Boys and Girls Club, Mercy Housing, Nueva Vista, y mas.
- One week prior to start - Apps due!!!

Fall Session:

1. Intro, group agreements, tool usage and fidget spinners. Get bike requests from students.
2. Begin working on bikes, fix-a-flat, bike powered smoothies/spin art
3. Work on bikes, lights & multi tools, helmet/skateboard/hat stenciling
4. Nutrition day, work on bikes!
5. Bike Smart presentation and rodeo/ride
6. last work day - final prepping of bikes
7. Final day - locks, ride, raffle.

TO SCHEDULE:

- Community event & ride
- Trips for Kids rides
- Mentor rides
- Guest presenters
- Guest riders?

Youth Programs Budget 2020-21 - Draft						
	EAB Wats					
Contractors	\$3,750					
Supplies	\$3,090					
Transportation	\$4,950					
Student Stipends	\$5,985					
Printing and Postage	\$210					
Youth Program Events	\$500					
Program Total	\$18,485					
Youth Director base Salary	\$13,800					
	\$32,285					
Director (\$50/hour)	\$17,250					
Grand Total	\$35,735					



Pop-up protected bike lane in City of San Jose - Photo credit: City of San Jose

17th Ave. Pop-up Protected Bike Lane

05.13.19

Bike Santa Cruz County

333 Soquel Avenue

Santa Cruz, CA 95062

(831) 425-0665

Overview

Protected bike lanes have a physical separation between the bike lane and vehicle lane and can be separated from motor traffic by raised medians, on-street parking, or bollards.

Protected bike lanes increase safety drastically because the physical separation between the bike lane and vehicle lane deters vehicles from floating or swerving into the bike lane and striking a bicyclist. Protected bike lanes have been proven around the world to exponentially increase safety due to the physical separation, rather than just paint, between cyclists and motorists.

Due to the increased safety, protected bike lanes also **increase bike ridership** significantly. After a protected bike lane was installed on Chicago's Kinzie Street: Bicycle ridership increased **55 percent**, according to morning rush hour counts; **41 percent** of respondents changed their usual route to take advantage of the new lane; Bicyclists accounted for a majority of all eastbound traffic (53 percent) and more than one third (34 percent) of total street traffic during a CDOT traffic count conducted during morning rush hour in August 2011. (Chicago DOT, 2011 - Initial Findings: Kinzie Street Protected Bike Lane).

Compared to counties similar in size, **Santa Cruz County ranks among the worst** for collisions causing injuries and fatalities among bicyclists, injuries and fatalities among pedestrians under the age of 15, and hit and run collisions. Protected bike lanes on our highest-capacity roads have the potential to drastically increase cyclist safety and increase ridership, helping our County meet its Climate Action goals. Unfortunately, protected bike lanes can be politically challenging, because of changes to the roadway configuration.

A pop-up is a **temporary demonstration of potential improvements** to roadway infrastructure. This is known as Tactical Urbanism. A temporary demonstration is a pilot project that allows for the community to experience the potential of new infrastructure and therefore helps to educate the community and garner support for change. It also provides an opportunity for community input about design options.

17th Avenue was selected for this project because it is **a major route through Live Oak**, connecting three elementary schools, two business districts, the beach, the Boys and Girls Live Oak Chapter, Simpkins Swim Center, and the Schwan Lake open space. Additionally, Supervisor Leopold, the Principal of Shoreline Middle School, and the Chief of Live Oak Fire District have all given support.

Typically, instances of pop-up infrastructure is implemented by a public agency. Bike Santa Cruz County has taken the responsibility of implementation with the intention that the model can be replicated and be **the catalyst to launch the movement** for protected bike lanes across the county.

Goals

1. Conduct a 3-month protected bike lane demonstration on 17th Ave. from Brommer St. to Felt St. beginning **Monday, July 22, 2019 through Sunday, October 27, 2019**
2. Promote protected bike lane demonstration heavily and **conduct personalized outreach** to build community support
3. **Produce viable data** for use in future protected bike lane campaigns with the ultimate goal of installing permanent protected bike lanes across the County

Specifications

Bike Santa Cruz County has worked with Santa Cruz County Public Works since December 2018 to determine viability and timeline. During Summer 2019, Bike Santa Cruz County will organize partner organizations, community leaders, businesses, and neighbors to build support for the project.

We propose installing the pop-up protected bike lane on **Monday, July 22, 2019** for a three-month duration. The demonstration will be removed on **Sunday, October 27, 2019**. Bike Santa Cruz County will work with County Public Works and partners to purchase materials, organize volunteers, and lead the installation and breakdown.

A launch event will serve as the **demonstration kickoff on Tuesday, July 23rd** and Bike Santa Cruz County will collect initial input from the community. Bike Santa Cruz County will conduct baseline traffic counts prior to installation and once a month throughout the demonstration period. Additionally, surveys will be sent to neighbors and businesses along 17th Avenue and parents of students at Shoreline Middle School, Simpkins Pool, and the Live Oak Boys and Girls Club.

The current bike lane is 5 feet and 5 inches on average, the lane widths are 10 feet 9 inches, and the center turn lane is 10 feet and 7 inches, totalling 43 feet and 3 inches. We are proposing to install a total of **6 feet 10 inch for the bike lane including a 2 foot buffer** for the entire length of the project (Brommer to Felt both sides), **10 foot vehicle lanes**, and a **9 foot and 6 inch center turn lane**. Actual dimensions will be determined during installation.

Budget

The total project budget is estimated to be \$43,684 with \$3,550 for promotion, \$25,384 for materials, and \$14,900 for staff time. See Table 2 for details.

Table 2 - Budget Projections

Pop-up Protected Bike Lane				
Staffing	Cost/hour	Hours		Narrative
Director	50	120	\$6,000	Includes planning and design, outreach and promotion, set-up/breakdown, and data collection and reporting
Event Coordinator	50	24	\$1,200	1 hour per week (June - July), 10 hour install, 10 hour breakdown
Volunteer Coordinator	50	24	\$1,200	1 hour per week (June - July), 10 hour install, 10 hour breakdown
Youth Programs Coordinator	50	20	\$1,000	10 hour install, 10 hour breakdown
Traffic Control	See quote	See quote	\$5,500	Set-up and breakdown
		Subtotal	\$14,900	
Materials	Cost/unit	Units		
Black traffic tape	\$1020/ 120 yards	780 yards	\$6,630	390 yards each side of the center turn lane 390 yards each side to recreate center turn lane
Yellow traffic tape	\$82/33 yards	780 yards	\$1,968	lane
White traffic tape	\$76/150 feet	2340 feet	\$1,186	1170 feet each side to create bike lane buffer
Wave delineator	\$150	100	\$15,000	One-time purchase, can be reused
Industrial velcro	\$150/15 ft	45 feet	\$450	
Green tempera paint	\$15/gallon	10 gallons	\$150	7 gal to cover 2,500 sq ft, 3 gal for touch-up
Green lane pavement stencil	in-kind		\$0	Source from local public works dept.
		Subtotal	\$25,384	
Promotion				
Flyers and posters			\$250	Univ Copy
Neighbor notice			\$200	Univ Copy
Door hangers			\$150	OfficeMax
GoodTimes print/digital ads			\$2,100	GT Weekly
Social Media promotion			\$50	Facebook
Graphic design			\$250	
Survey mailer			\$500	Maverick Mailing
		Subtotal	\$3,550	
		TOTAL	\$43,834	

*Please note: Wave delineators may be borrowed from TAMC for a savings of \$15,000 per event. Total for two pop-up demonstration lanes = \$28,684 ea. Or = \$57,388.

Milestones

I. Secure Project Funding

Bike Santa Cruz County is currently raising money to purchase materials and pay for promotion costs and staff time. To date, we've raised \$10,000.

Bike Santa Cruz County Education Fund is a 501(c)(3) CA nonprofit. Federal Tax ID is 821-1434326. Contribute to the 17th Ave Pop-up Protected bike lane project online at bikesantacruzcounty.org or mail a check to **Bike Santa Cruz County Education Fund** at 333 Soquel Ave. Santa Cruz, CA 95062.

II. Determine Viability

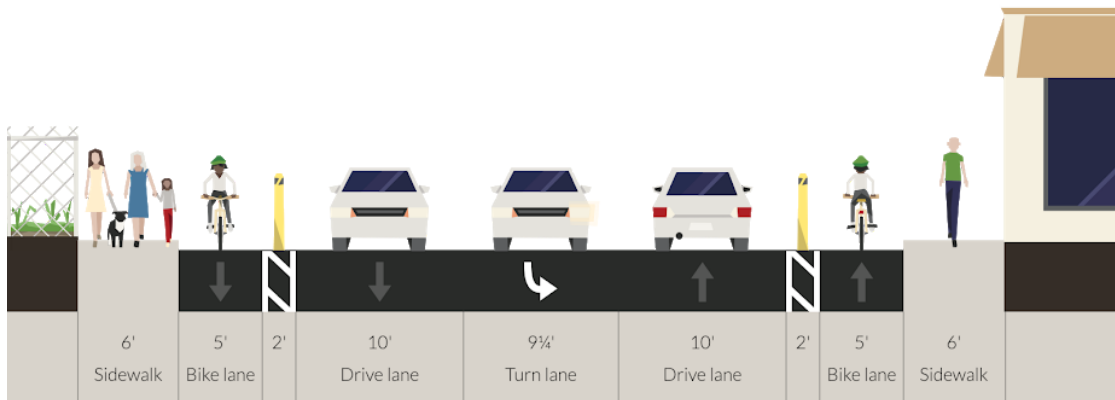
Initial surveying lead Bike Santa Cruz County to believe we would need to remove the center turn lane. Therefore, we conducted traffic counts utilizing volunteers to determine the impacts of removing the center turn lane. We conducted traffic counts during peak morning and evening periods to collect data on the number of cars using the center turn lane, the number of trucks using 17th Ave., and the number of bicyclists and pedestrians. (See Table 3)

Table 3: Count Data

17th Ave Traffic Survey				
Friday, 2/22, 7:45-8:45 AM				
Time	Center Turn Lane Cars	Bicyclist	Pedestrian	Trucks (6 or more tires)
7:45-7:59 AM	1	13	9	0
8:00-8:14 AM	10	21	60	6
8:15-8:29 AM	7	17	17	17
8:30-8:45 AM	23	12	10	10
Subtotal	41	63	96	33
Monday, 2/25, 4:45-5:45 PM				
4:45-4:59 PM	0	3	3	4
5:00-5:14 PM	1	10	9	4
5:15-5:29 PM	3	4	8	4
5:30-5:45 PM	0	3	11	1
Subtotal	4	20	31	13
TOTALS	45	83	127	46

After conducting the traffic counts, we used a measuring wheel and determined the road width would allow the demonstration to **keep the current roadway configuration** with the center turn lane. (See Table 1)

The image below is a cross section of our proposed project:



III. Set Date and Implementation Timeline

Submit encroachment permit to County Public Works and set date and implementation timeline with expected delivery in July 2019 through October 2019.

IV. Engage Community

Bike Santa Cruz County will **organize community partners** such as Ecology Action, Boys and Girls Club Live Oak Chapter, Simpkins Swim Center, and Community Traffic Safety Coalition, **businesses** such as Toadal Fitness Live Oak, Peoples Coffee, Salsas Taco Bar, and **community resources** such as Live Oak Family Health Center, Live Oak Elementary School, Simpkins Swim Center, Shoreline Middle School, and Del Mar Elementary School.

Compile baseline ridership data and conduct ridership counts during the demonstration.

V. Promote Project

Bike Santa Cruz County will implement a **personalized promotion plan** to gain widespread knowledge of the project including a neighbor notice, door hanger, and door-to-door canvassing to each address on 17th Ave. between Brommer Street and Felt Street, press releases to local media, and advertisements in Good Times Weekly.

Information regarding trash collection and traffic impacts during installation and breakdown will be disseminated in each communication.

VI. Install Pop-up Demonstration

Bike Santa Cruz County will utilize 20-30 volunteers for an 8-hour installation. Traffic control vendor will provide traffic control during installation.

VII. Gather Community Input and Collect Data

Bike Santa Cruz County will conduct a two-step survey, one at the launch event at the front-end of the demonstration period, and one at the end of the demonstration period. Sample questions include:

1. How did you experience the pop-up bikeway?
2. What is your overall impression of the pop-up bikeway?
3. What did you like about the pop-up bikeway?
4. What did you dislike about the pop-up bikeway?
5. What would you add to or change about the pop-up bikeway?
6. Would you like to see protected bike lanes in Santa Cruz County?

Bike Santa Cruz County will conduct traffic counts once per month throughout the demonstration period and mail surveys to residents and businesses along 17th Avenue, to parents with students at Shoreline Middle School and Boys and Girls Club, and post online survey link at Schwan Lake State Park and Simpkins Pool.

VIII. Disassemble Pop-up Demonstration

Bike Santa Cruz County will utilize 20 volunteers for the demonstration breakdown with an estimated time of 6 hours.

IX. Project Follow-up

Deliver results to the County Board of Supervisors meeting, City Council meetings, and Regional Transportation Commission meeting. Use project data for future protected bike lane campaigns across the County.

Project References

Santa Cruz County District 1 Supervisor - John Leopold, (831) 454-2200

Santa Cruz County Director of Public Works - Matt Machado, (831) 454-2368

Shoreline Middle School Principal - Colleen Martin, (831) 475-6565

Case Study: TAMC Safe Streets Pop-up Events in Marina & Seaside

****DRAFT**

Introduction:

TAMC (Transportation Agency of Monterey County) conducted two Pop ups for Safe Routes to School in Seaside and Marine using tactical urbanism to promote safe routes to school programs. These demonstrations are temporary infrastructure installations that allow the community to test out a design and give feedback. They are being used across the U.S. to help cities decide whether projects like bike lanes, crosswalks and roundabouts should be installed permanently. Goal is to improve the safety for students and pedestrians biking and walking to school or work in the designated areas. The Program goals are divided into 6 categories: Evaluation, Engineering, Education, Encouragement, Enforcement and Equity.

The demonstrations help the case for permanent infrastructure improvements by demonstrating the value of investments. These pop-ups can show that if you make it safer for people to bike to school or work they are more likely to use this alternative mode of transportation. When it comes to decision making, it's easier when the infrastructure is being presented and tested in the community in the form of a pop-up. The projects are mostly low cost and temporary which allows for some flexibility. Since these projects are temporary they emphasis on community engagements and generate feedback. Pop ups help make the case through data collection and the display of changes being presented.

MBEP believes these pop-ups are an effective way to showcase to the community what small changes can be for the safety of our community.

The basic process for conducting a pop-up:¹

- Identify key players/partners - Some examples are school district admins, school leaders, elected officials, city agencies, bike/pedestrian advocates, students and other community groups.
- Present concept to decision makers and community - Permission and approval from the city and/or school districts are important especially if the end goal is permanent change. Outreach to key players/partners to consult are street departments, traffic safety, and/or public works.

¹ Where the Duct Tape Meets the Road:

https://www.saferoutespartnership.org/sites/default/files/pdf/where_the_duct_tape_meets_the_road.pdf



- Select locations - Engage community, school admins and city staff in order to identify areas of safety concerns and the need for immediate modification.
- Identify approach - Potential traffic safety improvements include sidewalks, roundabouts, curb extensions, pedestrian refuge islands, and protected bike lanes, among many more.
- Implement Pop-up - Consider obtaining permission, identify volunteers to assist in set up, getting feedback and taking down the demonstration. Post signs, flyers and an awareness campaign. Select materials and execute the project.
- Evaluate - Collect both qualitative and quantitative data during the project. Data will prove useful when advocating.
- Advocate - Pop-up installation alone is not enough, draw on community support and make the case of decision makers for permanent support.

The planning team worked with **Alta Planning + Design** to create a list of infrastructure recommendations to improve the safety of the areas surrounding the locations. The key players were a partnership between the Transportation Agency of Monterey County, the Cities of Marina and Seaside, Ecology Action, the Monterey County Health Department and the Monterey Peninsula Unified School District. Community was also the foundation of the planning process through community meetings and walking audits held at each location.²

Two locations were identified and determined to be candidates based on the evaluation and planning process. The initial pop-up location was in Seaside during the first week of bike month. A temporary crosswalk, bike lanes and curb extensions were installed on Broadway Avenue between Yosemite and Mescal in front of Martin Luther King Jr School of Arts. In addition a Marina pop-up was conducted two weeks post Seaside. Temporary crosswalks and curb extensions were installed on Carmel Ave between Nicklas Lane and Lynscott Drive near Marina Vista and Crumpton Elementary.

Funding - BE AS SPECIFIC AS POSSIBLE: AMTS WITH SOURCES, TIMING ...

The Program was funded through local transportation sales tax Measure X, which provided the most consistent source of funding. Measure X funding was leveraged as much as possible to bring-in other sources of local, state and federal funding to achieve the vision and goals of the Program.³ The pop-ups were written into a safe routes to school planning grant, this allowed to leverage some grant funding. Measure X funding was used to

² Join our Safe Streets event in Marina & Seaside, <https://ecoact.org/planningmonterey/>

³ Safe Routes to School Program, <https://www.tamcmonterey.org/measure-x/programs-projects/safe-routes-to-school-program/>



purchase some higher quality materials for the pop-ups and to fund Bike/Walk to School events to encourage people to experience the demonstration on bike/foot.

Data Collection Process

TAMC collected school-based safe routes to school program surveys and tally forms to analyze and include in an annual Safe Routes to School Program report. The staff also collected and analyzed collision and injury data. The theory behind the education and learning of these pop ups will result in more effective programs around safety and adaptive behavior in using alternative modes of transportation.

Summary of findings - RESULTS AND GET PEOPLE EXCITED ABOUT THE POSSIBILITIES ...

TAMC Survey Results

LET'S DO THIS!

Wouldn't it be great to get a sneak preview of what change is coming in your community? Pop-ups are a new way of thinking that give our region more flexibility in how they think about designing the space for pedestrians and bikes. These projects promote collaboration with other agencies working towards safe streets which is an important goal of the program and critical to achieving deep and comprehensive impact. If the community knows that they are the driving force behind the change, can see, feel and experience the change they will be more likely to advocate for the change.

After evaluation and consideration Monterey Bay Economic Partnership feels pop ups in our region are an amazing way of eliminating or reducing unsafe roads or concerns. At a local level, the process is effective in the vast majority of cases which need immediate attention. Voices are heard through the description evaluation based on project survey results and community feedback. These evaluations provide useful information to safe streets consideration and jurisdiction related to implementation.

Interested in bringing to your community? Identify a public place that could be improved on. Next, the local jurisdiction grants permission for a temporary installation at the site. An organization and /or city agency installs the temporary features. The public will begin to



use it, provide feedback and in the best case scenario from the positive feedback informs the development of permanent improvements.

3180 Imjin Road, Suite 102
Marina, CA 93933 831.915.2806

Santa Cruz . San Benito . Monterey