



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

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**AGENDA**

**Monday, April 13, 2020**

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

**NOTE: TELECONFERENCE**

Join the online meeting to see presentations:

<https://us02web.zoom.us/j/343475303?pwd=U1hFTVcvYm5Jei9aY0FXSS9FV3piQT09>

Online meeting ID: 343 475 303

Password: 920979

Dial-in: +1 669 900 9128

ADA only for the public needing ADA access in person: RTC Office, 1523 Pacific Ave,  
Santa Cruz, CA 95060. Call (831) 460-3200 to be let in.

**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	Sally Arnold	District 3
Anna Kammer	Vacant	District 4
Rick Hyman	Theresia Rogerson	District 5
Mike Moore	Vacant	City of Capitola
Matt Farrell	Bruce Sawhill	City of Santa Cruz
Richard Masoner	Vacant	City of Scotts Valley
Murray Fontes	Drew Rogers	City of Watsonville
Amelia Conlen, Chair	Matt Miller	Ecology Action
Leo Jed	Jim Langlely	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 February 10, 2020 Bicycle Advisory Committee meeting
7. Accept summary of hazard reports
8. Approve recommendation to the RTC to approve Ecology Action's Transportation Development Act (TDA) allocation request for \$60,000 for the Bike to Work/School Program
9. Accept informational item: Bike to Work update on FY 19/20 TDA-funded program changes due to COVID-19
10. Accept informational item: Chanticleer/Highway 1 overcrossing design update
11. Accept informational item: Report on Regional Transportation Plan 2045 Goals and Targets from Rick Hyman

### **REGULAR AGENDA**

12. Committee Chair and Vice Chair elections
13. Rail Trail Segment 7 Phase 2 design review – Nathan Nguyen, City of Santa Cruz staff
14. Transit Corridor Alternatives Analysis – Alternatives Screening Results and Short List of Alternatives – Ginger Dykaar, Sr. Transportation Planner, Brianna Goodman, Transportation Planner, Luis Mendez, Deputy Director
15. Approve recommendation to the RTC to approve the county Health Services Agency's TDA allocation request for \$130,000 for the Community Traffic Safety Coalition and the Ride N Stride Bicycle and Pedestrian Education Programs; review Vision Zero Work Plan – Theresia Rogerson, County Health Services Agency staff
16. Updates related to Committee functions – Committee members (oral updates)
17. Adjourn

**NEXT MEETING:** The next Bicycle Committee meeting is scheduled for June 8, 2020 from 6:00pm to 8:30pm at the **Community Foundation Santa Cruz County, 7807 Soquel Drive, Aptos, Calif.**

### **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) 460-3200 or email [info@sccrtc.org](mailto:info@sccrtc.org) to subscribe.

### **ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES**

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

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

Si gusta estar presente o participar en 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**

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

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**Santa Cruz County Regional  
Transportation Commission's**

**BICYCLE ADVISORY COMMITTEE**

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**DRAFT MINUTES**

**Monday, February 10, 2020  
6:00 pm to 8:30 pm**

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

1. Call to Order: Chair, Amelia Conlen called the meeting to order at 6:00 pm.
2. Introductions

**Members Present:**

Amelia Conlen, Bike-to-Work, Chair  
Janneke Strause, District 1 (Alt.)  
Shea Johnson, District 2  
Peter Scott, District 3  
Sally Arnold, District 3 (Alt.)  
Anna Kammer, District 4  
Rick Hyman, District 5  
Theresa Rogerson, District 5 (Alt.)  
Michael Moore, City of Capitola  
Richard Masoner, City of Scotts Valley  
Murray Fontes, City of Watsonville  
Drew Rogers, City of Watsonville (Alt.)  
Leo Jed, CTSC

**Staff:**

Tommy Travers, Transportation Planner  
Ginger Dykaar, Senior Transportation Engineer  
Amy Naranjo, Transportation Planner

**Guests:**

Russell Chen, County of Santa Cruz  
Gina Cole, Bike Santa Cruz County  
Peter Newton, member of public  
Jessica Evans, member of public

**Unexcused Absences:**

**Excused Absences:**

Grace Voss, District 1  
Casey Beyer, District 2 (Alt.)  
Matt Farrell, City of Santa Cruz  
Bruce Sawhill, City of Santa Cruz (Alt.)  
Jim Langley, CTSC (Alt.)  
Matt Miller, Bike-to-Work (Alt.)

**Vacancies:**

District 4 – Alternate  
City of Capitola – Alternate  
City of Scotts Valley – Alternate

3. Announcements – Staff announced that Segment 7 Phase 1 of the rail trail is under construction, that Chair and Vice Chair elections will be held at the April 13 Committee meeting, and that the cycle track concept is in design for a portion of Chanticleer Ave approaching the south end of the future bike/ped bridge over Highway 1.
4. Oral communications – Murray Fontes announced that Segment 18 Phase 1 of the rail trail is expected to begin construction in March or April.
5. Additions or deletions to consent and regular agendas – Item 11 deleted

### **CONSENT AGENDA**

Members discussed that some local jurisdictions take longer to respond to hazard reports. A motion (Jed/Fontes) was made to approve the consent agenda excepting item 8. The motion passed unanimously with members Conlen, Strause, Johnson, Scott, Kammer, Hyman, Moore, Masoner, Fontes, and Jed voting in favor.

6. Approved draft minutes of the December 9, 2019 Bicycle Advisory Committee meeting
7. Accepted summary of hazard reports
8. Approve recommendation to the RTC to approve Santa Cruz County's Transportation Development Act (TDA) allocation request for \$475,000 for Bike Lane Maintenance and \$30,000 for Street Smarts Campaign.

Members received clarification from County and RTC staff regarding TDA allocations from previous years, reallocations, and regarding the requirement that funds for new projects are to be expended after approval by the Committee and RTC. County staff also clarified that Bike Lane Maintenance includes sharrows and that maintenance is performed every year. A motion (Jed/Kammer) was made to approve the TDA allocations as recommended in the staff report. The motion passed unanimously with members Conlen, Strause, Johnson, Scott, Kammer, Hyman, Moore, Masoner, Fontes, and Jed voting in favor.

9. Accepted informational item: Letter from SCCRTC Bicycle Advisory Committee to Santa Cruz County Public Works regarding Aptos Village Improvements Phase 2B design

### **REGULAR AGENDA**

10. Transit Corridor Alternatives Analysis – Goals/Screening Criteria/Performance Measures & Universe of Alternatives – Ginger Dykaar, RTC Sr. Transportation Planner, presented the screening criteria and performance measures to be used for evaluating alternatives in the analysis, some which are based on the "triple bottom line" approach (equity, the environment, and the economy.) The project team is gathering input from stakeholder groups, partner agencies, and RTC committees to refine the first stage of the analysis. Members discussed including capital cost per passenger or per passenger mile, a metric of bicycle capacity and of passenger capacity per vehicle or per peak hour rather than per day, a metric for ease of

expansion of capacity if bicycle demand and/or passenger demand exceeds projections, a metric to factor in potential effects on the use of the rail trail from different transit types, a metric for level boarding and storage on board and at stations, a metric for one-seat travel, and the need to consider technology that may not be fully developed now. Ginger Dykaar presented the mode alternatives, connector alternatives, and station locations. Members of the public asked for consideration of capacity at peak times, and for connector alternatives to include grade-separated connections to UCSC and especially Cabrillo College and to include human-powered connector vehicles. Committee members asked about consideration of a station at Almar Ave and about consideration of seasonal or weekend-only stations.

A motion (Jed/Hyman) was made to recommend to the project team that bicycle on-board storage should be a fundamental requirement of any transit system, and to recommend the list of bicycle Equity considerations as provided in a hand-out at the meeting by member Rick Hyman. The motion passed unanimously with members Conlen, Strause, Johnson, Scott, Kammer, Hyman, Moore, Masoner, Fontes, and Jed voting in favor.

11. Rail Trail North Coast Project design review – Grace Blakeslee, RTC Sr. Transportation Planner – item deleted
12. Regional Transportation Plan 2045 Project List review and provide input – Amy Naranjo, RTC Transportation Planner, provided an update on the next version of the Regional Transportation Plan (RTP), focusing on the Project List which is part of the Action Element of the plan. She is soliciting ideas for new transportation projects that are not already listed in the current version of the RTP, considering the Goals, Policies, and Targets which were recently approved by the RTC. Ideas submitted by Committee members and the public will be shared with project sponsors (local agencies and approved organizations) and she will return to the Committee in April.
13. Caltrans District 5 Active Transportation Plan – form ad-hoc committee to review future draft version – Tommy Travers, RTC Transportation Planner, stated that the Draft Active Transportation Plan is expected to be released in the next month. Members formed an ad-hoc committee of Amelia Conlen, Rick Hyman, and Anna Kammer to review the Draft Plan and report to the full Committee.
14. Updates related to Committee functions – Shea Johnson provided an update on item 9; she also stated that the Mar Vista bike/ped bridge over Highway 1 is in the design stage. Amelia Conlen announced that the Caltrans planning grant-funded Active Transportation Plan for the unincorporated County will begin soon and sought a Committee member to join the stakeholder group. Murray Fontes announced that the Watsonville City Council will be receiving for approval in February the final Schools Complete Streets Plan and the Vision Zero Action Plan, and that installations of recent bike projects throughout the city are complete. Rick Hyman recommended that the Committee encourage that Frederick Street not be removed from the Project List for the Regional Transportation Plan. Theresia Rogerson announced that County Health Services Agency staff will be updating the Committee in April on its transportation programs, and requested input on the draft Vision Zero Action Plan. She also announced that the Health Services Agency with Ecology Action will be applying for funds in the upcoming statewide Active Transportation Program Cycle 5 for a countywide non-infrastructure project.

15. Adjourn – 8:25 pm

**NEXT MEETING:** The next Bicycle Committee meeting is scheduled for April 13, 2020 from 6:00pm to 8:30pm at the RTC Office, 1523 Pacific Ave, Santa Cruz, Calif.

Minutes respectfully prepared and submitted by:  
Tommy Travers, Transportation Planner

# Bicycle Hazard Reports

## 2/3/20 - 4/3/20

Date	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
03/20/20	3475 Glen Canyon Rd	Flora Ln	Scotts Valley	Bike: Debris on shoulder or bikeway	With some moisture back in the soil, and a little more on the way, now might be a good time to scrape the leaves and dirt out of the bike line. There is a curb buried there somewhere. thats a very high speed road and its unsafe to be forced into the vehicle lane.	Trish McGrath, Kimarie Jones	03/26/20	<b>4/2/20 Kimarie Jones:</b> We will be looking into striping crosswalks- it's on the todo list
03/18/20	705 Front St	N/A	Santa Cruz	Bike: Debris on shoulder or bikeway	Broken glass in the bike lane on Front Street, in front of the museum.	Jim Burr, Claire Fleisler	03/19/20	<b>3/19/20 Jim Burr:</b> Report has been forwarded to City crews for response. Thanks <b>3/19/20 Richard Smith:</b> We will take care of the broken glass asap.
03/10/20	1345 Bulb Ave	Brommer St	Santa Cruz	Bike: Rough pavement or potholes	I ride all over the county. The pavement in this 3 block stretch is incredibly bad. I've marked it "urgent" as it apparently got missed when the county was paving in this area recently.	Steve Jesberg, Kailash Mozumder	03/11/20	<b>3/11/20 Kailash Mozumber:</b> Road reconstruction on Brommer is planned for this summer. We are currently advertising to accept bids from contractors to address this area.
03/02/20	253 Mt Hermon Rd	N/A	Scotts Valley	Bike: Debris on shoulder or bikeway	a lot of glass in the bike lane infront of the safeway parking lot on Mt. Hermon in Scotts Valley.	Trish McGrath, Kimarie Jones	03/03/20	<b>3/3/20 Kimarie Jones:</b> Good morning, Just saw the street sweeper this morning and he will be taking care of the hazard.
03/02/20	Front St	Laurel St	Santa Cruz	Bike: Traffic signal problem	bicycle doesn't trigger green left turn signal	Jim Burr, Claire Fleisler	03/02/20	<b>3/2/20 Jim Burr:</b> Rick, The report has been submitted to the City Signal Tech for repair. Thanks
03/01/20	East Cliff Dr	Prospect St	Santa Cruz	Bike: Debris on shoulder or bikeway	The bike Lane is overgrown with natural growth cutting it down to 1/3 its original size.	DPW	03/03/20	<b>3/3/20 Dorothy Morgan:</b> Good Morning SCCRTC, Thank you for the email about the overgrown vegetation on East Cliff between Prospect and 12th Ave. I have included our Road Maintenance Dispatch (831-477-3999) who will review and respond to you directly. <b>3/3/20 Road Dispatch:</b> SERVICE REQUEST ISSUED 20-000408

# Bicycle Hazard Reports

## 2/3/20 - 4/3/20

Date	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
02/25/20	Commerical Way	Mission Dr	Santa Cruz	Bike: Rough pavement or potholes, Pavement cracks	A very large & several smaller potholes at Commercial Way & Mission Drive - they are detrimental to bikers & cars. Across from Moon Dog Cafe.	DPW	02/26/20	<b>2/26/2020 Dorothy Morgan:</b> Good Morning SCCRTC, Thank you for your email about the potholes on Commercial Way. I have included our Road Maintenance Dispatch (831-477-3999) who will review and respond to you directly.
02/22/20	1950 Chanticleer Ave	Chanticleer Ln.	Santa Cruz	Bike: Vehicles or objects blocking sidewalk	Park users are parking in bike lane on east side of Chanticleer avenue across from new Chanticleer park. Cyclist must ride in traffic to get around parked cars.	DPW	02/24/20	<b>2/24/20 Dorothy Morgan:</b> Good Morning SCCRTC, Thank you for your email about the parking on Chanticleer Avenue. To have vehicles cited for parking violations, that needs to be directed to California Highway Patrol who issues violations on County maintained roads. However, vehicles can park in a bike lane, so long as there is no posted parking regulation signage and there is room for a bicyclist to use the designated lane. If not, then the illegal parking can be reported to CHP. I have included our Road Maintenance Dispatch (831-477-3999) and our Traffic Engineers who will review and respond to you directly, if there is anything else Public Works can do to resolve the matter further.
02/16/20	350 Green Valley Rd	Amesti Rd	Watsonville	Bike: Other	Vehicle blocking bike lane on Green Valley Rd	DPW	02/18/20	Parking in the bike lane is legal in California unless there is red paint or "No Parking" signs.

# Bicycle Hazard Reports

## 2/3/20 - 4/3/20

Date	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
02/04/20	1131 Sills Ct	Sutherland Ln	Capitola	Bike: Debris on shoulder or bikeway, Construction hazard, Other	<p>A project was started many months ago that seemed like it was to protect pedestrians, but it is massively interfering with the bicycle lane. There are pylons along the bike lane that are curved into the bike lane. On the Hwy 1 NB off-ramp these curved pylons put bikes into the car-lane of off-ramp. Also, a new pedestrian ramp was placed in the bike lane just beyond the Hwy 1 NB off ramp (toward the mountain side/Cabrillo), which forces bicycles to merge into the travel lane at a very congested location. There is no reason the ped ramp could not have been located where the cross walk crosses the off ramp. I also have concerns about keeping the bike lane free of debris because the pylons will inhibit street cleaners from reaching the bike lane. Something similar has happened on Wharf Road.</p> <p>Currently the project has been unfinished and on hold for months with temp signs, black plastic and all these bike hazards.</p>	Nancy Cross, Caltrans	02/04/20	<p><b>2/19/20 Nancy Cross:</b> The Resident Engineer of this construction project stated the State Park Ave ramps have been completed, and the temporary pedestrian access routes and associated barriers have been removed. The Park Ave. and other ramps within this project require additional electrical work, and weather permitting, they too are scheduled to be completed by July 2020. The barriers for these ramps cannot be removed until the work is completed as they are a requirement to provide a safe pedestrian route while the ramps are unavailable. Thank you for your patience while Caltrans improves this area of Santa Cruz.</p>
01/30/20	100 Catalpa St	Water St	Santa Cruz	Bike: Debris on shoulder or bikeway	<p>With any rain fall even extremely small amounts the crosswalk asks us floods and fills up with water this is a hazard for not only a cyclist but also pedestrians as one needs to walk around the crosswalk access and go out into the street to cross in the crosswalk please advise</p>	Jim Burr, Claire Gallogly	01/30/20	Sent Follow-up email on 2/18/2020

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**TO:** Bicycle Advisory Committee

**FROM:** Tommy Travers, Transportation Planner

**RE:** FY 20/21 Bike to Work/Bike to School TDA funding request

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## **RECOMMENDATION**

Staff recommends that the Committee:

1. Review the attached FY 20/21 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 20/21 Transportation Development Act funds.
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## **BACKGROUND**

The RTC has supported the Bike to Work program for the more than 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 approved an ongoing \$50,000 annually. In 2017 that amount was increased to \$60,000 annually.

BTW's goals of increasing levels of bicycling 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 20/21 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 year's allocation. They anticipate holding full Bike to Work/School events this fall and next spring while also increasing online outreach and engagement in the case that COVID-19 limits social interaction beyond June 2020. The amount has been budgeted in the RTC's FY 20/21 budget for the Bike to Work program.

The Transportation Development Act Claim form and the FY 20/21 scope of work provide a detailed description of services Ecology Action proposes to provide during the coming fiscal year. A summary of services provided by Ecology Action during the 2019 calendar year is also attached, as is the FY 20/21 budget. The requested amount represents over a third of BTW's annual budget which is \$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 3, 2020 meeting, 2) Bicycle Committee review and recommendation, and 3) Commission review and approval which is typically scheduled for the June RTC meeting.

## **SUMMARY**

Attached is a request from Ecology Action for TDA funding for the Bike to Work Program for \$60,000 in FY 20/21. Staff recommends that the Bicycle Advisory Committee recommend approval of the request as submitted to the Regional Transportation Commission.

### Attachment:

1. Letter and supplemental materials from Piet Canin, Ecology Action's Strategic Development Director



April 2, 2020

Guy Preston  
Executive Director  
SCCRTC  
1523 Pacific Avenue  
Santa Cruz, CA 95060

Dear Mr. Preston:

Ecology Action (EA) is requesting \$60,000 in Transportation Development Act (TDA) funds for FY 2020-2021 to support the Santa Cruz County Bike to Work and Bike/Walk to School (BTW/S) program which includes Fall/Spring Bike Transportation Campaigns for work (Bike to Work), school (Bike/Walk to School) and health, May Bike Month and Bike Challenge on Love to Ride. The BTW program is one of the largest sustainable transportation campaigns in our County, providing critical opportunities to increase bike transportation as well as provide bike education and resources to K-12 students and adults.

We are using more online platforms to enhance our behavior change message and resources to meet the ever-changing needs of our community. Engagement with the online Love to Ride platform that powers the new Santa Cruz County Bike Challenge illustrates the positive impact and functionality of virtual channels. The COVID 19 crisis accelerates the need to deliver more online bike transportation messaging and virtual behavior change programs. Given these factors Ecology Action will continue the transition to increase virtual program delivery:

County of Santa Cruz - 2019 Accomplishments

- 20,543 youth and adults participated across our 2019 bike programs,
- 7,648 K-12 students with Spring and Fall Bike and Walk to School Day.
- 1,972 adults participated in our Spring and Fall Bike to Work Day
- Estimated 9,126 people who participated in May Bike Month
- 1,797 community members participated in our Bike Month + Cycle September Bike Challenges

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.

Ecology Action is sincerely grateful to the RTC for your continued support and for consideration of this \$60,000 allocation request for FY 20/21 to support our Bike to Work/School program.

Sincerely,

A handwritten signature in black ink, appearing to read "Piet Canin", written in a cursive style.

Piet Canin, 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 20/21
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):  
  
Ecology Action's (EA) Bike to Work (BTW) Program turns 34 in the Spring of 2021, and we will highlight the incredible growth from a small neighborhood affair to a large-scale community tradition with more than 18,000 kids and adults participating. The BTW program is one of the largest sustainable transportation campaigns in our County, providing critical opportunities to increase bike transportation as well as provide bike education and resources to K-12 students and adults. We are using more online platforms to enhance our behavior change message and resources to meet the ever-changing needs of our community.  
SEE ATTACHED SCOPE
9. Number of people to be served/anticipated number of users of project/program: We anticipate 13,000-18,000 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, and if they are novice, intermediate or advanced cyclists. 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. Bike Month Challenge uses bike trip and mileage tracking apps to quantify actual bike commuter trips. EA also measures success by the amount of publicity generated through social media, news articles, radio talk shows, TV newscasts, the number of newspaper 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

	Plannin g	Environ -mental	Design/ Engineering	ROW	Constructio n	Other *	Contingenc y	Total
SCHEDUL E (Month/Yr)								
Total Cost/Phase								
\$TDA requested								
Source 2:								

Source 3:								
Source 4:								

\*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

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

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:

	YES?/NO?
A. 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. Has this project previously received TDA funding?	Yes
C. 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: _____)	

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).	To be reviewed by the RTC Bike Committee at their April 2020 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.

For 2020/21 we will transition to more virtual program delivery to effectively reach more local residents throughout the county with segmented messaging for different levels of bike transportation. We'll take advantage of the rise in online activity due to the COVID 19 social distancing practice that in some form could last through the end of 2020 or longer.

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 refining Bike Month Challenge where employees will be encouraged to participate in two monthly Bike Challenges using apps to track their bike commute trips and miles. Prizes and gamification will be used to catalyze participation from new bike commuters and get those biking already to ride more often for bike transportation. This online tool, Love to Ride, also

provides a platform for seasoned cyclists to advocate and inspire their coworkers and neighbors to participate. We'll grow our Bike Ambassador effort which recruits individuals to champion more biking at their worksite through various means of encouragement and support.

EA will continue to focus on Bike to School within the schools and leveraging our existing volunteer and administrator contacts at school sites to increase ridership among students while keeping staff time low. We'll look at the viability of introducing the Love to Ride platform to county high school students to increase biking to school.

EA will continue to support 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?

We'll continue our shift to more virtual outreach and engagement to reach more county residents with compelling, useful and fun content. We'll create bike commute workshops, how-to and inspirational videos. We'll explore and test the feasibility of a Bike Ambassador program to champion bike commuting at their workplace. These ambassadors would increase our reach by capitalizing on their networks to more widely distribute our message and enlist more participants to the Bike Month Challenge and support bike transportation year-round.



## **Bike To Work Program Scope of Work FY 20-21**

Ecology Action's (EA) Bike To Work (BTW) Program turns 34 in the Spring of 2021, and we will highlight the incredible growth from a small neighborhood affair to a large-scale community tradition with more than 18,000 kids and adults participating. The BTW program is one of the largest sustainable transportation campaigns in our County, providing critical opportunities to increase bike transportation as well as provide bike education and resources to K-12 students and adults. We are using more online platforms to enhance our behavior change message and resources to meet the ever-changing needs of our community. Engagement with the online Love to Ride platform that powers the new Santa Cruz County Bike Challenge illustrates the positive impact and functionality of virtual channels. The COVID 19 crisis accelerates the need to deliver more online bike transportation messaging and virtual behavior change programs. Given these factors Ecology Action proposes these main components to our Bike to Work program:

- 1) Fall Bike Transportation Campaign for work (Bike to Work), school (Bike to School) & health.
- 2) Spring Bike Transportation Campaign for work (Bike to Work), school (Bike to School) & health.
- 3) Bike Challenge via Love to Ride (September & May).
- 4) Spring Bike Month, which features fun, inclusive, positive, and educational bicycle activities
- 5) Ongoing support targeting novice or infrequent bike commuters via online communications including original digital, electronic newsletters, social media and website/blog updates
- 6) In addition to tips and content to support new and intermediate riders, we'll also include regular updates on bike infrastructure projects that will have a positive impact on local commuters (i.e. Rail Trail, Chanticleer Bike/Ped bridge, Water St. Protected bike lane)

Fall Bike Transportation Campaign for work, school and health (September/October)

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

EA will coordinate the Fall Bike Transportation Campaign for work, school and health activity which features incentives, resources, encouragement, peer and EA support and engagement to bike to work, school, errands, health and wellness. The following are tasks to be completed:

- Implement a Fall Bike Transportation Campaign for work, school and health activity.
- Implement Bike to Work Day via in-person activation (public breakfast and/or workplace-based events) and virtual (Love to Ride platform)
- Solicit cash and material incentives to leverage for participation and increased ridership and encouragement
- Conduct 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 include promoting informative resources to increase ridership among infrequent riders.

- Coordinate Bike/Walk to School 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
- Conduct outreach to school teachers, administrators and parents to continue to expand student participation
- Recruit, train and coordinate 150+ volunteers
- Continue to assess the efficacy of electronic pre-registration and survey system and contact tracking system

#### Performance Goals for Fall Bike Transportation Campaign for work, school and health

- Increase participation levels by 5% for fall activities and September Bike Challenge. Using more tools to increase ongoing bike transportation including a mix of in person and digital encouragement, storytelling, and incentives.
- Increase the number of beginning cyclists participating by 5%.
- Place hundreds of event and informational posters at local businesses and around the community.
- Develop and send targeted emails to over 6,000 participants with bike commuting news, incentives, and resource information.
- Create bilingual Bike Month communications.
- Conduct content marketing campaign including video clips featuring community members on a variety of topics (I.e. how to start commuting, riding in the rain, why I ride series, etc.)

#### Spring Bike Month May 2021

##### Work Schedule/Tasks:

EA staff will coordinate the 34th annual Santa Cruz County Spring Bike Month, which will include Bike Month, Bike Month Challenge and Spring Bike Transportation Campaign for work, school and health activities that includes that includes Bike to Work/School. 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. The following are tasks to be completed:

- Work with large employers to offer incentives and encourage participation.
- Continue Bike Challenge with local employers. Recruit 'teams' of employees that will help keep each other motivated to bike commute. Teams will record their daily bike trips on our challenge designated website – Love to Ride, and will earn 'points' for riding and encouraging others to ride. The team/business with the most points at the end of the month will be featured on Bike Month promotions.
- Implement Bike to Work Day via in-person activation (public breakfast and/or workplace-based events) and virtual (Love to Ride platform)
- Solicit business donations.
- Promote bike commuting resources and safety tips through a regularly scheduled electronic newsletter with a distribution of 6,000+ local contacts.

- Maintain regular social media presence via Ecology Action's Facebook and website page with over 4,400 FB followers.
- Conduct comprehensive promotional campaign including print ads, online ads, electronic newsletters, website, social media and hardcopy flyer distribution. Campaign will focus on storytelling, relevant and timely content, social diffusion and positive peer pressure, incentives, and fun – all designed to invite and sustain more participation, ridership, and a local bike culture.
- Create artwork and other promotional collateral.
- Coordinate with bike safety presentations conducted by EA's Bike Smart Youth Bike & Walk Safety program the Community Traffic Safety Coalition (CTSC)
- Coordinate helmet distribution with CTSC at school sites.
- Promote Bike Month, bringing in partnerships with additional agencies and businesses to promote Bike Month activities and bike resources throughout the year.
- Recruit, coordinate and train 200+ volunteers.
- Continue efforts in South County to improve outreach to underrepresented populations.

#### Performance Goals for the Spring Bike Month, 2021

- Increase participation by 5% from the previous spring Bike Month activities including Bike Month Challenge on Love to Ride and other Bike Month activities/events.
- Continue to grow Bike Month Challenge with at least 5 new businesses.
- Innovate outreach/promotion to businesses, public agencies, & local organizations by identifying organization champions via Love to Ride, individuals who register and champion the challenges internally at their workplace.
- Target increasing the number of beginning cyclists participating in Bike Month activities including, Bike Month Challenge, and other Bike Month activities/events through marketing segmentation and tailored messaging.
- Develop and send at least 4 e-newsletters to 6,000+ people with bike commuting news, upcoming events, incentives, and resource information.
- Create bilingual Bike Month communications.
- Conduct content marketing campaign including video clips featuring community members on a variety of topics (I.e. how to start commuting, riding in the rain, why I ride series, etc.)

**EA's Bike to Work/School 20/21 Budget**  
**- \$60,000 TDA Funds**

	SCCRTC	Match*
Personnel		
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	
Material		
Direct Costs (program materials & supplies)		\$ 25,000.00
Inkind services (staff & supplies)		\$ 18,000.00
Inkind product donations (food, advertising, prizes)		\$ 50,000.00
Total	\$ 60,000.00	\$ 100,000.00
<b>TOTAL PROJECT BUDGET</b>	<b>\$ 160,000.00</b>	
<p><i>* Local business and public agencies donations 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 2019 Program Summary**

### ***Program Summary***

Ecology Action's (EA) 2019 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, encouragement, and resources to K-12, college students, and adults across the county. EA celebrated our 33rd BTW Anniversary year and continued the Bike Month Challenge through the online platform, Love to Ride.

### **County of Santa Cruz - 2019 Accomplishments**

- 20,543 youth and adults participated across our 2019 bike programs,
- 7,648 K-12 students with Spring and Fall Bike and Walk to School Day.
- 1,972 adults participated in our Spring and Fall Bike to Work Day
- Estimated 9,126 people who participated in May Bike Month
- 12 public Bike to Work breakfast sites in spring and fall including our largest site in downtown Santa Cruz, a new site at Aptos New Leaf and 42 and 41 participating schools in spring and fall, respectively.
- Bike to Work – 10.5% of Bike to Work participants indicated they beginner, 45% intermediate, and 44.5% advanced.
- Bike to Work – 8.5% of Bike to Work participants indicated they never bike commute, 28% indicated they bike commute 1-2 per week, 26.5% indicated 3-4 times a week, and 37% indicated they commute daily.
- 15,323 vehicle miles were reduced on our Bike to Work Days, which translates to the prevention of roughly 13,500 lbs of CO<sub>2</sub> from being emitted into our atmosphere
- 1,797 community members participated in our Bike Month + Cycle September Bike Challenges
- Bike Month Challenge saw 78 organizations, and 1054 participants, with 93 new riders riding a total of 118,172 miles and preventing 34,812 lbs of CO<sub>2</sub> from being emitted
- Cycle September Challenge saw 59 organizations, and 743 participants, with 73 new riders riding a total of 93,782 miles and preventing 17,648 lbs of CO<sub>2</sub> from being emitted

### **Annual Promotions**

- Electronic newsletter campaign: Over 4,500 community members received regular correspondence which included education, incentives and resource to promote bicycle commuting.
- Social Media: Over 4,400 followers received regular updates and communications via the EA Facebook page.
- 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.

### **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 2019 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 Month kick-off event 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, Cycle Works, Another Bike Shop, Epicenter Cycling, Bicycle Trip, Santa Cruz Bicycle Exchange, Watsonville Cyclery, Scotts Valley Cycle Sport, 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 Blackburn** provided free helmets, bike lights and water bottles and other gear raffled off to students and adults

March 23, 2020

**Ecology Action request for COVID-19 related TDA funding modifications for Spring 2020 Bike to Work Program: including Bike to Work Day, Bike/Walk to School Day and Bike Month**

Ecology Action conducts the Bike to Work program including Bike to Work and School, and Bike Month events which generate large gatherings of people with high touch and high likelihood of virus transmission. Given the County's Shelter in Place ordinance, social distancing, and guidelines restricting gatherings of more than 10 people to help break the speed of Coronavirus COVID 19 transmission, Ecology Action is requesting a modification to the Spring 2020 Bike to Work Day program scope of work and goals.

Given the necessary Coronavirus COVID 19 social distancing requirements Ecology Action will move our bike encouragement to online engagement with Santa Cruz County residents. We are well suited to make this transition as our popular online Bike Challenge provides a perfect channel to actively promote biking for wellness, stress relief, and transportation (for essential services only). The Shelter in Place allows for outdoor activity which includes biking as a good way to get some exercise, fresh air, and stress relief while practicing social distancing. EA will promote biking in that context by providing a variety of bike resources, tips, and encouragement. With some 2,000 online Bike Challenge users and 7,000 email contacts EA will provide an online platform for positive, informative, and engaging content to better connect our community as we face this challenging time together.

**Spring 2020 Bike to Work Program modifications**

**Bike to Work Day -**

- Host a virtual Bike to Work Day via Love to Ride (platform for the May Bike Challenge)
- If a shelter in place is still in effect, pivot to different focus like Bike for Wellness Day
- Promote health and wellness, and essential transportation
- Provide encouragement, incentives, and resources

**Bike/Walk to School - School sites**

- Schools likely to be closed, no BWTS. Can possibly look at integrating high school BTS into Love to Ride but age limit is now 18.
- EA is focusing on producing online Bike and Walk safety education and information for families stuck at home. This part of our SRTS education effort.

**Bike Month Events**

- Will focus May Bike Month on the Bike Challenge May 1 – May 31

**May Bike Challenge**

- Bike Challenge is all virtual allowing EA to connect, encourage, and engage a large number of Santa Cruz residents looking for a positive outlet during these unusual and trying times.
- Provide incentives for biking, interactive dashboard to track rider progress, and connect with the community in Santa Cruz County through community photos, message boards, cycling goals, etc.

Modified goal:

1000 challenge participants

Expected increase in non-transportation rides (recreation, wellness, stress relief, family)

Expected decrease in transportation rides overall, for essential trips

Piet Canin

Ecology Action



**AGENDA:** April 13, 2020

**TO:** Bicycle Advisory Committee

**FROM:** Sarah Christensen, P.E., Senior Transportation Engineer

**RE:** Highway 1 Chanticleer Ave Bicycle and Pedestrian Overcrossing Update

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## **RECOMMENDATIONS**

Staff recommends the Committee review updated plans for the Chanticleer Overcrossing

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## **BACKGROUND**

In 2019 the RTC advanced and implemented the final design of the Highway 1 41<sup>st</sup>/Soquel Auxiliary Lanes and Chanticleer Bicycle and Pedestrian Overcrossing Project to achieve project readiness to compete for funding opportunities.

In April 2019, RTC staff provided an oral update to the Bicycle Advisory Committee regarding the Bicycle and Pedestrian Overcrossing at Chanticleer Avenue. In June 2019, the 65% engineering plans were provided to the Bicycle Advisory Committee for review and Committee input was incorporated into the project. In November 2019, further design review by the Committee took place and an ad-hoc subcommittee was formed and met with project designers and County staff.

## **DISCUSSION**

Below is an update on the Highway 1 41<sup>st</sup>/Soquel Auxiliary Lanes and Chanticleer Bicycle and Pedestrian Overcrossing Project, with the project fact sheet included as Attachment 1. This Overcrossing is part of the Highway 1 Corridor Investment Program of projects which includes auxiliary lanes to improve mainline operations on Highway 1, Bus on Shoulder elements to improve transit travel time and reliability of METRO commuter routes, and new bicycle and pedestrian overcrossings to provide connectivity and access over Highway 1.

The final design and right of way phases are underway for the Highway 1 Auxiliary Lanes Project between the 41<sup>st</sup> Avenue and Soquel Avenue/Drive interchanges which includes construction of northbound and southbound auxiliary lanes and a new pedestrian and bicycle overcrossing at Chanticleer Avenue. The 95% Plans, Specifications, and Engineer's Estimate (PS&E) milestone was reached in August of 2019, and 100% PS&E milestone is on schedule for May 2020. The right of way needs for this project include partial acquisitions for the construction of the bicycle and pedestrian overcrossing at Chanticleer Avenue, which are being led by the

County of Santa Cruz Real Property Division through an agreement with the RTC. A community meeting was held October 22 at the Live Oak Grange Hall to consider the aesthetic treatments for the new bridge.

Measure D and State Transportation Improvement Program (STIP) funds are being used for this project, which is expected to be construction-ready in 2020, pending availability of funds for construction. The current estimate for construction of the entire project is \$34.8 Million (capital and support). Although Measure D funds can be used for the construction phase, additional funding is needed to fully fund the project by 2020. Staff is planning to apply for Senate Bill 1 (SB1) funding programs, including Solutions for Congested Corridors Program (SCCP), Active Transportation Program (ATP) and Local Partnership Competitive Program (LPP-c) to fully fund the project. Cycle 2 of SCCP and LPP-c will program a total of \$700M to transportation projects that are environmentally cleared and construction-ready within FY 20/21, 21/22 and 22/23.

As a follow-up to the November ad-hoc subcommittee meeting and subsequent discussions between staff, project designers, and County staff, new exhibits showing the Chanticleer Bicycle and Pedestrian Overcrossing improvements at the southern end of the project are included as Attachment 2. Based on the input of the committee, the project now includes a short two-way separated bicycle facility in order to provide improved access to the overcrossing from the south.

## **SUMMARY**

An update on the Bicycle and Pedestrian Overcrossing at Chanticleer Avenue was provided, which incorporated comments from the Bicycle Advisory Committee received in November 2019.

## **ATTACHMENTS**

1. Project Fact Sheet
2. Exhibits of the Soquel Avenue/Chanticleer Avenue area of the project



## PROJECT FACT SHEET

Updated December 2019

# Highway 1 Auxiliary Lanes (41st Avenue to Soquel Drive), Bus on Shoulder, and Chanticleer Bicycle/Pedestrian Overcrossing

## Project Description

The project will construct northbound and southbound auxiliary lanes and bus on shoulder improvements between the 41st Avenue and Soquel Avenue/Drive interchanges, and construct a new bicycle and pedestrian overcrossing at Chanticleer Avenue. Historically, this section of Highway 1 has been the busiest in the county, serving over 100,000 vehicles a day, providing access to the primary regional commercial/retail activity centers on 41st Avenue and regional medical facilities located on Soquel Drive. The auxiliary lanes will connect the on-ramps with the next off-ramp, thereby extending the weaving and merging distance between the ramps, improving traffic operations, and reducing cut-through traffic diverting to local streets and neighborhoods.

The bicycle/pedestrian overcrossing at Chanticleer Avenue provides an alternative route for bicyclists and pedestrians currently using the Soquel or 41st interchanges to cross over Highway 1. The overcrossing will be lighted, 12 to 14 feet wide, and will incorporate aesthetic treatments consistent with the visual character of the corridor and the adjacent community.

### Unified Corridor Investment Study

Recognizing the need to address both existing transportation problems and future needs of Santa Cruz County, a Unified Corridor Investment Study (UCS) was undertaken to consider transportation options between Santa Cruz and Watsonville along three of the most important north to south transportation routes in the County, including the Highway 1 corridor. The study provides a rigorous analysis of how various groups of projects or scenarios advance the transportation goals of Santa Cruz County.



## Project Highlights

- ▶ Improves traffic operations on Highway 1
- ▶ Improves bicycle and pedestrian connectivity to regional destinations and transit by providing a dedicated crossing for active transportation users at Chanticleer Avenue
- ▶ Adds infrastructure for buses to travel in the auxiliary lanes between interchanges and on the outside shoulder through interchanges
- ▶ Measure D funds are being used to accelerate the project development process
- ▶ Construction ready in 2020, pending availability of funds

## Project Delivery Strategy

1

1



## PROJECT FACT SHEET

Updated December 2019

# Highway 1 Auxiliary Lanes (41st Avenue to Soquel Drive), Bus on Shoulder, and Chanticleer Bicycle/Pedestrian Overcrossing

## Project Funding

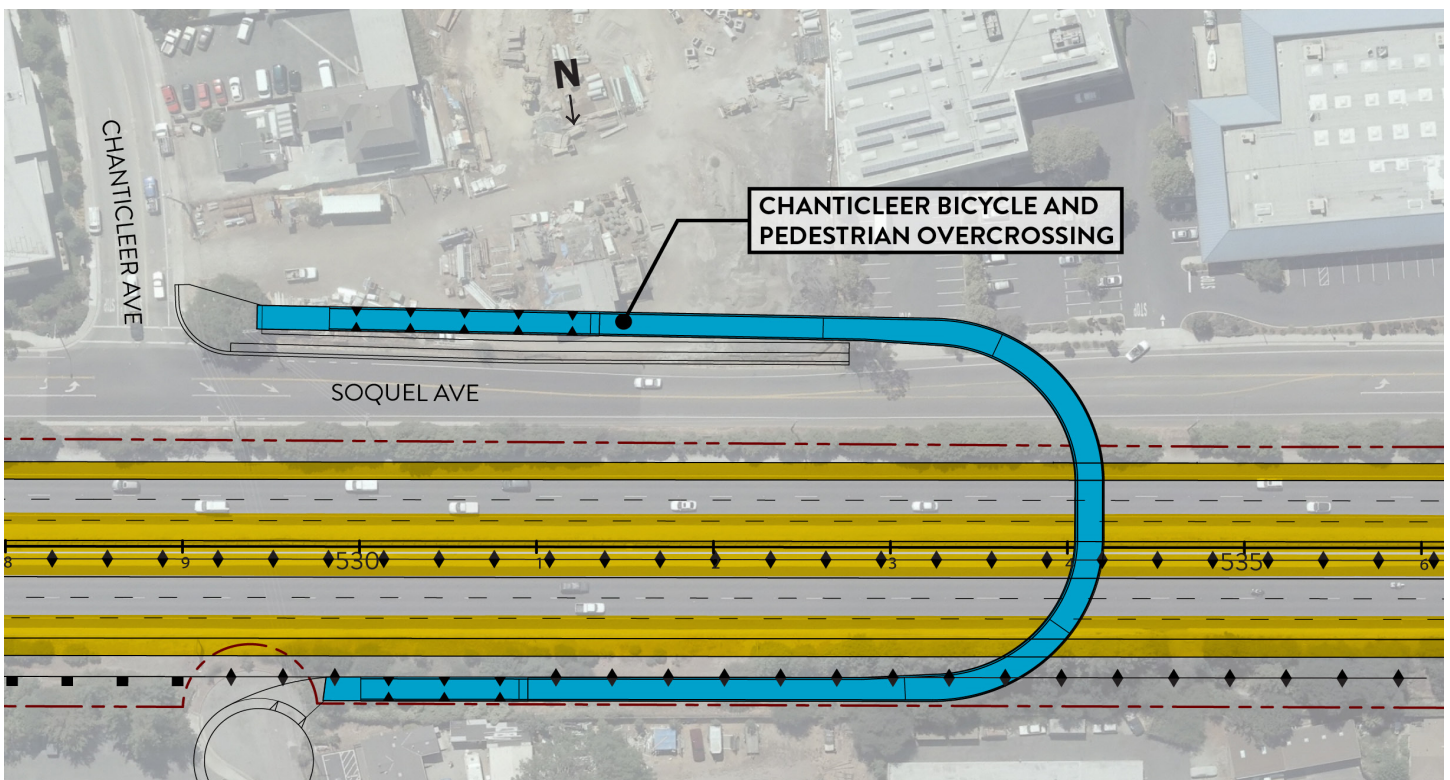
<b>Estimated Project Cost</b>	<b>\$ 37,828,000</b>
<b>Funding Sources</b>	
Measure D (Highway)	\$ 5,976,000
Other Secured*	\$ 11,795,000
Needed	\$ 20,057,000

\*Includes STIP and HIP funds.



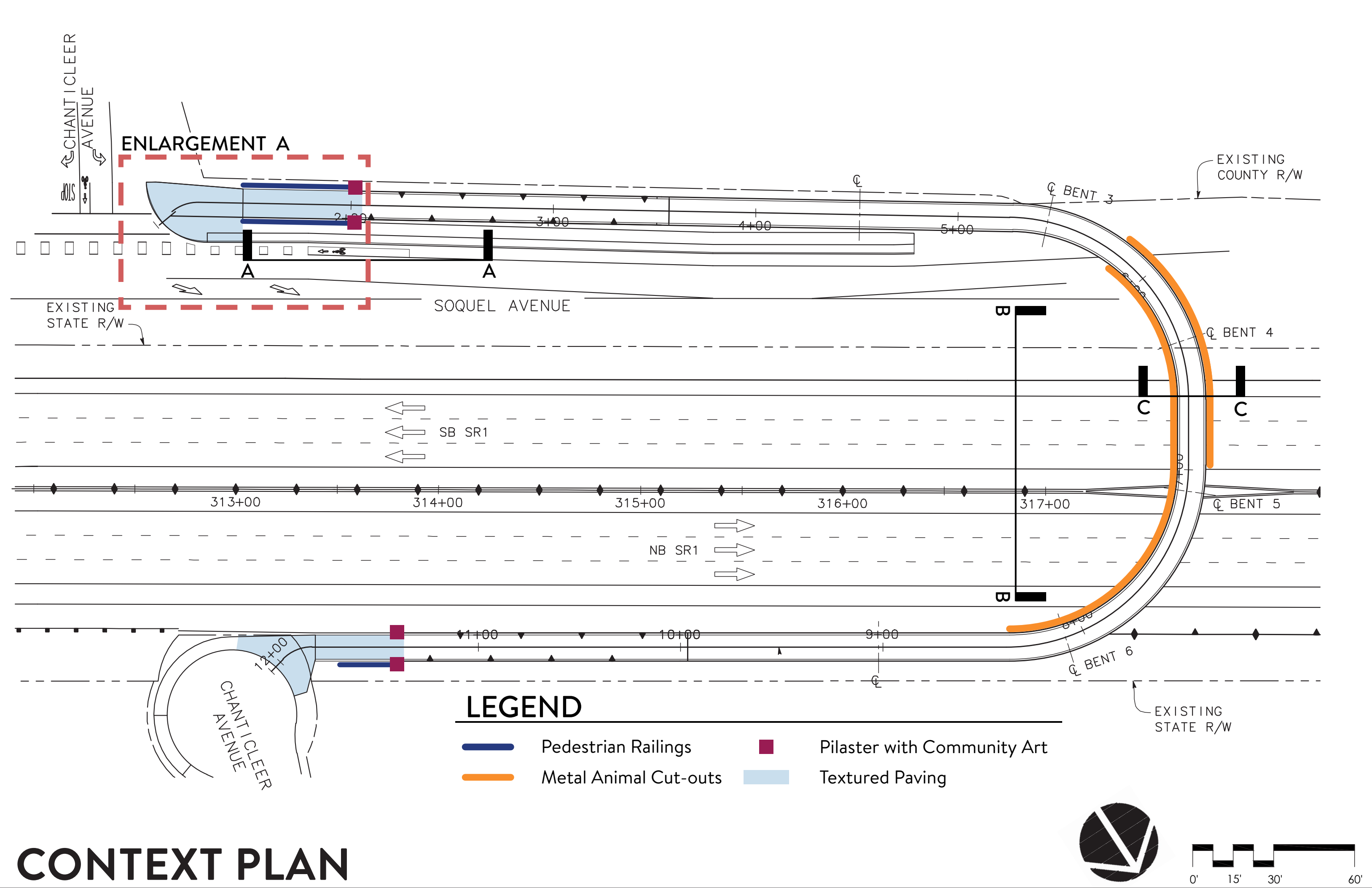
## Project Status/Schedule

The Unified Corridor Investment Study was completed in 2019. The Environmental Impact Report was certified in 2019. The final design phase is currently underway and is expected to be completed in 2021. The project is expected to go to construction in 2021.

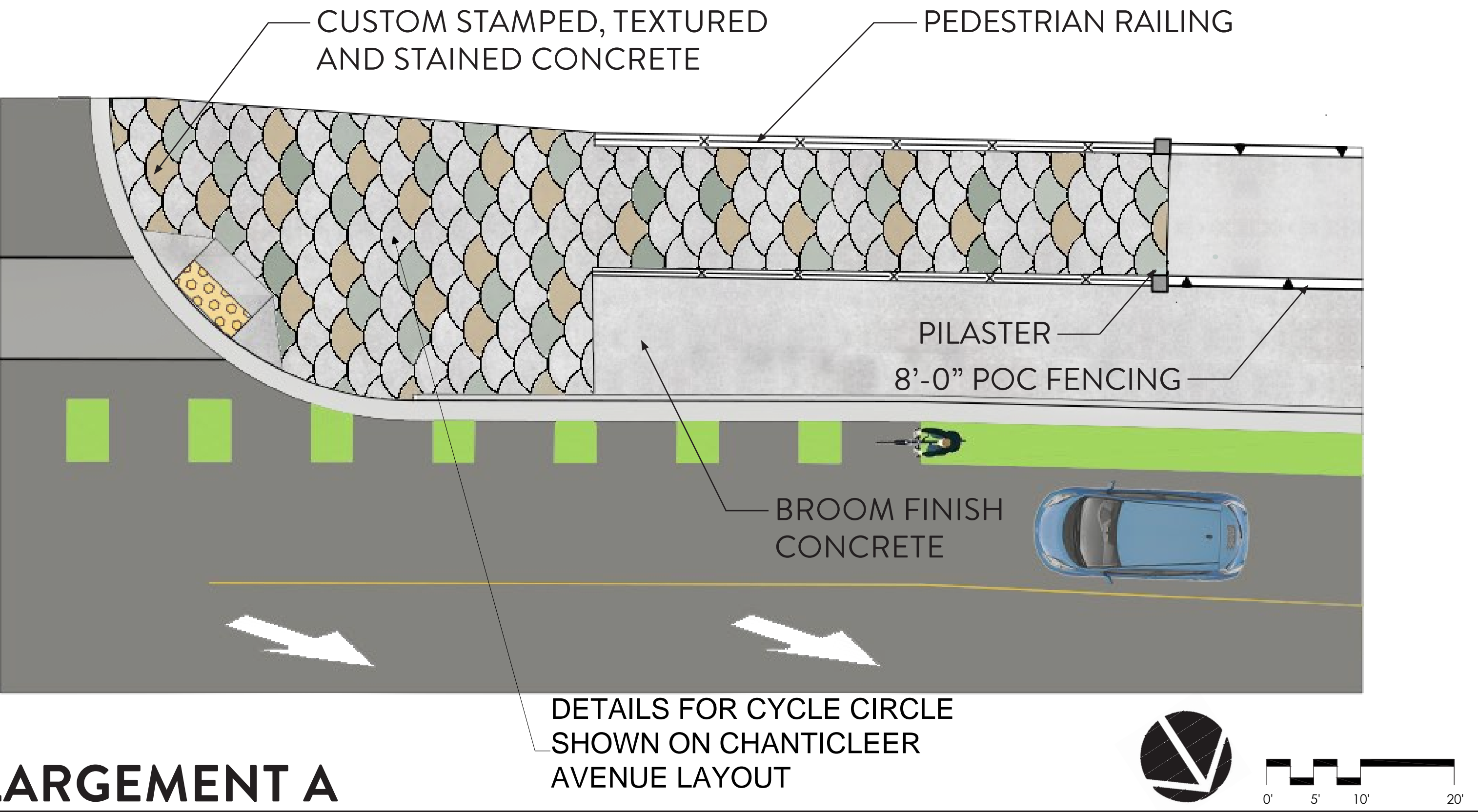




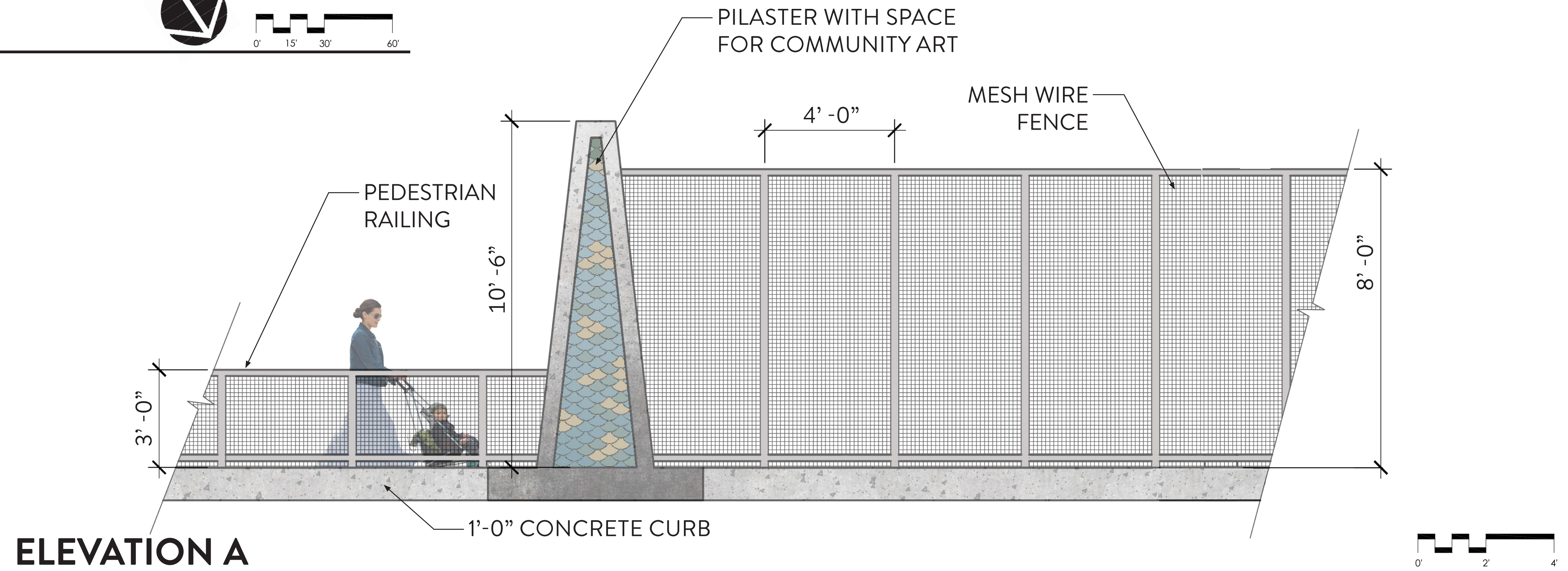
# PEDESTRIAN OVERCROSSING - ENTRY NODES



CONTEXT PLAN



ENLARGEMENT A

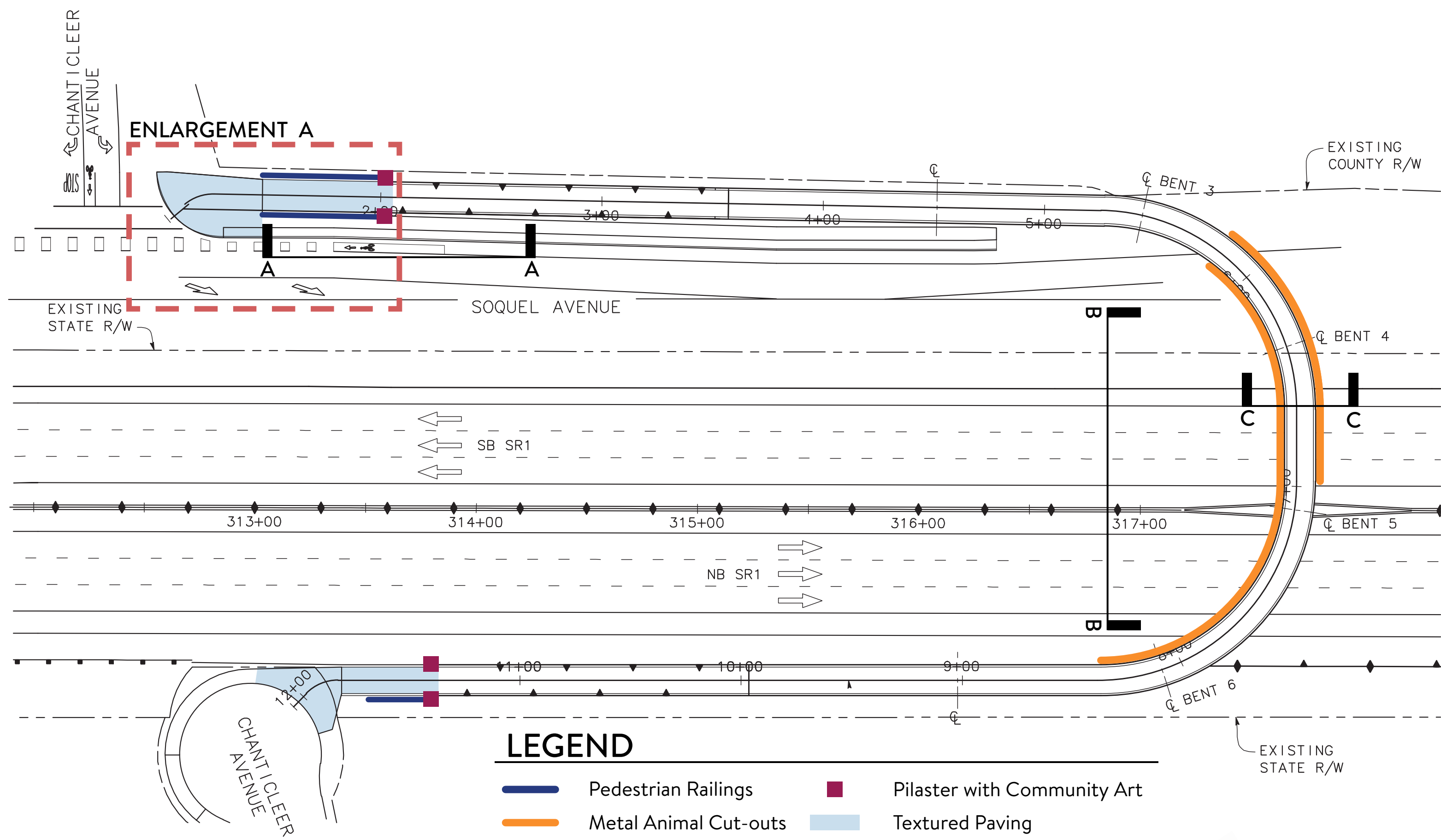


ELEVATION A

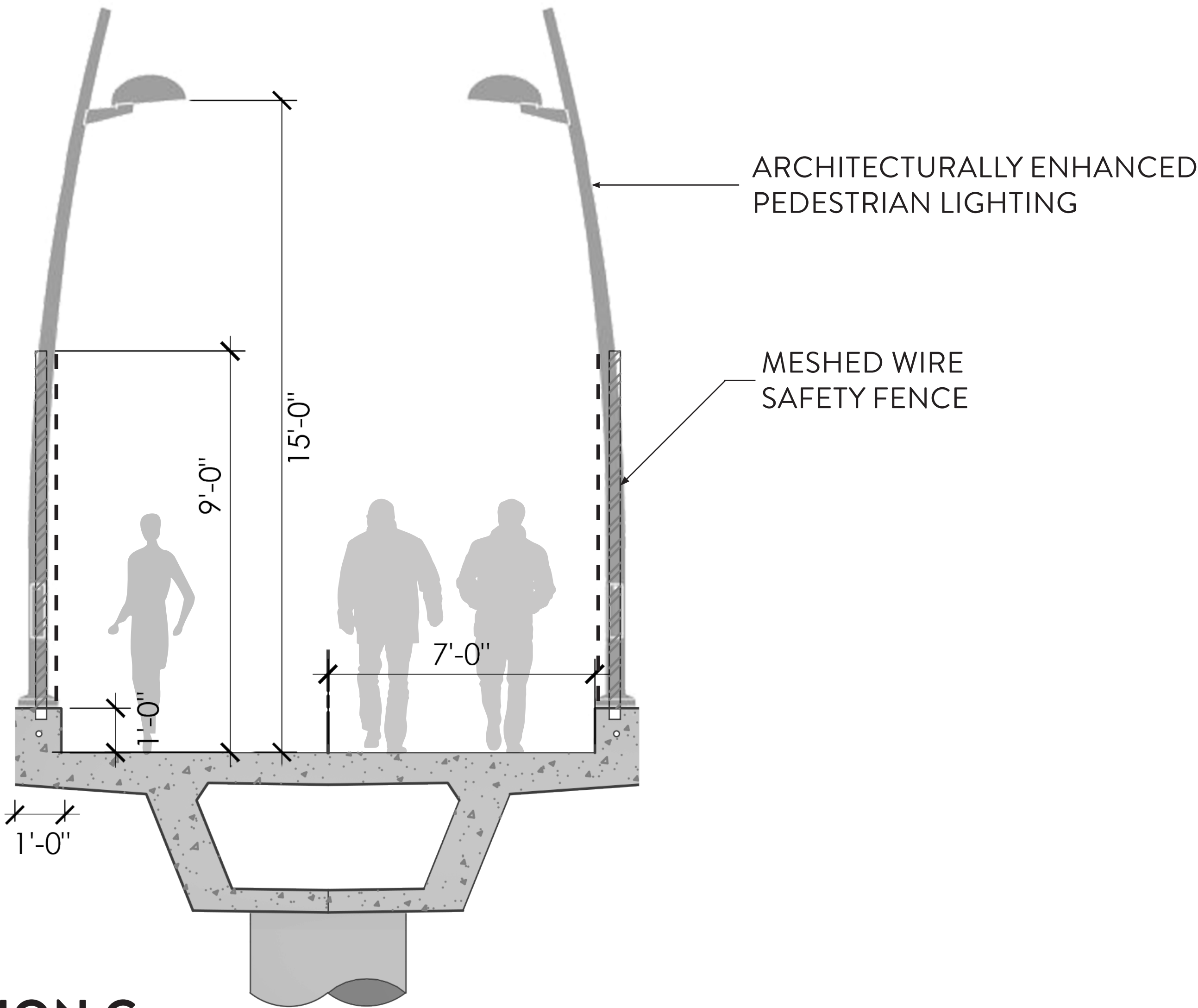
## HWY 1 - CHANTICLEER PEDESTRIAN OVERCROSSING



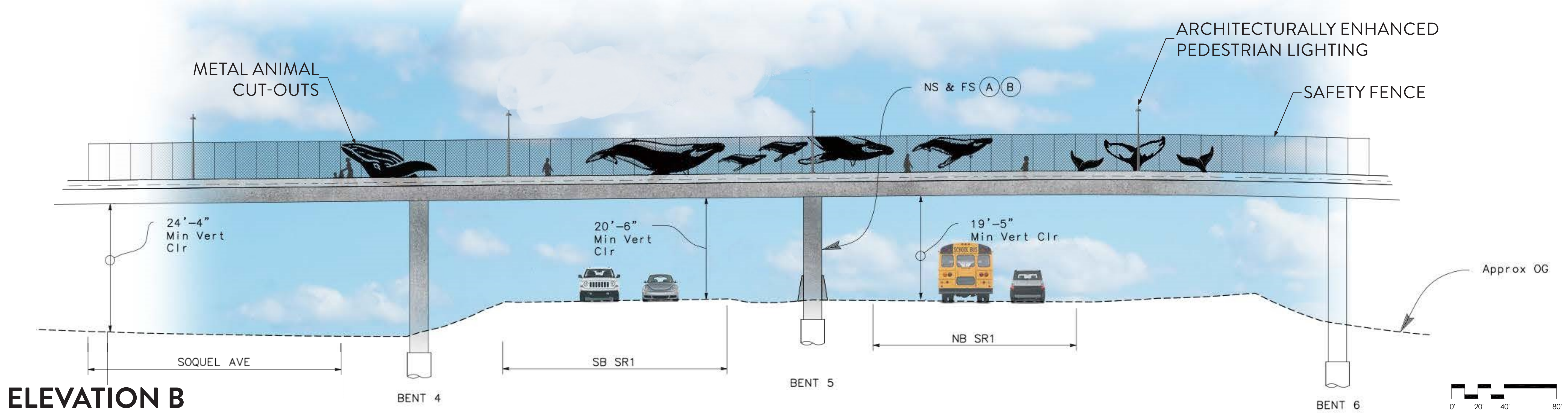
# PEDESTRIAN OVERCROSSING - ELEVATION AND FENCE DETAILS



CONTEXT PLAN



SECTION C

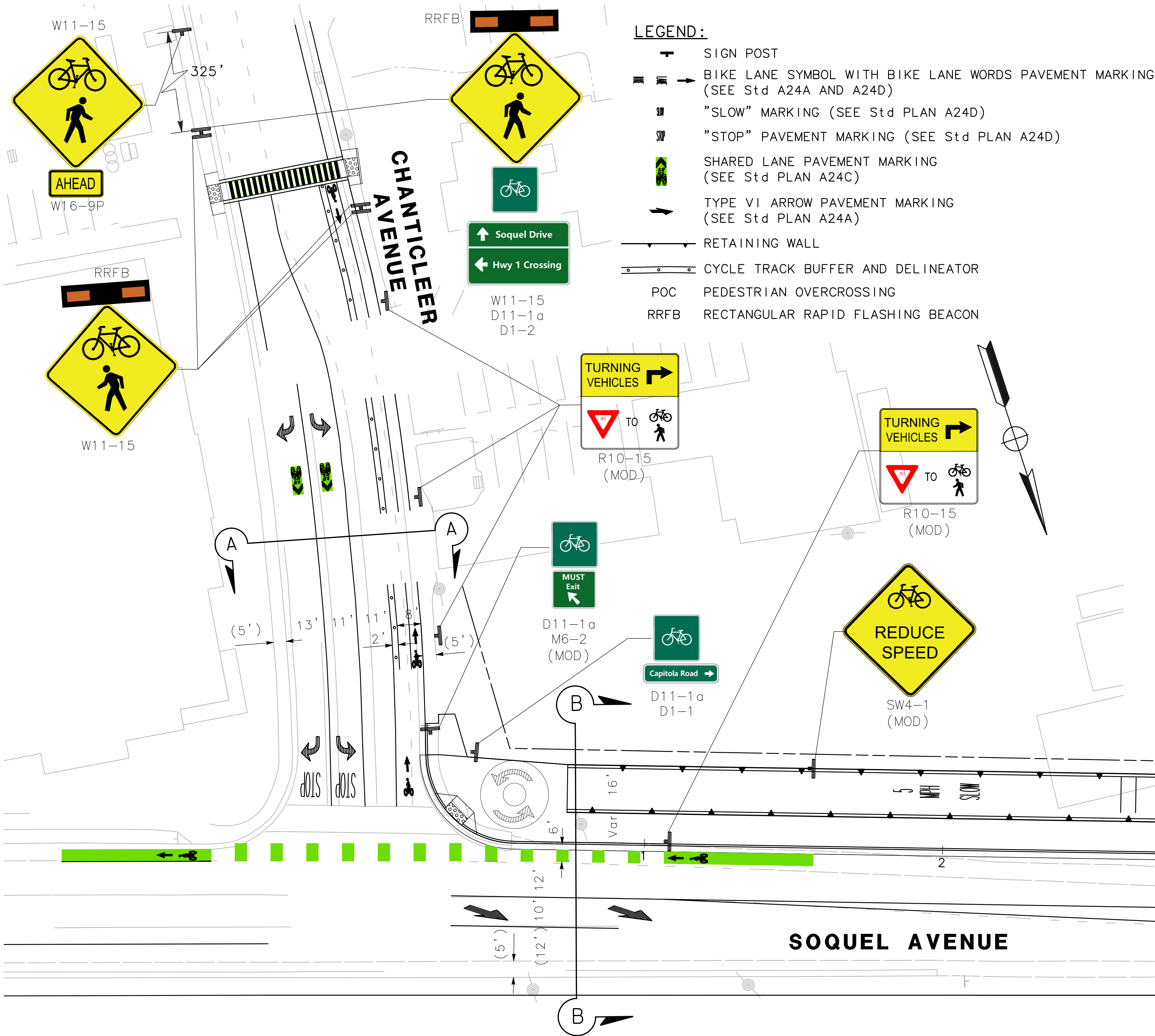


ELEVATION B

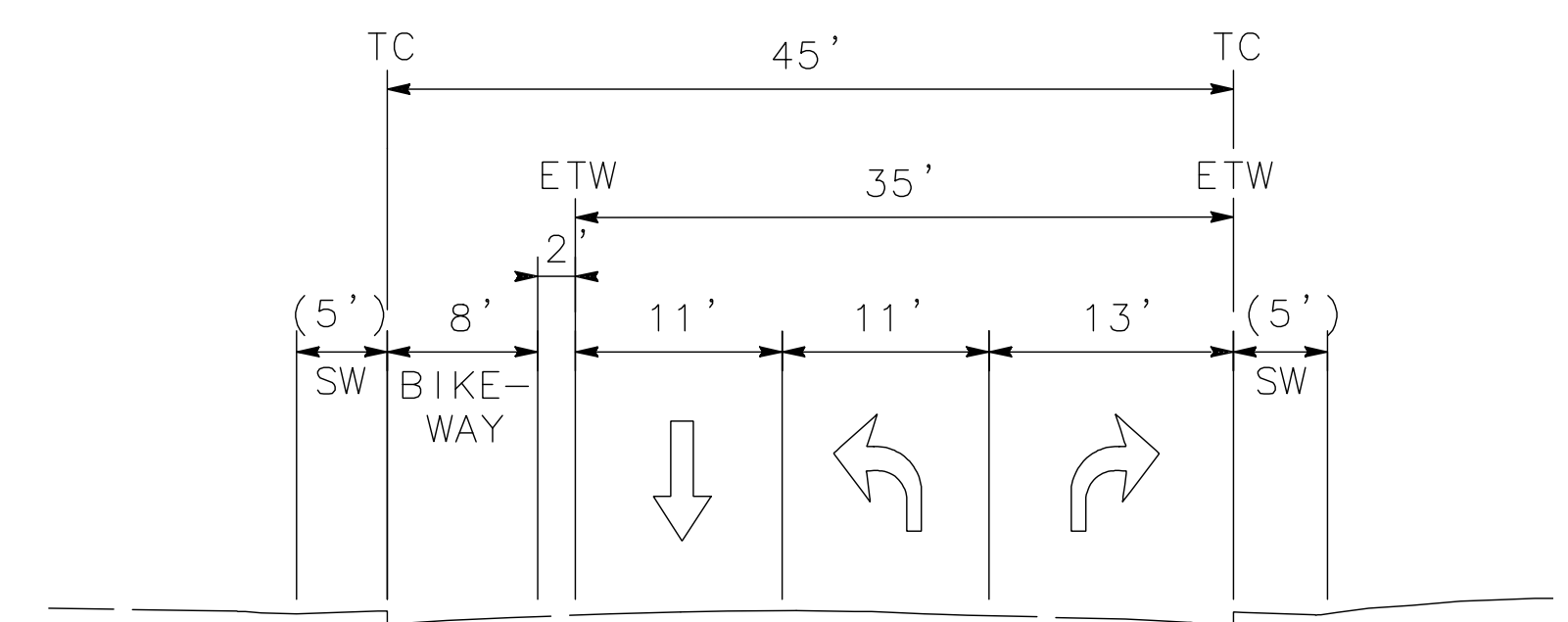
## HWY 1 - CHANTICLEER PEDESTRIAN OVERCROSSING

JANUARY 3RD, 2020



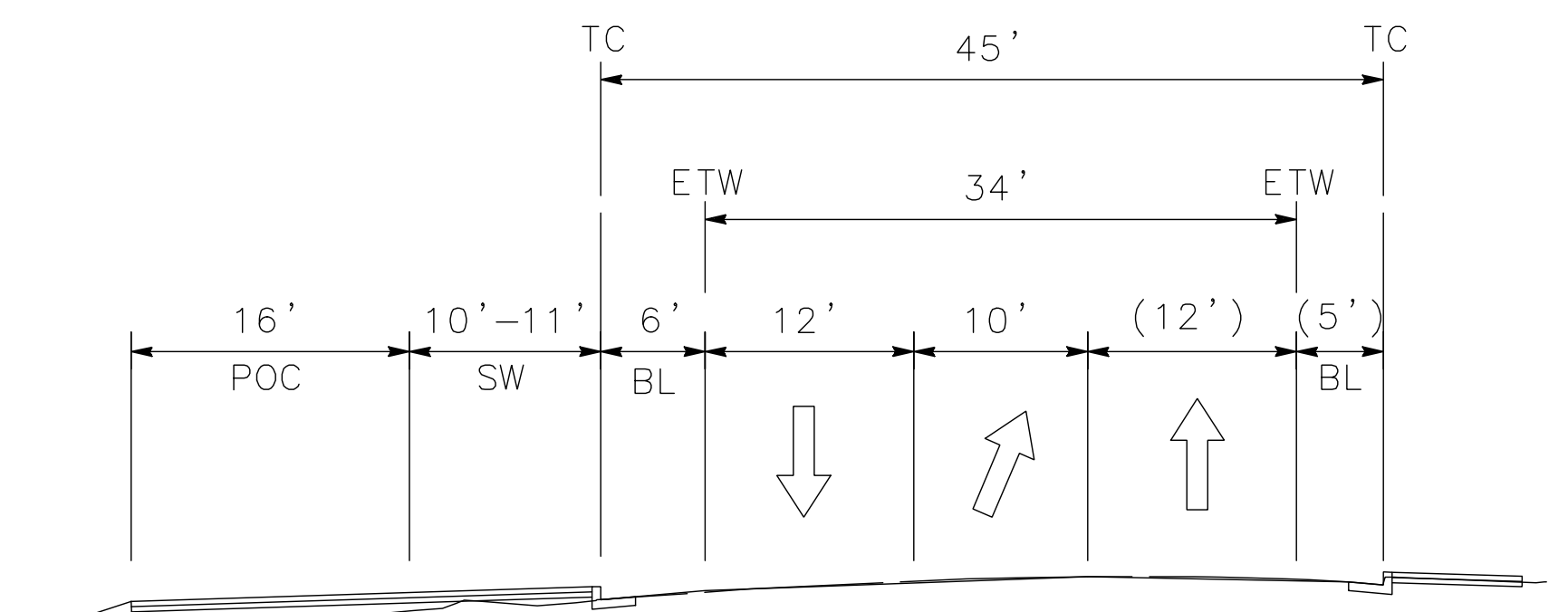


CROSS SECTION OF CHANTICLEER AVE:



SECTION A-A

CROSS SECTION OF SOQUEL AVE:



SECTION B-B



**HIGHWAY 1 AUXILIARY LANES**  
**(41st AVENUE INTERCHANGE TO SOQUEL DRIVE INTERCHANGE)**  
**CHANTICLEER AVENUE LAYOUT**  
 FEBRUARY 2020 SCALE: 1" = 20' SJ-18123-013

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**From: Committee Member Rick Hyman**

**2/27/20**

**To: Bicycle Advisory Committee**

### **Report on Santa Cruz County RTP 2045 Goals and Targets**

At the Committee's December 9, 2019, staff presented and requested feedback on proposed goals and targets for the update Regional Transportation Plan. Members provided input. Grace and I agreed to follow-up with staff. Although we never met as an ad hoc subcommittee, I did communicate with staff by email. What follows is the chronology of how those goals and targets of interest to the Committee evolved.

### **Initial Draft of selected Goals and Targets of the proposed County RTP 2045 related to bicycles (presented to Bicycle Committee December 9, 2019)**

Targets 1Ai. Increase the length of bikeway miles by 18 percent by 2030 and by 36 percent by 2045 (compared to 2020).

1Dii. Improve multimodal network quality for walk and bicycle trips to and within key destinations by increasing the percentage of buffered/separated bicycle facilities to 26% of bikeway miles by 2030 and by 33% by 2045 (compared to 2020).

Improve transportation safety, especially for the most vulnerable users.

2A. Reduce fatal collisions by 30% by 2030 and by 75% by 2045 and serious injuries by 15% by 2030 and by 38 percent by 2045 by mode (compared to 2020).

### **Summary of Bicycle Committee Comments (from draft minutes of December 9, 2019)**

Members requested revision of Target 1Ai and Target 2A and revision or footnoting of Target 1Dii for clarity. Committee members requested aggressive targets for the year 2045 as follows:

- 85% or 100% of arterials and collectors should have bike facilities to Highway Design Manual minimum standard
- Finish the planned rail trail
- Increase the total length of bikeway miles by 36% by 2030 and 50% by 2045
- Reduce serious traffic injuries, in addition to traffic deaths, to zero by 2050

**Specific proposed revisions of proposed targets 2A of the proposed County RTP 2045 Goal 1 (committee member Theresa Rogerson to RTC staff)**

Improve transportation safety, especially for the most vulnerable users, and align with Vision Zero policies set forth in the Cities of Watsonville and Santa Cruz by:

2A. Eliminating traffic fatalities and serious injuries by 2045 for all modes.

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, equitable mobility for all.

**Specific proposed revisions of proposed targets 1Ai and 1Dii of the proposed County RTP 2045 Goal 1 (committee member Rick Hyman to RTC staff)**

- i. Do not eliminate existing bike lanes from any roadway.
- ii. Maintain all bike facilities in a rideable condition by correcting at least 50% of any deficiencies mentioned in submitted hazard reports<sup>1</sup> within 6 months and at least 90% within one year.
- iii. Widen at least 75% of any substandard bike lane segments to at least minimum width<sup>2</sup> by 2030 and 100% by 2045.
- iv. Enhance<sup>3</sup> 26% of existing bikeway miles beyond minimum standards appropriate to condition (e.g., road speeds, traffic volume, available right-of-way) by 2030 and by 33% by 2045 (compared to 2020).
- v. Complete at least 80% of the rail trail by 2030 and 100% by 2040.
- vi. Add bike lanes to 50% of arterial and collector street segments without bike lanes by 2030 and to 100% by 2045.
- vii. Complete at least one other bicycle-related project in each jurisdiction every three years, until all such projects contained in an Active Transportation or Bicycle Plan are completed.
- viii. Include an analysis of constructing enhanced bikeways<sup>4</sup> in all applications for funding new bikeways and then incorporate feasible and appropriate enhancements in at least 25% of such new bikeways by 2030 and 33% by 2045.

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<sup>1</sup> If a jurisdiction has another equivalent method of determining maintenance needs such measure could be substituted for the hazard reports.

<sup>2</sup> Current minimum standard is 4' wide, or 5' adjacent to parking or curb

<sup>3</sup> Bikeways can be class I, class II, class III or class IV.

Class I bikeways are off-street pathways.

Class II bikeways are bike lanes. Bike lanes can be enhanced by adding painted buffers between the bike lane and the travel lane, by adding painted buffers between the bike lane and adjacent on-street parking or by eliminating the on-street parking, by adding width beyond the 4 or 5 foot minimum, by painting the lanes green.

Class III bikeways are bike routes, designated by only signing and/or sharrows. Changing a bike lane to a Class III bikeway would not be an enhancement and would contradict the policy not to eliminate existing bike lanes.

Class IV bikeways are separated pathways that may be one or two way. The separation is vertical and may be intermittent and continuous.

<sup>4</sup> See note #3.

**Proposed additional policy to Goal 1 of the proposed County RTP 2045 (committee member Rick Hyman to RTC for meeting of February 6, 2020)**

1.x Transportation Infrastructure Maintenance: Do not eliminate existing bike lanes from any roadway, provide detours during any closures, and maintain all bike lanes and paths in a safe and rideable condition.

**Adopted Goals and Targets of the proposed County RTP 2045 related to bicycles (adopted at RTC meeting of February 6, 2020)**

Targets 1A1. Increase the length of urban bikeway miles relative to total urban arterial and collector roadway miles to 85 percent by 2030 and to 100 percent by 2045<sup>5</sup>.

1C2. Improve multimodal network quality for walk and bicycle trips to and within key destinations by increasing the percentage of buffered/separated bicycle and multiuse facilities to 42 percent of bikeway miles by 2030 and to 64 percent by 2045<sup>6</sup>.

Improve transportation safety, especially for the most vulnerable users.

2A1. Vision Zero: Eliminate traffic fatalities and serious injuries by 2045 for all modes. By 2030, reduce fatal and serious injuries by 50 percent (compared to 2020).

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<sup>5</sup> The 2018 percentage of urban bikeway miles to urban arterials and collectors is 70 percent.

<sup>6</sup> 2018 buffered/separated bike lanes is 21 percent of the total bikeway length.

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**TO:** Bicycle Advisory Committee  
**FROM:** Tommy Travers, RTC 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**

The 2017 amendments to the RTC Rules and Regulations state that appointment of the Bicycle Advisory Committee Chair and Vice-Chair occur every one or two years. In accordance with those amendments elections were held April 9, 2018. In 2018, Amelia Conlen and Murray Fontes were elected as the Bicycle Advisory Committee Chair and Vice-Chair, respectively. 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 or two years. 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 Murray Fontes for their fine service over the past two years.

## **SUMMARY**

Staff recommends that the Bicycle Committee hold elections for a new Chair and Vice-Chair to serve the Committee through March 2022.

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**TO:** Bicycle Advisory Committee

**FROM:** Tommy Travers, RTC Transportation Planner

**RE:** Rail Trail Segment 7 "Phase 2" Update

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## **RECOMMENDATIONS**

Staff recommends the Committee receive information about the project and provide design review to Santa Cruz staff.

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## **BACKGROUND**

In 2012, the Regional Transportation Commission acquired the 32-mile Santa Cruz Branch Rail Line from Union Pacific. In 2016, Santa Cruz County voters approved Measure D, a half-cent sales tax measure which provides funding towards, among other things, maintenance of the railroad corridor and for planning and construction of the rail trail.

The RTC Rules and Regulations state that for Monterey Bay Sanctuary Scenic Trail projects, the Committee is to "review design and engineering plans for segments at the conceptual and design levels whether the RTC or another entity is the implementing body."

In December 2016, the Bicycle Advisory Committee reviewed preliminary designs for Segment 7 of the rail trail, which will extend from Pacific Avenue at the Wharf roundabout to Natural Bridges Drive in Santa Cruz. The RTC's fact sheet for the project provides an overview and is enclosed as ATTACHMENT 1. Funding for Segment 7 has come from many sources, including Measure D, the City of Santa Cruz, the RTC, the Coastal Conservancy, and local non-governmental organizations.

## **DISCUSSION**

Available on the RTC website are select pages from the engineering plans for the second phase of the Segment 7 rail trail project:

<https://sccrtc.org/wp-content/uploads/2020/04/Seg7Phase2Plans07-2018-SelectPgs.pdf>

This portion is located adjacent to the railroad tracks and extends from Pacific Avenue at the Wharf roundabout to California Avenue. The scope of the project includes a 12-foot multiuse paved path with lighting, a 4.5-foot cable fence separating from the railroad tracks, a retaining wall and drainage improvements

along much of the length, and a new two-way bicycle and pedestrian crossing at Beach Street. The project is currently in the final design phase.

## **SUMMARY**

An update on the project is being provided to the Bicycle Advisory Committee and design review is being sought.

## **ATTACHMENTS**

1. Segment 7 Project Fact Sheet
2. Select pages of Segment 7 "Phase 2" engineering plans: SEE WEB LINK ABOVE

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## PROJECT FACT SHEET

Updated January 2020

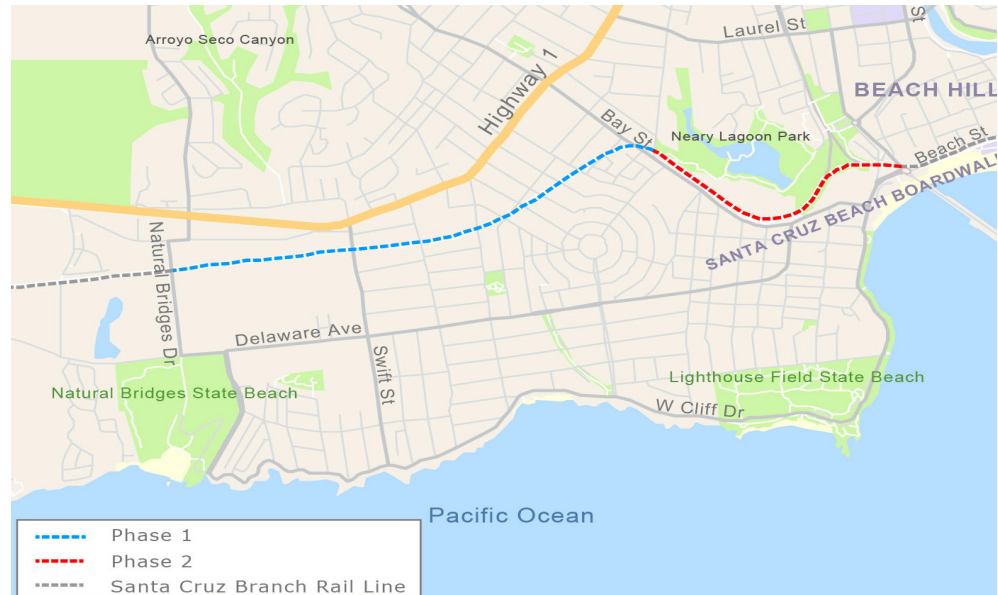
# Active Transportation: Coastal Rail Trail Segment 7

## Project Description

The Coastal Rail Trail Segment 7 project (as defined in the Monterey Bay Sanctuary Scenic Trail {MBSST} Network Master Plan) proposes to construct 2.1 miles of the MBSST's rail trail spine between Natural Bridges Drive and Pacific Avenue at the Santa Cruz Wharf. The existing facility is along the publicly-owned railroad right-of-way. Alternate routes have high bicycle and pedestrian crash histories, making this the highest priority project in mid-Santa Cruz County.

The goals of this project are to increase the numbers of people biking and walking, improve safety and mobility of non-motorized users, and to provide high-quality connections to schools, parks, and community facilities. When constructed, this project will be one portion of the planned 32-mile rail trail network that parallels the entire coastline of Santa Cruz County.

The Segment 7 project is at the epicenter of several existing trail networks such as Younger Lagoon Reserve and Antonelli Pond Park, and will also provide connections to Natural Bridges State Beach, the West Cliff Drive bike/pedestrian path, and the Wilder Ranch path.



## Project Highlights

- Provides a low stress, off-street dedicated bicycle and pedestrian trail, improving safety and connectivity to schools, employment centers, and transit facilities
- Over 30,000 residents live within 1 mile of the corridor, where 9 schools and 28 parks are located
- Provides a safer car-free alternative to Mission Street and connects to the Beach Street bikeway
- Enhances mobility and transportation for disadvantaged communities

## Project Delivery Strategy

The City of Santa Cruz is leading the project delivery. The City is delivering Segment 7 in stages due to funding availability. Phase I, from Natural Bridges to Bay/California, is fully funded. Phase II requires additional funds for construction. The City is targeting California Department of Parks and Recreation Proposition 68, SB1-Active Transportation Program, and federal grant opportunities to fully fund the construction of Phase II.



# Active Transportation: Coastal Rail Trail Segment 7

## Project Costs and Funding

	Phase I	Phase II
Estimated Project Construction Cost	\$6,650,000	\$10,500,000
Funding Sources		
Measure D (Active Transportation)	\$2,100,000	\$1,000,000
Other Secured	\$4,550,000	
Need		\$9,500,000

### Project Status/ Schedule

Phase I is under construction and expected to be completed in 2020. Phase II is environmentally cleared and design is complete. Once funding and a minor section of right-of-way is acquired, Phase II can go to construction.



Preliminary Project Rendering

**AGENDA:** April, 2020

**TO:** Regional Transportation Commission Advisory Committees

**FROM:** Ginger Dykaar, Sr Transportation Planner, Brianna Goodman, Transportation Planner, and Luis Mendez, Deputy Director

**RE:** Transit Corridor Alternatives Analysis – Alternatives Screening Results and Short List of Alternatives

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## **RECOMMENDATIONS**

Staff recommends that the Regional Transportation Commission Advisory Committee review and provide input on the alternatives screening results and draft short list of alternatives for the Transit Corridor Alternatives Analysis of high-capacity public transit for the Santa Cruz Branch Rail Line.

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## **BACKGROUND**

The Santa Cruz County Regional Transportation Commission (RTC), in cooperation with METRO, is developing the Transit Corridor Alternatives Analysis (TCAA) to evaluate transit investment options that provide an integrated transit network for Santa Cruz County utilizing all or part of the length of the Santa Cruz Branch Rail Line as a dedicated transit facility. Transit alternatives will be compared to define a viable project that will provide the greatest benefit to the Santa Cruz County residents, businesses and visitors in terms of equity, environment, and economy. Proposed future intercounty and interregional connections to the Bay Area, Monterey, Gilroy, and beyond will be considered.

Key Milestones for stakeholder engagement are as follows:

- 1. Goals/Screening Criteria/Performance Measures & Initial List of Alternatives** – RTC Approval received on March 6, 2020
- 2. Screening Results and Short List of Alternatives –**  
**Purpose:** Present screening results that led to short list of transit alternatives. Gather input on short list of transit alternatives to be considered for further analysis.
- 3. Performance Analysis Results and Locally Preferred Alternative**  
**Purpose:** Present performance measure results on short list of alternatives and seek input on identified locally preferred alternative.

## **DISCUSSION**

The Transit Corridor Alternatives Analysis project team composed of RTC and METRO staff and HDR consultants seek input from the RTC Advisory Committees on Milestone 2 - the draft Screening Results ([Attachment 1](#)) and Short List of



Alternatives (Attachment 2). Input has already been provided by the Alternative Analysis Ad Hoc Committee.

## **Milestone 2**

The Initial List of Alternatives were evaluated based on a triple bottom line screening criteria of economy, equity and the environment. Results are presented under each triple bottom line goal with a 3-level rating where A=most desirable, B=moderately desirable and C=least desirable (Attachment 1). Data was collected from best available information including national data sets on the various alternatives as well as information from previous local studies. The four alternatives that are the draft recommendations to move forward to a quantitative analysis are the following:

### **1. Arterial and Right-of-Way Bus Rapid Transit**

Benefits:

- Capital costs relatively lower than other alternatives
- Level boarding is typical component of system allowing independent accessibility for people with mobility devices and bicycles
- Ability to easily integrate with overall transportation system
- Greater ability to adapt to new technologies
- Depending on permanence of design, could support Transit Oriented Development

### **2. Autonomous Road "Train" (on pavement with rubber tires)**

Benefits:

- Strong transit ridership potential
- Level boarding is typical component of system allowing independent accessibility for people with mobility devices and more space for bicycles
- Supportive of greenhouse gas emission reduction goals
- Travel time is likely to be more reliable
- Supports Transit Oriented Development

### **3. Light Rail/Electric Multiple Unit**

Benefits:

- Strong transit ridership potential
- Travel time is likely to be more reliable
- Corridor has least risk of losing continuity of corridor from loss of easements
- Level boarding is typical component of system allowing independent accessibility for people with mobility devices and more space for bicycles
- Compatible with freight rail if temporally separated
- Supportive of greenhouse gas emission reduction goals
- Supports Transit Oriented Development

#### 4. Commuter Rail/Electric Multiple Unit

**Benefits:**

- Faster and more reliable travel times
- Strong transit ridership potential
- Vehicles can comingle with freight in shared-use corridor
- Corridor has least risk of losing continuity of corridor from loss of easements
- Level boarding is typical component of system allowing independent accessibility for people with mobility devices and more space for bicycles
- Supportive of greenhouse gas emission reduction goals
- Supports Transit Oriented Development

Input will also be sought on Milestone 2 from the public and community organizations, through an online open house available on the RTC TCAA webpage from April 13 to May 11, as well as a partner agencies meeting prior to seeking input and approval from the RTC at the June 4, 2020 commission meeting. The outreach timeframe as well as the RTC meeting date for seeking approval of Milestone 2 was revised to increase the length of time for public input due to the coronavirus pandemic.

**NEXT STEPS**

April 13 - May 11: Online public outreach for Milestone 2 – Screened Alternatives

June 4, 2020: Short List of Alternatives presented to the RTC for potential approval

May - September, 2020: Performance measure analysis on Short List of Alternatives

September 2020: Outreach on Milestone 3 – Analysis Results and Draft Locally Preferred Alternative

October 2020: Presentation to the RTC on the Analysis Results and Locally Preferred Alternative

November 2020: Locally Preferred Alternative presented to the RTC for potential approval

January 2021: TCAA Report and Business Plan presented to the RTC for potential approval

**SUMMARY**

The Transit Corridor Alternatives Analysis is using a triple bottom line framework for evaluating transit investment options that provide an integrated transit network for Santa Cruz County utilizing all or part of the length of the Santa Cruz Branch Rail Line as a dedicated transit facility. The TCAA project team requests that the RTC Advisory Committees review and provide input on Milestone 2 – the screening results and short list of alternatives to be considered for further analysis.

**Attachments:**

1. TCAA Screening Results
2. TCAA Draft Short List of Alternatives with definitions

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Alternative	Is Fiscally Feasible			Results in a well-integrated transportation system that supports economic vitality			
	Capital Costs	Operations & Maintenance Costs	Funding	Transit Oriented Development (TOD)	JOBS	Freight & other rail businesses	Transportation corridor utilization & preservation
	A	A	A	A	A	A	A
	Capital cost/mi less than \$20M/mi	O&M less than \$1/passenger mi		Transit service with fixed infrastructure or infrastructure that suggests permanence.	High capital expenditures and a high likelihood of TOD.	Co-mingling with freight allowed.	Rail has least risk of losing continuity of corridor from loss of rail easements.
	B	B	B	B	B	B	B
	Capital cost/mi - \$20M/mi to \$40 M/mi	O&M is \$1.01-\$2.00/passenger mi	Traditional transit core services implemented nationally in numerous communities. Funding available through variety of public and private sources	Transit service that may or may not be designed to suggest permanence.	Moderate capital expenditures and/or likelihood of TOD.	Temporal separation from Freight allowed. Elevated alternative, may be compatible with freight rail but will be dependent upon design.	Alternative uses entire corridor but is not rail.
	C	C	C	C	C	C	C
	Capital cost/mi greater than \$40 M/mi and/or technology uncertain	O&M is greater than \$2.00/passenger mi	Non-traditional core not implemented nationally in variety of communities. Funding may or may not be available to support these alternatives	Transit service with non-fixed infrastructure that does not suggest permanence or alternatives with limited capacity	Low capital expenditures and low likelihood of TOD.	Incompatible with freight.	Alternative other than rail and uses less of the right of way as is likely with bus/shuttle options.
Local & Right of Way Bus	A	B	B	C	B	C	C
Arterial & Right of Way Bus Rapid Transit (BRT)	A	B	B	B	A/B	C	C
Dual Rail and Bus Vehicles	B/C	B/C	B/C	A/B	A/B	C	B
Commuter Express Bus	A	A	B	C	B	C	C
Autonomous Road "Train" on pavement	B	C	B/C	A	A/B	C	B
Micro-shuttles	A	B	B	C	B	C	C
Shuttles (Light Duty, Van, Electric Vehicle)	A	A	B	C	B	C	C
Intercity Rail	C	A	B	A	B	A	A
Light Rail/Electric Multiple Unit (EMU)	B	A	B	A	A/B	B	A
Monorail / Automated People Mover (APM)	C	C	C	B	B/C	B	A
Commuter Rail/Electric Multiple Unit (EMU)	B	A	B	A	A/B	A	A
Light Rail / Diesel Multiple Unit (DMU)	B	A	B	A	A/B	B	A
Tram/ Trolley / Streetcar	B	B	B	A	A/B	B	A
Personal Rapid Transit (PRT)	C	C	C	C	C	C	B
Inverted (or Elevated) PRT	C	C	C	C	C	B	B
Hyperloop	C	C	C	C	C	C	B
Gondola	B	C	C	C	B/C	B	B
String Rail	C	C	C	C	C	B	B

SOCIAL EQUITY					
Alternative	Promotes Active Transportation	Supports Safer Transportation for all modes	Provides accessible and equitable transportation system that is responsive to needs of all users	Offers reliable and efficient transportation choices that serve the most people	Offers reliable and efficient transportation choices that serve the most people
	A	A	A	A	A
	Alternative can transport relatively more bicycles	National statistics report fatalities and inquiries per 100 million miles traveled with collision costs of < \$100 million	Level boarding is typically a component of system allowing independent accessibility for most users	Less than 45 minutes in travel time	Alternative primarily remains on rail corridor as a dedicated facility for greater reliability
	B	B	B	B	B
	Can transport a minimal number of bicycles, depending on space	National statistics report fatalities and inquiries per 100 million miles traveled with collision costs between \$100 - \$200 million	Level boarding is typically a component of system but access point is elevated requiring use of elevator	Between 45-70	Alternative remains on only a portion of the rail corridor as a dedicated facility for relatively less reliability
	C	C	C	C	C
	Bicycles cannot be transported on vehicle and/or vehicle is relatively small. Elevated systems are less desirable as access requires elevator	National statistics report fatalities and injuries per 100 million miles traveled with collision costs greater than \$200 million	Level boarding is not typical component of system and not likely to have independent accessibility	Greater than 70 minutes in travel time	Alternative is not on a significant portion of the rail corridor as a dedicated facility and thus is the least reliable
Local & Right of Way Bus	B	A	C	C	B
Arterial & Right of Way Bus Rapid Transit (BRT)	A/B	A	A	B	B
Dual Rail and Bus Vehicles	B/C	A	C	B	B
Commuter Express Bus	B/C	A	C	B	B
Autonomous Road "Train" on pavement	A	A/B	A	B	A
Micro-shuttles	C	A/B	C	C	B
Shuttles (Light Duty, Van, Electric Vehicle)	C	A	C	C	B
Intercity Rail	A	A	A	A	A
Light Rail/Electric Multiple Unit (EMU)	A	B	A	B	A
Monorail / Automated People Mover (APM)	B/C	A	B	B	A
Commuter Rail/Electric Multiple Unit (EMU)	A	A	A	A	A
Light Rail / Diesel Multiple Unit (DMU)	A	B	A	B	A
Tram/ Trolley / Streetcar	A/B	B	A	C	A
Personal Rapid Transit (PRT)	C	A	A	A	A
Inverted (or Elevated) PRT	C	A	B	A	A
Hyperloop	C	A	B	A	A
Gondola	C	A	B	C	B
String Rail	C	A	B	A	A



# ENVIRONMENT

Alternative	Promotes a healthier Environment				
	Transit ridership	Emissions reduction	Climate adaptation	Biological, visual, noise, and vibration	Energy usage
	A	A	A	A	A
	Estimated daily ridership relatively high	Significant ability to reduce GHG emissions because alternative is expected to moderately divert drivers from automobiles	Alternative is elevated and not prone to sea level rise/climate impacts	Not elevated so not visually obstructive, least noisy, least likely to cause vibration	BTUs/passenger-mile less than 1,500
	B	B	B	B	B
	Estimated daily ridership relatively moderate	Moderately able to reduce GHG emissions because alternative is expected to moderately divert drivers from automobiles	Alternative may use flood-prone ROW but can divert. Trivial time would increase but alter	Alternative may be elevated and visually obstructed, may be relatively noisy or cause vibration, but not all three	BTUs/passenger-mile <1,500 and <= 3,500 or alternative is rail-like but energy usage is uncertain
	C	C	C	C	C
	Estimated daily ridership relatively low	Least able to reduce GHG emissions because alternative is not expected to significantly divert drivers from automobiles.	Alternative is at ground-level and fixed and without adapting design may be prone to sea level rise/climate impacts with no ability to divert	Alternative is elevated and visually obstructive, is noisy and causes relatively greater vibration than other modes	BTUs/passenger - mile > 3,500
Local & Right of Way Bus	C	C	B	B	B
Arterial & Right of Way Bus Rapid Transit (BRT)	B	B	B	B	B
Dual Rail and Bus Vehicles	C	C	B	B	B
Commuter Express Bus	C	C	B	B	A
Autonomous Road Train	A	A	C	B	B
Micro-shuttles	C	C	B/C	A	BA
Shuttles (Light Duty, Van, Electric Vehicle)	C	C	B	A	B
Intercity Rail	C	C	C	B/C	B
Light Rail/Electric Multiple Unit (EMU)	A	A	C	A/B	B
Monorail / Automated People Mover (APM)	A	A	A	B/C	B
Commuter Rail/Electric Multiple Unit (EMU)	A	A	C	B/C	B/C
Light Rail / Diesel Multiple Unit (DMU)	A	A	C	B/C	A
Tram/ Trolley / Streetcar	B	B	C	A/B	B
Personal Rapid Transit (PRT)	B	C	C	A/B	B
Inverted (or Elevated) PRT	B	C	A	B	B
Hyperloop	C	C	C	A	B
Gondola	C	C	A	B/C	B
String Rail	B	A	A	B/C	B

OTHER GOALS						
Alternative	Address other project specific goals					
	Technical feasibility	Consistent with other planning Efforts	Consistent w/ regulatory requirements	Integration	Ability to Adapt to New Technology	Right-of-way
	A	A	A	A	A	A
	Tested technology, traditional and technically feasible	Consistent with greatest number of plans, including SCCRTC Regional Transportation Plan, AMBAG Metropolitan Transportation Plan/Sustainable Communities Strategy, METRO Plans, Unified Corridor Study, CA State Rail Plan	Consistent with regulations, including GHG, Coastal Commission, Proposition 116	Traditional bus or rail transit that has shown to easily integrate into the overall transportation system	More flexible infrastructure and lower vehicle purchase cost/shorter useful life therefore more flexibility to adapt to new technologies	ROW supports two-way service with single lane and sidings or one-way travel in the ROW with reverse on parallel local road network
	B	B	B	B	B	B
	Infrastructure exists and has been tested but is not a traditional transit option and may be less technically feasible/is more uncertain	Consistent with some plans, including those listed above	Consistent with some regulations, listed above	Elevated alternative/non-traditional which may be integrated into the overall transportation system but few examples exist	Infrastructure is less flexible and vehicles are relatively more costly/relatively longer useful life therefore less flexibility to adapt to new technologies	Elevated systems may accommodate two-way transit travel on the ROW
	C	C	C	C	C	C
	Alternative has either not been build or there are limited examples for distances of 20 miles	Not consistent with any plans listed	Not consistent with any regulations, listed above	Uncertain how alternative will interact with overall transportation system	Infrastructure and vehicles are often proprietary therefore least flexible to adapt to new technologies	Accommodating two-way travel on ROW may be problematic
Local & Right of Way Bus	A	A	C	A	A	A/B
Arterial & Right of Way Bus Rapid Transit (BRT)	A	A	C	A	A	A/B
Dual Rail and Bus Vehicles	B	C	B	A	B/C	A/B
Commuter Express Bus	A	A	B	A	A	A/B
Autonomous Road "Train" on pavement	B	C	B	A	B	A
Micro-shuttles	B	C	B	A	A	A/B
Shuttles (Light Duty, Van, Electric Vehicle)	A	C	B	A	A	A/B
Intercity Rail	A	C	B	A	B	A
Light Rail/Electric Multiple Unit (EMU)	A	A	A	A	B	A
Monorail / Automated People Mover (APM)	B	C	B	B	C	B
Commuter Rail/Electric Multiple Unit (EMU)	A	A	A	A	B	A
Light Rail / Diesel Multiple Unit (DMU)	A	A	B	A	B	A
Tram/ Trolley / Streetcar	A	C	A	A	B	A/B
Personal Rapid Transit (PRT)	C	C	A	C	C	C
Inverted (or Elevated) PRT	C	C	B	B	C	B
Hyperloop	C	C	C	C	C	C
Gondola	B/C	C	C	B	C	B
String Rail	C	C	B	B	C	B

## Transit Corridors Alternatives Analysis – Short List of Alternatives

### Bus Rapid Transit (BRT)

A fixed-route bus system that could operate primarily on the Santa Cruz Branch Line as a dedicated right of way as well as on Highway 1 bus on shoulders/auxiliary lanes and the local roadway network. BRT systems typically provide an urban or interurban service. These systems also have defined passenger stations, short headway bidirectional services for a substantial part of weekdays and weekend days; and separate branding of the service. Agencies typically use off-board fare collection as well to reduce travel times. BRT operations on the Santa Cruz Branch Line could be a combination of two-way and one-way with reverse direction on parallel local streets.

#### Typical Characteristics:

- Vehicle speeds up to 65 mph maximum
- BRT is incompatible with freight on the same corridor, but BRT could be moved off corridor to preserve freight in Watsonville
- Transit signal priority at roadway crossings
- Frequency of peak period service
  - 8 – 20 minute headways
- Level-platform boarding and non-level boarding at on-street stops
- Propulsion type
  - Electric –hydrogen fuel cell, battery

### Autonomous Road “Train” (on pavement with rubber tires)

An emerging transit mode that combines the benefits of bus rapid transit and light rail with advanced autonomous driving features, providing an urban or interurban service. The system uses rubber tires running on pavement within a dedicated running way. The vehicles resemble light rail vehicles with a similar passenger capacity. The system would use similar infrastructure to a BRT system, including permanent stations, transit signal priority, and offering frequent service. The autonomous road “train” will run solely on the Santa Cruz Branch Line. Operations on a single lane with sidings allows for two-way travel. An autonomous road “train” system has recently been deployed in the city of Yibin, China.

#### Typical Characteristics:

- Vehicle speeds capable of 40-45 mph maximum
- System runs on pavement and thus is incompatible with freight on the same corridor.
- Transit signal priority at roadway crossings
- Frequency of peak period service
  - 10 - 30 minute headways
- Level or non-level platform boarding
- Propulsion type
  - Electric – Overhead, hydrogen fuel cell, battery

### **Light Rail/Electric Multiple Unit**

Passenger rail service operating on fixed rails with single or multiple individually-propelled cars typically providing an urban or interurban service with a lighter volume ridership capacity compared to commuter rail. Operations on a single track with sidings allows for two-way travel.

#### **Typical Characteristics:**

- Vehicle speeds capable of 30 to 60 mph maximum
- Vehicle can operate with freight in shared-use corridors only if temporally separated
- Centralized Traffic Control or similar signal system only as light rail is temporally separated from freight operations
- Frequency of peak period service
  - 10 - 30 minute headways
- Level or non-level platform boarding
- Propulsion type
  - Electric – Overhead, hydrogen fuel cell, battery

### **Commuter Rail/Electric Multiple Unit**

Passenger rail service operating on fixed rails with multiple individually-propelled cars typically providing an interurban or regional service. Commuter rail typically has a higher volume ridership capacity and relatively longer distance between stops compared to light rail. Operations on a single track with sidings allows for two-way travel.

#### **Typical Characteristics:**

- Vehicle speeds capable of 30-60 mph maximum
- Vehicles can comingle with freight in shared-use corridors
- Centralized Traffic Control (CTC) and Positive Train Control (PTC) is required
- Frequency of peak period service
  - 20-30 minute headways
- Level or non-level platform boarding
- Propulsion type
  - Electric – Overhead, hydrogen fuel cell, battery

**TO:** Bicycle Advisory Committee

**FROM:** Tommy Travers, Transportation Planner

**RE:** FY 20/21 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. Receive an oral presentation from Theresia Rogerson, County of Santa Cruz Health Services Agency (HSA) staff, on the programs and requesting feedback on the Vision Zero Work Plan
  2. Review the attached FY 20/21 Community Traffic Safety Coalition (CTSC) and Ride N Stride Bicycle and Pedestrian School Education Program funding requests, work plans and budgets from the HSA; and
  3. Recommend that the Regional Transportation Commission approve \$130,000 in FY 20/21 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 a cover letter ([Attachment 1](#)) and two sets of FY 20/21 TDA claim forms, work plans and budgets for Bicycle Committee and Commission review and approval. The first work plan, claim form and budget are for the ongoing work of the Ride N Stride Bicycle and Pedestrian School Education Program ([Attachment 2](#)). This project

includes staff costs to present lessons on bicycle and pedestrian safety to elementary school students. The FY 20/21 funding request for this program is \$65,000. The second work plan, claim form and budget are for continuation of the CTSC including Vision Zero coordination (Attachment 3). 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. The CTSC coordinated the Vision Zero Implementation Plan for Watsonville and has developed a Vision Zero Work Plan for coordination with other jurisdictions for future plans.

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 \$179,500 in matching funds to the requested allocation.

Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year which occurred at the April 3, 2020 RTC meeting, 2) Bicycle Advisory Committee review and recommendation, and 3) RTC review and approval typically scheduled for the June RTC meeting.

Theresa Rogerson will provide an oral presentation on the programs, including the attached Vision Zero Work Plan as well as program changes due to COVID-19 this fiscal year (Attachment 4) and next fiscal year.

#### 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 from the Health Services Agency for TDA funding for the CTSC and the Ride N Stride Program for \$130,000 in FY 20/21. Staff recommends that the Bicycle Advisory Committee recommend approval of the request as submitted to the Regional Transportation Commission, with \$65,000 going to the Community Traffic Safety Coalition and \$65,000 going to the Ride 'n Stride Program.

#### Attachments:

1. Letter from Corrine Hyland, Health Services Manager
2. RnS claim form, scope of work, FY 20/21 budget, and July-Dec 2019 summary
3. CTSC claim form, scope of work/Vision Zero Work Plan, FY 20/21 budget, and July-Dec 2019 summary
4. RnS revision to FY 19/20 TDA-funded program changes due to COVID-19

# COMMUNITY TRAFFIC SAFETY COALITION



April 2, 2020

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

**Regarding: FY 2020-2021 TDA Request for the Community Traffic Safety Coalition (CTSC) and Ride n' Stride programs**

Dear Mr. Preston:

The Santa Cruz County Health Services Agency (HSA) provides Safe & Active Transportation programming through its CTSC and Ride n' Stride programs. CTSC's mission is to prevent traffic-related injuries and fatalities for all road users, with a focus on people bicycling and walking. The CTSC and its South County Bicycle and Pedestrian Work Group have developed a new two-year work plan for fiscal years 2020-2022 supporting strategies to bring Vision Zero to each jurisdiction in the county and aiming to eliminate all traffic related fatalities and serious injuries.

The Ride n' Stride program provides bicycle and pedestrian 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 to deliver critical pedestrian safety education in the schools. CTSC and Ride n' Stride program staff also work with school districts and agency partners to conduct outreach efforts and provide safety education and equipment, such as bicycle helmets, 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 \$179,500 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 \$309,500 for FY 2020/21.

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 of our vision for safe, accessible and equitable transportation for all.

Sincerely,

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

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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: **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 2020-21**
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: Theresia Rogerson  
Telephone Number: (831) 454-4312  
E-mail: [theresia.rogerson@santacruzcounty.us](mailto:theresia.rogerson@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 2020-21**
9. Number of people to be served/anticipated number of users of project/program: The primary work plan objective is to reach at least 2,500 elementary and pre-school students to teach them 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 countywide and education presentations are offered to every elementary school.
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 with 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 schools. Both Ride n’ Stride and Walk Smart increase students’ confidence in using active 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 Ride n’ Stride 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 bicycle 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”)* 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 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 2020-21.

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, 2021 and final report to be submitted by July 31, 2021.

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 review April 13, 2020
<b>E.</b> 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:

The Walk Smart partnership with Ecology Action has enabled more children to receive critical safety information and real-world pedestrian safety practice. Efforts were made to utilize existing or low-cost/no-cost educational materials that reflect current best practices and are developmentally appropriate. The program will continue distribution of supplemental classroom materials developed by HSA from other traffic safety funding. 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 worked with partner agencies to implement the Train-the-Trainer Bike Helmet Fitting and Distribution program based at local schools and community service organizations, which saves program staff time. HSA will continue to secure 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.

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

Staff concluded 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. These plans will assist jurisdictions in securing funding for future improvements around schools. Ride n' Stride staff shortages this past year led to full review and new development of grade level curriculum in both bicycle and pedestrian safety education. In addition, due to shifting of Public Health staff time to the corona virus pandemic, HSA staff discussed online and virtual ideas to supplement distance learning while schools were closed due to the shelter in place orders. Both the new curriculum development and online resources have been included in this year's work plan.

## **Community Traffic Safety Coalition (CTSC) Ride n' Stride Education Work Plan FY 2020-2021**

The Ride n' Stride program aims to increase safe bicycling and walking among children and youth in Santa Cruz County. Classroom bicycle and pedestrian safety curriculum developed teaches basic traffic safety to young students. The program encourages safe riding and walking and encourages participants to be role models for their friends, siblings and parents. Interactive classroom education sessions on bicycle and pedestrian safety (including other wheeled sports, such as scooters and skateboards) are designed to be age, language and culturally appropriate.

The Ride 'n Stride program also collaborates with Ecology Action in the provision of Walk Smart, a program that builds on the classroom presentations with the practical experience of a walking fieldtrip. This partnership has been ongoing for a number of years and has expanded the reach of both agencies in providing Safe Routes to Schools programming. Both agencies collaborate to schedule and deliver this program in schools throughout the county.

As a supplement to classroom programming, activity packets for teachers were developed to reinforce traffic safety messages. The packets are geared for 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 traffic safety messages.

### ***FY 2020/21 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, including distribution of supplemental resources, such as activity packets/books.
- ❑ 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.
- ❑ Work with CTSC and community partners to coordinate distribution and proper fitting of at least 100 bike helmets to students and other community members.
- ❑ Develop multi-grade level curriculum, online and virtual resources, and/or child-to-adult interventions.
- ❑ 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, Vision Zero, and planning grant meetings as staffing capacity and other program priorities allow.
- ❑ Conduct program evaluation, including pre/post-testing of students, 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 2020/21**

<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	71,000	133,500
Program Director/Support Staff		20,000	20,000
<b>Subtotal Personnel</b>	<b>62,500</b>	<b>91,000</b>	<b>153,500</b>
<b>Travel/Mileage</b>	300		300
<b>Direct Costs</b>			
Education Materials, Incentives, Supplies	2,200		2,200
<b>In Kind</b>		3,500	3,500
<b>Totals</b>	<b>\$65,000</b>	<b>\$94,500</b>	<b>\$159,500</b>

# **BIANNUAL PROGRESS REPORT**

## **TRANSPORTATION DEVELOPMENT ACT FUNDS**

**FIRST BIANNUAL PERIOD**  
**July 1, 2019 – December 31, 2019**

**Project Title: Ride n' Stride Bicycle and Pedestrian Education Program**  
**Agency: Santa Cruz County Health Services Agency**  
**Project Contact: Theresia Rogerson 831-454-4312 [theresia.rogerson@santacruzcounty.us](mailto:theresia.rogerson@santacruzcounty.us)**

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**Briefly describe the work completed during this biannual period.**

- 1. Conduct bicycle and pedestrian traffic safety education sessions for at least 2,500 elementary school and pre-school students in Santa Cruz County school districts.**

During the first biannual period, pedestrian safety presentations were conducted at 11 elementary schools across Santa Cruz county school districts reaching a total of 658 students. No bike safety sessions were conducted this period.

- 2. Conduct at least 4 traffic safety presentations to parents/caregivers through schools, community agencies and neighborhood groups to promote safe bicycling and walking in Santa Cruz County.**

No parent/caregiver presentations were conducted this period. Ride n'Stride/HSA staff began reaching out to several agencies and groups to schedule presentations in the winter and spring.

- 3. Participate in 4 school or community events to provide traffic safety information and promote safe bicycling and walking in Santa Cruz County.**

Ride n'Stride/HSA staff participated in 5 community events this biannual period. In the Watsonville Plaza, traffic safety booths with interactive games reached 151 participants at National Night Out on 8/6 and 64 community members on 8/17 at the Family Fun Fest. A first of its kind pop-up bike safety event at the Clifford Manor apartment complex in Watsonville served approximately 35 low-income family members on 10/29. Prizes and incentives were given to participants as well as educational pamphlets and handouts. A traffic safety booth with interactive games reached 55 Migrant Head Start family members with bike/ped safety information at the Buena Vista Children's Center Health Fair on 10/30. Watsonville Project Connect served 116 members of the homeless and home insecure community on 11/13. Safety equipment, such as bicycle helmets and light sets were distributed to those in need. A total of 421 community members were reached through events this biannual period.

- 4. Collaborate with CTSC, HSA staff and community partners to collect bike and pedestrian safety data.**

Through other grant funding sources, Ride n' Stride staff assisted in a helmet usage survey in November with observation locations in Watsonville, Santa Cruz and Live Oak.

5. **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.**

During this biannual period, a total of 131 helmets were fitted and distributed through Helmet Fit Sites, partner agencies, and community events.

6. **Participate in the fall and spring Bike/Walk to School/Work events, bike rodeos and other bike/pedestrian safety activities, as staff time permits.**

Ride n' Stride/HSA staff assisted Ecology Action with the fall Bike/Walk to School/Work Day breakfast sites in South County on 10/4 at the following locations; Freedom Elementary, MacQuiddy Elementary and Downtown Watsonville Public site.

7. **Participate in traffic safety meetings, such as CTSC, SCBPWG and Complete Streets to Schools planning meetings, as staffing capacity and other program priorities allow.**

Ride n'Stride staff attended the bi-monthly South County Bike/Pedestrian Work Group (SCBPWG) meetings in the months of July, September, and November. Staff also attended the Watsonville Complete Streets to School monthly planning meetings.

8. **Conduct program evaluation including pre/post-testing of student samples, teacher evaluations and reporting of bike and pedestrian observational surveys among children and youth.**

During this biannual period, pre/post-tests were administered to students. Results showed a 21.7% increase in knowledge of pedestrian safety, based on a 6-question written quiz. Overall, teacher evaluations rated very high at 4.78, based on a scale of 1(Ineffective) to 5 (Excellent).

**Briefly describe the work to be done next TDA biannual period.**

- ☐ Focus on coordinating, scheduling and conducting bicycle and pedestrian safety education presentations at schools and to parents/caregivers.

The primary Ride n'Stride staff was out on part time leave in this first biannual period, so the number of presentations completed was lower than in past reports. Additional staff have now been trained to provide back up, and additional presentations will be scheduled in the next biannual period.

*The invoice and supporting documentation for TDA funds for the period indicated are attached.*

Corinne Hyland, Health Services Manager  
Project Director Name and Title

Corinne Hyland  
Signature

January 31, 2020  
Date

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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 2020-2021**
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: Theresia Rogerson  
Telephone Number: (831) 454-4312 E-mail: [theresia.rogerson@santacruzcounty.us](mailto:theresia.rogerson@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 2020-22**
9. Number of people to be served/anticipated number of users of project/program: The target audience for policy adoption in this work plan is community stakeholders and decision makers in each jurisdiction while also engaging a broad spectrum of community members throughout the county in identifying issues and developing solutions.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): The Vision Zero work plan has a countywide focus engaging all jurisdictions. As needs and opportunities arise in the work plan period, specific jurisdictions or populations 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.

The Vision Zero work plan also focuses on the collection and dissemination of traffic safety data. With a rise in traffic related injuries and fatalities both locally and nationwide, CTSC is strengthening its data collection, analysis and reporting activities and bringing a wider audience into the discussion

of traffic safety to find data-driven solutions. As individuals and communities find active transportation benefits in their lives, the CTSC envisions a safe, accessible and equitable system for everyone to use.

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 works to promote safe and active transportation 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. A goal of the new two-year Vision Zero work plan is to develop policies and systems that put safety first.
15. Project Cost/Budget, including other funding sources, and Schedule: *(complete "15a" or "15b") N/A*

**15a. Capital Projects**

	Planning	Environmental	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 2020-2021.

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, 2021 and final report to be submitted by July 31, 2021.

**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, 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 13, 2020
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

### **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 and individuals to support traffic safety in our communities. CTSC activities are supported with a combination of funding, partnerships and volunteer contributions. In 2019, CTSC worked on two planning projects that assessed barriers to walking and biking at over 30 elementary schools. These projects leveraged grant funding to enhance and expand the reach of the Coalition and their work plan. HSA will continue to secure 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.

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

With two new Vision Zero cities in Watsonville and Santa Cruz, the CTSC will continue to provide leadership for needs assessment, data collection & analysis, action plan development, task force creation, and project implementation with city staff and leadership. Our aim will also be to promote Vision Zero policy in remaining jurisdictions. TDA funded resources will focus on these goals as well as educating the community about Vision Zero concepts and convening stakeholders around strategies and systems changes.

# CTSC Work Plan: Vision Zero

## Fiscal Years 2020- 2022

### **CTSC Vision and Mission**

The 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 Needs Statement**

Vision Zero is a world-wide traffic safety program that aims to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. The mission, goals, and activities of the CTSC align with this aim. The CTSC recently completed their second two-year Vision Zero work plan in the 2018–2020 fiscal years and proposes to continue Vision Zero work into 2022.

In 2017, the state Office of Traffic Safety (OTS) ranked the County of Santa Cruz as the 4<sup>th</sup> worst for bicyclists killed and injured and 1<sup>st</sup> for bicyclists under 15 years of age compared to 58 California counties. The City of Santa Cruz was ranked 1<sup>st</sup> for the number of bicyclist injuries/fatalities and 2<sup>nd</sup> for pedestrians compared to 106 similar sized cities. The City of Watsonville was ranked 3<sup>rd</sup> for pedestrian injuries/fatalities for those under 15 years of age.

The number of bicyclists and pedestrians injured and killed in the 3-year period from 2015 to 2017 has increased compared to the previous three years in Santa Cruz County. Numbers for bicyclists and pedestrians injured under 15 years of age has increased each year from 2015 to 2017. According to more recent local police records, 4 people were killed in traffic collisions in Watsonville in 2016, 3 in 2017, and 5 in 2018, almost all pedestrians.

The serious bike and pedestrian safety problem in our county led us to Vision Zero. From our data analysis and community engagement as part of launching Vision Zero, we know that traffic violence has taken a disproportionate toll on Santa Cruz County bicyclists and pedestrians. With vulnerable road users increasingly becoming the collateral in our transportation system, our two most populous cities, Watsonville and Santa Cruz, recently passed Vision Zero policies to eliminate traffic related fatalities and severe injuries by 2030.

### **Vision Zero Core Principles**

The principles below are adapted from the Vision Zero Network, a national organization helping communities reach their goal of achieving zero traffic fatalities and severe injuries. These principles align with a safe systems approach, considered to be best practice in road safety.

1. Human life and health are prioritized above speed and convenience within all aspects of the transportation system.
2. People have the right to move about their communities safely.
3. Traffic deaths and severe injuries are preventable.
4. Speed is the fundamental factor in crash severity.
5. Safety work should focus on systems-level changes, particularly the built environment, policies, and technologies.
6. Responsibility for safety is shared by transportation system designers and road users.

## **Vision Zero Work Plan for Fiscal Year's 2020-2022**

### **Primary Objectives:**

1. Continue to assist the City of Watsonville in Vision Zero policy implementation.
2. Assist the City of Santa Cruz in developing a Vision Zero Action Plan.
3. Promote Vision Zero adoption and implementation in all other jurisdictions.
4. Develop and maintain countywide Vision Zero collaboration and support.

Proposed activities are listed below under each objective and organized by jurisdiction. A framework originally developed by the Safe Routes to School movement and adapted here to better align with a safe systems approach, the E's (Education, Engineering, Enforcement, Encouragement, and Evaluation, and now including Equity and Engagement) will be utilized in this plan and are highlighted under the Countywide section below. Jurisdictions could become eligible for certain project funding, such as Highway Safety Improvement Project (HSIP) funds, once a Vision Zero policy is adopted.

### **1) City of Watsonville**

Continue assisting in Vision Zero Action Plan implementation.

- Assist in creating a Vision Zero Task Force (the South County Bicycle and Pedestrian Work Group will transition into this task force in Watsonville).
- Advocate for continued community engagement and equity prioritization.
- Provide technical assistance in tracking and measuring progress, as well as evaluating programs.
- Encourage accountability and transparency throughout plan implementation.
- Help in identifying funding sources for implementation and sustainability of projects.

### **2) City of Santa Cruz**

Assist in community engagement, data collection, and developing a Santa Cruz Vision Zero Task Force and Action Plan.

- Collaborate on collecting qualitative data from participants at community outreach events, especially in marginalized communities.
- Share Vision Zero Network resources as appropriate with City Staff.
- Provide a public health perspective into strategies and policy objectives.

Assist in Vision Zero Action Plan implementation once adopted by City Council.

- Support implementation of Vision Zero Action Plan once adopted as noted above for City of Watsonville.

### **3) County of Santa Cruz, Capitola, Scotts Valley, UCSC**

Advocate for Vision Zero policy adoption and implementation in all jurisdictions.

- Invite communication between local elected officials and those from other Vision Zero communities.
- Convene city/county staff to discuss Vision Zero policy adoption and implementation.
- Create traffic violence data summaries for jurisdictions considering Vision Zero.
- Support implementation of Vision Zero Action Plans once adopted as noted above for City of Watsonville.

### **4) Countywide**

Develop and maintain countywide Vision Zero collaboration and implementation through the following E's and proposed activities:

All efforts will incorporate Equity – Prioritizing safety and access for communities who are most impacted by traffic violence.

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

- Participate in the regional Street Smarts campaign.
- Post Vision Zero information on social media and the CTSC website.
- Increase safety education in local bike share programs.
- Provide education about micro-mobility devices.
- Develop violation-specific education through diversion programs for drivers.
- Pursue implementing a crossing guard training for school districts.

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

- Advocate for engineering to reduce speeds, such as narrowing travel lanes.
- Develop opportunities to implement pop-up infrastructure demonstrations.
- Promote protected or separated bicycle and pedestrian facilities.

- Conduct a countywide SWITRS data analysis focused on arterials for each jurisdiction.

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

- Advocate for state modernization of speed-setting practices.
- Work with law enforcement agencies to share local crash data and report on traffic citations.
- Partner with the Police Departments to apply for grant funding to increase staff hours.
- Present evidence-based information to law enforcement agencies on the use of red-light cameras and automated speed enforcement.
- Collaborate with County Substance Use Disorders Services (SUDS) on DUI/impaired driving prevention.
- Assist jurisdictions in developing a plan to respond to fatal and severe injury crashes.

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

- Promote press articles, columns, letters to the editor, alerts, etc. through TV, radio, and print media.
- Communicate with reporters/anchors/editors about using Vision Zero language.
- Attend and share knowledge from Vision Zero trainings and webinars.
- Develop and disseminate success stories from local jurisdictions and other cities.

**Evaluation** – Using data to measure progress and plan for success.

- Maintain a database of crashes reported by the media and community.
- Obtain a crowdsourcing platform to collect qualitative community data.
- Enhance data collection, tracking, and reporting in all jurisdictions.
- Collaborate with agencies and jurisdictions receiving traffic safety funding.
- Monitor successful strategies implemented by jurisdictions outside Santa Cruz County.
- Identify interjurisdictional areas of collaboration, shared interest, and cross jurisdictional projects.

**Engagement** – Intentionally involving individuals and communities to build relationships, develop meaningful solutions to their needs, and influence policy making.

- Track grant objectives that support Vision Zero and report progress.
- Participate in World Day of Remembrance or another annual memorial event.
- Develop resources to support families who have lost and lose loved ones in traffic violence.
- Post online acknowledgement and response to lives lost and severe injuries.
- Present Vision Zero information to stakeholder and community groups.
- Mobilize youth through development of a Youth Vision Zero program.

## **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, member communication, and community engagement, as well as work plan development, implementation and evaluation.

The coalition members and partner agencies actively participate in meetings and play an advisory role in fiscal management and strategic planning. Members and partner agencies 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.

CTSC/SCBPWG will provide support, technical assistance, and resources to jurisdictions and the community to implement Vision Zero, as well as develop and maintain collaborative relationships for other grant funded traffic safety programs that support Vision Zero. 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.



**Community Traffic Safety Coalition  
TDA/CTSC Budget, FY 2020/21**

<b>Line Item</b>	<b>TDA Budget</b>	<b>HSA Match</b>	<b>Total Project Costs</b>
<b>Personnel</b> (Salary +Benefits )			
Bilingual Health Educator , 1 FTE	62,500	60,000	122,500
Program Director/Support Staff		20,000	20,000
<b>Subtotal Personnel</b>	<b>62,500</b>	<b>80,000</b>	<b>142,500</b>
<b>Travel/Mileage</b>	300		300
<b>Direct Costs</b>			
Project Implementation	2,200		2,200
<b>In Kind</b>		5,000	5,000
<b>Totals</b>	<b>\$65,000</b>	<b>\$85,000</b>	<b>\$150,000</b>

**BIANNUAL PROGRESS REPORT  
TRANSPORTATION DEVELOPMENT ACT FUNDS**

**FY 19-20 FIRST BIANNUAL PERIOD  
July 1, 2019- December 31, 2019**

**Project Title: Community Traffic Safety Coalition**

**Agency: Santa Cruz County Health Services Agency**

**Project Contact:** Theresia Rogerson 831-454-4312 [theresia.rogerson@santacruzcounty.us](mailto:theresia.rogerson@santacruzcounty.us)

**Project Staff:** Lauren Freeman 831-454-5477 [lauren.freeman@santacruzcounty.us](mailto:lauren.freeman@santacruzcounty.us)

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**Vision Zero Work Plan Activities Progress (FY 19-20)**

Watsonville - Phase I Work Continued

Assist City in community engagement and data collection.

- In August 2019, CTSC staff participated in a Family Fun Festival hosted by Ecology Action. At this event, CTSC staff distributed flyers that encouraged Watsonville community members to leave online comments on the draft Vision Zero Action Plan.
- CTSC and City Public Works staff met in August 2019 with Numetric ([www.numetric.com](http://www.numetric.com)), a company that provides traffic data analytics solutions, to learn about how their services might support Vision Zero in Watsonville.
- CTSC staff participated in a conversation with Jovenos SANOS high school youth to discuss traffic safety concerns and Vision Zero in December 2019.
- CTSC's South County Bicycle and Pedestrian Work Group (SCBPWG) continues to meet bimonthly to provide input on continued community engagement and data collection in Watsonville's Vision Zero effort.

Assist in writing a Watsonville Vision Zero Action Plan

- The CTSC staff worked with City Public Works staff to ensure accountability and transparency throughout the action plan development process by way of multiple draft edits, reviews, and opportunities for public comment. In addition, every action plan draft was posted online for public comment and sent electronically to all SCBPWG members through a MailChimp email distribution list through December 2019.
- The final Watsonville Vision Zero Action Plan is scheduled to go to City Council for approval on February 25, 2020.

Watsonville – Phase II Work Continued

Support implementation of Vision Zero Action Plan

- Prior to final adoption of the action plan, CTSC staff have supported City of Watsonville in beginning to implement the Street Smarts traffic safety media campaign and continuing bicycle and pedestrian education programming in the schools.

### Countywide Work Continued

Promote Vision Zero policy adoption in each jurisdiction.

- At their August 27, 2019 meeting, the Santa Cruz City Council unanimously adopted a Vision Zero policy with plans to begin work in January 2020.
- CTSC staff are working with Transportation & Public Works Commissioners and City staff to begin supporting their efforts in rolling out Vision Zero in the City of Santa Cruz. Council.

Organize a community education campaign.

- CTSC staff provide a public health presence at the countywide Street Smarts Regional Campaign collaborative formed to support consistent traffic safety media messaging throughout the county. CTSC staff support local jurisdictions in incorporating the media campaign into Vision Zero efforts.
- On August 24, 2019 CTSC staff joined the City of Santa Cruz Mayor and Street Smarts program on a community bike ride. This ride focused on safety and promoted bicyclists awareness of the Street Smarts campaign.
- CTSC staff tabled with the Street Smarts program on October 21, 2019 at an Open House event hosted by the City of Santa Cruz Public Works Department. Street Smarts and CTSC staff distributed surveys to community members to gauge their awareness of the campaign.

Document and respond to traffic-related fatalities and injuries.

- CTSC staff continue to track traffic-related fatalities and severe injuries and discuss these incidents as part of each CTSC/SCBPWG meeting agenda.
- Local law enforcement agencies are invited regularly to report traffic-related fatalities and injuries to the two groups.

Develop potential countywide Vision Zero goals and strategies.

- CTSC staff and will be utilized to develop potential countywide Vision Zero goals and strategies.

Assist jurisdictions as they adopt and implement Vision Zero policies.

- CTSC will continue to approach the remaining jurisdictions to encourage adoption and implementation of Vision Zero.
- In continuing to seek grant funding to support Vision Zero efforts, the Santa Cruz County Health Services Agency recently received three grant awards from the California Office of Traffic Safety to implement a year of programming for traffic safety totaling almost \$400K. The grant will be used for bicycle and pedestrian safety, impaired driving, and child passenger safety. (See link to Sentinel coverage below).

## **CTSC Media Coverage**

Santa Cruz Sentinel –July 11, 2019

**Vision Zero: Watsonville releases draft of plan to end serious traffic injuries, deaths**

City has ranked among state's most dangerous for pedestrians

<https://www.santacruzsentinel.com/2019/07/10/vision-zero-watsonville-releases-draft-of-plan-to-end-serious-traffic-injuries-deaths/>

KSBW News – August 20, 2019

**Santa Cruz schools, law enforcement prepare for back to school safety**

<https://www.ksbw.com/article/santa-cruz-schools-law-enforcement-prepare-for-back-to-school-safety/28765383>

Santa Cruz Sentinel – August 21, 2019

**Street Smarts: Traffic safety campaign rolls out across Santa Cruz County**

<https://www.santacruzsentinel.com/2019/08/20/street-smarts-traffic-safety-campaign-rolls-out-across-santa-cruz-county/>

KSBW News – September 19, 2019

**SCPD go undercover, crackdown on drivers and pedestrians for traffic violations**

<https://www.ksbw.com/article/scpd-go-undercover-crackdown-on-drivers-and-pedestrians-for-traffic-violations-santa-cruz/29136439>

Good Times- November 19, 2019

**NUZ: Wheel See**

<https://goodtimes.sc/santa-cruz-news/news/nuz-found-guy-whos-actually-helping-homeless/>

Santa Cruz Sentinel – November 24, 2019

**County receives grants for traffic safety programs.**

<https://www.santacruzsentinel.com/2019/11/24/county-receives-grants-for-traffic-safety-programs/?fbclid=IwAROGbCHCoC-I4-ad4SYQEQhPASbVJA4pg85ER6yF2Jt03DSvSdKtJU01hks>

## **Ongoing CTSC Programs**

**South County Bicycle and Pedestrian Work Group (SCBPWG)** - This work group serves as a subcommittee of the CTSC and implements activities that address the unique strengths and needs of the Watsonville area. Activities implemented by the SCBPWG or specific to South County are reported in the work plan project areas listed above.

**Bicycle Traffic School (BTS)** – BTS two-hour classes are offered quarterly and are taught by CTSC staff who is a League Cycling Instructor (LCI), which is a certification from the League of American Bicyclists (LAB). CTSC staff continues to promote this diversion program to local law enforcement agencies and provide resources to them on citing cyclists based on laws and safety. In addition, media outreach is conducted regularly to promote BTS classes to the public through the CTSC website and Facebook page.

**CTSC Website, Facebook Page and YouTube Channel** – CTSC maintains an active social media presence through its website, Facebook page, and YouTube channel. The Facebook page at [www.facebook.com/sctrafficsafety](http://www.facebook.com/sctrafficsafety) is used to share timely traffic safety related news and events, promote safe traffic behaviors, and air targeted PSAs. The YouTube channel at [www.youtube.com/sctrafficsafety](http://www.youtube.com/sctrafficsafety) includes video playlists for bike safety, distracted driving, and cycling resources in Santa Cruz County.

**Traffic Calming Programs:**

**Trash Can Stickers** – In an effort to slow traffic on residential streets, CTSC developed a sticker that says ‘Please Drive Slowly’ to be placed on curbside waste collection bins. This traffic calming program is currently operating in the City of Santa Cruz only. The Santa Cruz County Cycling Club (SCCCC) awarded funding for initial development and production of the stickers. Other waste management agencies in the county will be approached in the future to offer the program in other jurisdictions.

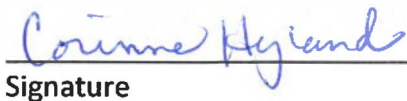
**PACE Car** – This program also aims to reduce speeds in neighborhoods and has been ongoing for many years. Pace car community members sign a pledge to drive within the speed limit, stop for pedestrians, drive courteously, and display a Pace Car Sticker on their vehicles. Pace car drivers act as “mobile speed bumps,” slowing any speeding drivers behind them. The more Pace car drivers in a neighborhood, the more effectively the program works to slow traffic.

Anyone who is interested in requesting a Traffic Calming or Pace Car sticker can go to the Order/Comment Form of the CTSC website at [www.sctrafficsafety.org](http://www.sctrafficsafety.org).

*The invoice and supporting documentation for TDA funds for the period indicated are attached.*

**Project Director Name and Title**

Corinne Hyland, Health Services Manager

  
Signature

January 31, 2020  
Date

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**Ride N Stride Revised Work – FY19/20**

In regard to program changes due to our staffing shortage since October and Covid-19 since February, I've listed alternative workplan ideas below for Ride N Stride (RnS) while schools are closed. The biggest restriction we are facing now is that most staff have been pulled into Covid-19 work. Between March and June, we likely will not be able to bill our usual level of staff time to these programs due to this shift. I'll have a better sense in a month as to how Covid will affect our billing for TDA.

RnS alternative work plan objectives:

- Curriculum development by grade level
- Distance learning resources
- Video and livestream lessons and PSA's
- Educational material development

Theresia Rogerson  
Santa Cruz County Health Services Agency