

Measure D Recipient Agency: The City of Santa Cruz

Measure D Annual Report Cover Sheet

Fiscal Year 2019/20

Submit documents to rmoriconi@sccrtc.org by December 31, 2020.

Dear Measure D Taxpayer Oversight Committee: The City of Santa Cruz is pleased to present the following information demonstrating compliance with the voter-approved Measure D Ordinance, Strategic Implementation Plan (SIP), agreements and guidelines. Collectively they make up the Measure D annual report for recipient agencies.

Measure D Financial Information	
FY19/20 Formula Allocations	\$1,400,614
Unspent Prior Year Allocations	\$801,935
Interest earned on Unspent Prior Allocations	\$6,387
Total Measure D Funding Available in FY19/20	\$1,428,131
Total Measure D Funds Spent in FY19/20	\$476,998
Total Measure D Rollover to FY20/21	\$1,759,455
Maintenance of Effort	
FY19/20 LOCAL funds spent on transportation projects, operations, and/or services (exclude grants and formula state & fed funds - HUTA, TDA, SB1, STA, etc.)	\$7,254,393
Maintenance of Effort Baseline (average amount of <u>local</u> funds spent on transportation projects in 3-5 fiscal years prior to 2017)	\$3,434,181
Measure D Compliance Documents	
Document	Attached (check)
1. FY19/20 Annual Report Cover Sheet (this document)	X
2. FY19/20 Audited Financials for Measure D funds (see " Measure D Audit Guidance " for additional information)	X
3. FY19/20 Expenditure Report Spreadsheet: Shows what Measure D formula funds (direct allocations) were spent on. <i>*Report use of regional funds (Trail, Highway Corridors, Hwy 9, Rail) separate from formula funds.</i>	X
a. If applicable –Grouped projects supplemental information: For any grouped projects (e.g. citywide roadway repairs), include a supplemental list of specific locations (road names, project limits, and length or routes/areas served), work done at each (e.g. environmental, design, construction), and schedule for completing construction at each.	X
4. Map: Attach or provide web link to map(s) of projects funded with Measure D funds in FY19/20 (for projects with specific locations). https://www.cityofsantacruz.com/government/city-departments/public-works/engineering	https://www.cityofsantacruz.com/home/showdocument?id=80558
5. FY19/20 Performance Measures Report (Measure D Guidelines Attachment B)	X

6. Maintenance of Effort Compliance Spreadsheet: List of local funds spent on transportation projects through FY19/20 as compared to the 3-5 years prior to FY16/17.		X
a. If FY19/20 Local funds expended were lower than Baseline amount, explain why:NA		N/A
7. Indirect cost allocation plan: Does your agency have an indirect cost allocation plan (ICAP)? (If "no," Measure D cannot be used for indirect costs)		No
8. 5-Year Program of Projects (5-Year Plan): List showing planned use Measure D formula funds in the next 5 years.		X
a. Evidence that the 5-year program of projects was approved through a public process. Include information on process used to select projects and develop 5-year plan. This may be in the form of public hearing notices, staff reports, and other means that agencies may have solicited input on their 5-year program of projects. Public process must include at least one public hearing and approval by recipient's governing board.		Date: 4/9/2019 By Motion, City Council Agenda. Item # 8 https://ecm.cityofsantacruz.com/OnBaseAgendaOnline/Meetings/ViewMeeting?id=734&doctype=1
b. Date of 5-Year Plan Public Hearing soliciting input on 5-Year Plan (per Article III.A.4.)		March 18, 2019 at Transportation and Public Works Commission
c. Date annual 5-year Plan approved by Governing Board		Date: 4/9/2019
9. Complete Streets Compliance (Cities/County only): Attach copy or provide link to board adopted Complete Streets policy that is compliant with the California Complete Streets Act of 2008 (AB1358), including any amendments. <i>Per Measure D Agreement: Agencies are required to have a complete streets policy by April 1, 2018.</i>		General Plan 2030, adopted 2012.
10. Annual Report Narrative (may be included in Management & Admin section of audit)		
a. Fund Balances, Carryover Projects, and Description of planned, longer-term and future uses of Measure D revenues, if known.	<ul style="list-style-type: none"> The fund balance and how Measure D funds are tracked are explained in the MD&A of the financial statements. The Capital Investment Project document lists carryover projects and descriptions of the project. A list of anticipated projects are listed in the 5 year plan. The projects are complex and require additional time for environmental review, permitting, design, public process, staff resources to be available. The COVID pandemic and staff reductions have also had a big impact. 	

b. Future Liabilities: Describe possible liabilities, including information on how future costs for projects not yet completed are anticipated to be funded.	<ul style="list-style-type: none"> Projects are primarily funded from grants and Measure D is used to leverage those grants. Other City funds may be used to complete funding.
c. Compliance with Applicable Laws	<ul style="list-style-type: none"> Confirmed.
Public Outreach/Notification of Use of Measure D Funds	
11. Public Outreach/Process: Describe outreach conducted during the reporting year to inform Santa Cruz County taxpayers as to how your agency is using or plans to use Measure D funds.	Through press releases, attached.
12. Sample(s) of public outreach on Measure D-funded projects 7/1/19-6/30/20	Attached X
a. Website with Measure D information: https://www.cityofsantacruz.com/government/city-departments/public-works/engineering	The City's CIP lists projects funded by Measure D
b. News Article: <i>Include a copy of or weblink to at least one news article or press release about Measure D-funded projects in the past fiscal year. News release should inform public that project is funded by Measure D. (per Article III.A.8.)</i>	Attached X
c. Signage: Did you display the Measure D logo on signs at construction sites, on vehicles, and/or public education materials/websites? Attach photos if available.	Attached, see photos.
13. Photos: Attach before/after and construction photos if available of projects/work done in FY19/20.	Attached, see photos.
14. Fact Sheets on larger projects: Attach more detailed fact sheet on large projects (includes public information such as project name, description of work to be done, location, project benefits/purpose, schedule, graphics/maps, complete streets components/consistency, total cost & funding, including info on if Measure D was used to leverage other grants/funds).	See CIP descriptions, relating to projects. https://www.cityofsantacruz.com/home/showdocument?id=80558

Contacts - Designated staff available to report on or answer any and all inquiries in regard to Recipient Agency's audit, projects and expenditures, and/or compliance with Measure D before the RTC and/or the Measure D Taxpayer Oversight Committee or RTC advisory committees, as applicable.

Name	Title	Phone/email
Chris Schneider	Assistant Director of Public Works	420-5422
Nicholas Gong	Accountant	420-5058

City of Santa Cruz

State of California

Measure D Fund Financial Statements

For the Fiscal Year Ended June 30, 2020

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City of Santa Cruz
Measure D Fund
Report For the year ended June 30, 2020

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INDEPENDENT AUDITOR'S REPORT

To the Honorable Mayor, Members of the City Council and Citizens of the City of Santa Cruz, California

Report on the Financial Statements

We have audited the accompanying financial statements of the 2016 Measure D Fund (Measure D Fund), a nonmajor special revenue fund of City of Santa Cruz, California (City), as of and for the year ended June 30, 2020, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express opinions on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Opinions

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the Measure D Fund of the City, as of June 30, 2020, and the change in financial position thereof, for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Emphasis of Matters

As discussed in Note 1, the financial statements present only the Measure D Fund, and do not purport to, and do not, present fairly the financial position of the City as of June 30, 2020, and the changes in its financial position for the year then ended in accordance with accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

Other Matters

Other Information

Our audit was conducted for the purpose of forming opinions on the financial statements that collectively comprise the City's basic financial statements. The management discussion and analysis, as listed in the table of contents, are presented for purposes of additional analysis and are not a required part of the basic financial statements. Such information has not been subjected to the auditing procedures applied in the audit of the basic financial statements, and accordingly, we do not express an opinion or provide any assurance on them.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated December 23, 2020, on our consideration of the Measure D Fund's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the City's internal control over financial reporting and compliance.

Handwritten signature of Erik Bailly LLP in black ink.

Menlo Park, California
December 23, 2020

MANAGEMENT'S DISCUSSION & ANALYSIS
FISCAL YEAR ENDED JUNE 30, 2020

I. Introduction

Measure D is a comprehensive and inclusive package of transportation investments passed in November 2016 by over two-thirds (2/3) of Santa Cruz County voters. This ½ cent sales tax guarantees a steady, direct source of funding to every city and County of Santa Cruz for local street and road maintenance, bicycle, pedestrian, and safety projects; to Santa Cruz METRO and Community Bridges-Lifeline for transit and paratransit services for seniors and people with disabilities, as well as providing funds to implement priority highway, trail, and other essential transportation projects and programs throughout the county. Measure D went into effect on April 1, 2017.

The Santa Cruz County Regional Transportation Commission (RTC) is the administrator of Measure D. A five-year program of projects showing how recipient agencies plan to use Measure D funds is updated and adopted annually by each agency receiving Measure D revenues. An annual audit of receipts and expenses of each recipient is also required.

II. Overview of Financial Statement

Measure D is accounted for in a City non-major special revenue fund, 2016 Transportation Measure D Fund. This fund accounts for receipts and expenditures of the 2016 Measure D sales tax received from the Santa Cruz County Regional Transportation Commission. Interest earned is recorded within the fund to be spent on transportation projects. Revenue receipts are deposited directly into the fund and funds are only transferred out when expenditures have occurred in the projects. The City tracks the Measure D funds through the balance sheet along with project accounting.

The financial statements of 2016 Transportation Measure D Fund are on the modified accrual basis of accounting. Revenues are recognized when they have been earned and they are both measurable and available.

III. Financial Analysis of Fund

At the end of fiscal year 2020, the total fund balance of the 2016 Transportation Measure D fund was a surplus of \$1.8 million, an increase from the prior year of \$.8 million surplus fund balance. The entire amount is classified as restricted for transportation projects. The increase is primarily due to expenditures being less than the prior year, and completion of a major CIP project.

MANAGEMENT'S DISCUSSION & ANALYSIS
FISCAL YEAR ENDED JUNE 30, 2020

The following is a condensed summary of the balance Sheet for the fund:

	Measure D Fund	
	2020	2019
Assets:		
Cash and investments	\$ 1,624,389	\$ 689,703
Interest receivable	1,409	6,387
Taxes receivable	239,187	112,232
Total assets	<u>\$ 1,864,985</u>	<u>\$ 808,322</u>
Liabilities and Fund Balance		
Deferred inflows of resources:		
Unavailable revenue	<u>105,530</u>	<u>-</u>
Restricted:		
Streets and roads	<u>1,759,455</u>	<u>808,322</u>
Total fund balance	<u>\$ 1,759,455</u>	<u>\$ 808,322</u>

IV. Financial Highlights

During fiscal year 2020, the fund's total Fund balance increased by \$1.0 million. Notable changes were:

- Intergovernmental revenues increased from \$1.3 million to \$1.4 million
- Expenditures during the year were \$.5 million compared to \$1.2 million in 2019.

MANAGEMENT'S DISCUSSION & ANALYSIS
FISCAL YEAR ENDED JUNE 30, 2020

The following is a condensed statement of revenues, expenditures and changes in fund balance:

	Measure D Fund	
	2020	2019
Revenues:		
Intergovernmental	\$ 1,400,614	\$ 1,335,520
Use of money and property	27,517	29,507
Total revenues	<u>1,428,131</u>	<u>1,365,027</u>
Expenditures:		
Current:		
Transit	476,998	1,175,175
Total expenditures	<u>476,998</u>	<u>1,175,175</u>
Net change in fund balances	951,133	189,852
Fund balance, beginning of year	808,322	618,470
Fund balance, end of year	<u>\$ 1,759,455</u>	<u>\$ 808,322</u>

V. Measure D Funded Projects in FY2019/20

Since Measure D went into effect, the City of Santa Cruz has put Measure D funds to work – paving streets, building new bicycle and walking paths, designing major infrastructure projects, maintaining existing infrastructure, and providing safety programs relating to streets and roads. The following highlights a few of the projects that were funded by Measure D in FY2019/2020.

1. City Arterial and Residential Collector Street Reconstruction and Overlay projects:

The City has repaved 1.53 miles of streets in FY 2019/20 in which combined with other funding, Measure D has helped fund. In addition, 50% of Measure D funding has helped the City pave 14,234 lineal feet of new and replacement pedestrian and bike facilities which includes trails, lanes, green lanes and sharrows. This is up from the 6,500 lineal feet reported in the prior fiscal year.

MANAGEMENT'S DISCUSSION & ANALYSIS
FISCAL YEAR ENDED JUNE 30, 2020

The City has also constructed 33 new and replacement curb ramps as part of the curb enhancement program. This has increased from the prior year of curb enhancements of 20 curbs.

2. Safe Routes 2 School and Bike Education:

Safe Routes 2 School Crossing Improvement project will make walking and bicycling safer in Santa Cruz as identified in the Active Transportation Plan. This year, the project had begun construction that included curbs, ramps, roadway signs, streetlights, pedestrian activated beacons solar speed radar signs, and striping and pavement markings at 21 locations adjacent to eight Santa Cruz City School campuses.

The Street Smarts program established by the City has expanded throughout Santa Cruz County. The purpose of the program is to raise awareness and promote safe practices amongst drivers, cyclists and pedestrians. In addition to educating the public, another goal is to reduce the number of traffic-related crashes and injuries. This year the City had held multiple educational events to educate the community through learning activities and encouraging adults and youth to take a traffic safety pledge with rewards. The event also offered a take-home traffic safety "Family Policy" which offered yard signs to promote a safer environment in neighborhoods as well as tips to help all road users contribute to a safer Santa Cruz community.

VI. Economic Factors and Next Year's Budgets

In March 2020 Santa Cruz County and the State of California issued a shelter-in-place orders in response to COVID-19 this had severe negative impacts to the City revenues. According to the Santa Cruz County Regional Transportation Committee, the allocation of Measure D revenue has indicated a decrease in available Measure D funding. Although there may be a decrease in funding, Measure D revenues are intended to be used to leverage other grants and City funding

City of Santa Cruz

Balance Sheet

Measure D Fund

(A non-major special revenue fund of the City of Santa Cruz, California)

June 30, 2020

	Measure D Fund
Assets:	
Cash and investments	\$ 1,624,389
Interest receivable	1,409
Taxes receivable	239,187
Total assets	<u>1,864,985</u>
Liabilities and	
Deferred inflows of resources:	
Unavailable revenue – Deferred inflows of resources	<u>105,530</u>
Fund Balance	<u>1,759,455</u>
Total Liabilities, deferred inflow of resources and fund balance	<u>\$ 1,864,985</u>

The accompanying notes are an integral part of these financial statements.

City of Santa Cruz

Statement of Revenues, Expenditures, and Changes in Fund Balance

Measure D Fund

(A non-major special revenue fund of the City of Santa Cruz, California)

For the year ended June 30, 2020

	Measure D Fund
Revenues:	
Intergovernmental	\$ 1,400,614
Use of money and property	27,517
Total revenues	<u>1,428,131</u>
Expenditures:	
Current:	
Transit	476,998
Total expenditures	<u>476,998</u>
Net change in fund balances	951,133
Fund balance, beginning of year	808,322
Fund balance, end of year	<u><u>\$ 1,759,455</u></u>

The accompanying notes are an integral part of these financial statements.

City of Santa Cruz

Notes to the Financial Statements

Measure D Fund

(A non-major special revenue fund of the City of Santa Cruz, California)

June 30, 2020

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

A. Reporting Entity

All transactions of the Santa Cruz County Regional Transportation Commission - Measure D Fund (Measure D Fund) of the City of Santa Cruz (the City) are included as a separate special revenue fund in the basic financial statements of the City. The accompanying financial statements are for Measure D Fund only and are not intended to fairly present the financial position or results of operations of the City.

B. Basis of Presentation

Fund Accounting

The operations of the Measure D Fund are accounted in a non-major special revenue fund, in a separate set of self-balancing accounts that comprise its assets, liabilities, fund balances, revenues, and expenditures. Resources are allocated to and accounted for in the fund based upon the purpose for which they are to be spent and the means by which spending activities are controlled.

C. Basis of Accounting

The Measure D funds are accounted for on a spending or "current financial resources" measurement focus and the modified accrual basis of accounting. Accordingly, only current assets and current liabilities are included on the Balance Sheet. The Statement of Revenues, Expenditures, and Changes in Fund Balance presents increases (revenues and other financing sources) and decreases (expenditures and other financing uses) in net current resources. Under the modified accrual basis of accounting, revenues are recognized in the accounting period in which they become both measurable and available to finance expenditures of the current period. Generally, revenues are considered available if they are collected within 60 days after fiscal year end. If revenues are not subject to accrual, they are recorded when received in cash. The primary revenue sources, which have been treated as susceptible to accrual by the City, are sales tax, intergovernmental revenues, and other taxes. Expenditures are generally recorded in the accounting period in which the related fund liability is incurred.

D. Cash, Cash Equivalents, and Investments

Cash and cash equivalents include currency on hand and deposits in the City's cash and investment pool. These deposits have the same characteristics for the participating funds as demand deposit accounts, in that the funds including the Measure D fund may deposit additional cash at any time and also effectively withdraw cash at any time without prior notice or penalty.

City of Santa Cruz

Notes to the Financial Statements

Measure D Fund

(A non-major special revenue fund of the City of Santa Cruz, California)

June 30, 2020

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, (continued)

E. Fund Balance

As of June 30, 2020, fund balance of the Measure D Fund was classified as restricted which is defined as amounts that can be spent only for specific purposes because of constraints that are externally imposed by grantors, contributors, or the laws or regulations.

F. Use of Estimates

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions. These estimates and assumptions affect the amounts reported and the disclosures in the financial statements. Actual results could differ from these estimates and assumptions.

2. MEASURE D FUNDS

Under Measure D, approved by the voters of Santa Cruz County in 2016, the City receives a portion of the proceeds of an additional one-half cent sales tax to be used to improve children's safety around schools; repair potholes; repave streets; improve traffic flow on Highway 1; maintain senior/disabled transit; reduce global warming pollution by providing transportation options like sidewalks, buses, bike lanes, trails; and preserve rail options.

3. CASH DEPOSITS AND INVESTMENTS

Cash and investments held by the Measure D Fund at June 30, 2020, consisted of \$1,624,389 in cash pooled with the City's Cash and Investments.

Investments authorized by the California Government Code and the City of Santa Cruz's investment policy:

Allowable investment instruments are defined in the California Government Code Section 53600, et. seq., as amended. If the Code is further revised to allow additional investments or is changed regarding the limits on certain categories of investments, the City is authorized to conform to these changes, excluding those changes that may be prohibited by this policy. Where the Government Code specifies a percentage limitation for a particular category of investments, that percentage is applicable only at the date of purchase. The City's pool is not rated and is not registered with the SEC. The City's average maturity of its investments is less than one year.

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**INDEPENDENT AUDITOR'S REPORT ON INTERNAL CONTROL OVER
FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS
BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN
ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS**

To the Honorable Mayor and Members of City Council
of the City of Santa Cruz, California

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States, the financial statements of the Measure D Fund (Measure D Fund) of the City of Santa Cruz, California (City), as of and for the year ended June 30, 2020, and have issued our report thereon dated December 23, 2020. Our opinion included an emphasis of matter as discussed that the financial statements present only the Fund specific to Measure D Fund, and are not intended to present fairly the financial position and results of operations of the City in conformity with accounting principles generally accepted in the United States of America.

Internal Control Over Financial Reporting

In planning and performing our audit, we considered the Measure D Fund's internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of 's internal control. Accordingly, we do not express an opinion on the effectiveness of 's internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect and correct misstatements on a timely basis. *A material weakness* is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the financial statements of Measure D of the City will not be prevented, or detected and corrected on a timely basis. *A significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control over financial reporting that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Measure D Fund's financial statements are free of material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements including the applicable compliance requirements specified in the Measure D agreement between the City and Santa Cruz Regional Transportation Commission, noncompliance with which could have a direct and material effect on the financial statements. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards* or the Measure D agreement.

Purpose of this Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the entity's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the entity's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

A handwritten signature in cursive script that reads "Eide Bailly LLP".

Menlo Park, California
December 23, 2020

MEASURE D EXPENDITURE REPORT

Agency	Year
City of Santa Cruz	FY19/20

DETAILED SUMMARY OF EXPENDITURES AND ACCOMPLISHMENTS.											Continuity with 5-year plan?
#	Project Name	Total Project Cost (Budgeted FY20)	Past year Measure D Expenditures on this project	FY19/20 Measure D - City Expenditures	(Est) Future Year(s) Measure D Expenditures	Measure D-funded Capital Costs	Measure D-funded Non-capital (non- infrastructure, outreach, admin, etc)	Measure D-funded indirect costs	Leveraged Funds (grants & other funds secured, which used Meas. D as match)	Leveraged Fund Source Name(s)	Project in approved 5- year plan?
1	c401902 - Pacific Ave. Sidewalk between Front and Second	\$ 400,000		\$ 9,200	\$ -	\$ 9,200			\$ 250,000	State Grants - RXTPIX	Yes
2	c401807 - SLR Parkway Phase III -Trestle Trail Widen - City	\$ 2,277,034	\$ 810,735	\$ 3,230	\$ -	\$ 3,230	\$ -	\$ -	\$ 1,245,000	State Natural Resources agency & State Capital Grants - TDA	Yes
3	g401901 - SR2S and Youth Bike Safety programs	\$ 66,000	\$ 33,000	\$ 44,000	\$ 283,000	\$ -	\$ 44,000	\$ -	\$ -	na	Yes
4	c400809 - City Arterial & Collector St Reconstruction and Overlay	\$ 9,583,849	\$ 165,720	\$ 300,000	\$ 2,500,000	\$ 300,000	\$ -	\$ -	\$ 9,613,981	Gas Tax, Measure H, State Capital Grants State Grants - RXTPIX	Yes
5	c400810 - City Residential & Collector St Reconstruction and Overlay	\$ 1,021,105	\$ 165,720	\$ 120,568	\$ 1,500,000	\$ 120,568	\$ -	\$ -	\$ 721,105	Measure H	Yes
Total		\$ 13,347,987.67	\$ 1,175,174.99	\$ 476,997.94	\$ 4,283,000.00	\$ 432,997.94	\$ 44,000.00	\$ -	\$ 11,830,086.00		

Agency
City of Santa Cruz

Project Name	Project Information Continued			Project Status/Timeline				Additional Metrics - if applicable				Other
	Location/Limits	Description (may include additional project components, ex. complete streets, traffic calming, crossing improvements, drainage upgrades, etc.)	Primary Project Type (Drop-down Menu)	Project Status	CEQA compliance (List type of document & certification date - e.x. CE, 5/1/18)	Construction schedule	Completion Date (actual or estimate)	New Bike Lane Miles	New Pedestrian Path or Sidewalk Miles	Rehab of bikeways, sidewalks, or ADA ramps included? (describe)	If Complete Streets not incorporated into project, why not?	Other Notes or Information (optional)
c401902 - Pacific Ave. Sidewalk between Front and Second	Pacific Ave. between Front and Second	Sidewalk, bikelanes, and drainage	Sidewalks and Ramps	In-progress	Notice of Exemption-9/29/20				150 LF			
c401807 - SLR Parkway Phase III -Trestle Trail Widen - City	San Lorenzo River	New bike/walk bridge at the San Lorenzo River	Multiuse Paths (Class I)	In-progress	IS/MND	1/2/19-6/1/19	6/1/2019		340 feet			Past Measure D includes regional trail funds
g401901 - SR2S and Youth Bike Safety programs	which schools??? Areas?	Safe Routes to School, Bike programs/education	Education and Promotion	In-progress	NA	NA	on going					
c400809 - City Arterial & Collector St Reconstruction and Overlay	Broadway (Clay St to Ocean St) California Street (at Laurel St) Soquel Av (at La Fonda Av) Plymouth St (at Hwy 1 on-ramp) Murray St (before and after the harbor bridge) Ocean St Extension (Jewell St to Graham Hill Rd) River Street (Madrone St to Water St) Water Street (River St to N Branciforte Av) Mission Street (Center St to Green St)	Pavement improvements, bike lanes enhancements , bike boxes, pedestrian crossing improvement, and curb ramps	Street Resurfacing/ Maintenance	In-progress	CE	Annual	Annual			Yes		
c400810 - City Residential & Collector St Reconstruction and Overlay	1. Amat St – Mora St to Potrero St; 2. Amat St – Mora St to dead end 3. Anita St – Bay St to end; 4. Baldwin St – King St to Escalona Dr 5. Benito St – Water St to Soquel Av; 6. Berkshire Av – Mission St to Escalona Dr 7. Clinton St – Seabright Av to dead end; 8. Colorado St – Anthony St to King St 9. Cottonwood St – River St to dead end; 10. Dimond St – Walnut Av to Sherman St 11. Francis Ct – Windham St to dead end; 12. Hanover St – S Branciforte Av to dead end 13. Josephine St – River St to dead end; 14. Kenneth St – Olive St to Bay St 15. Madrone St – River St to dead end; 16. May Av – Leonard St to Water St 17. McCornick St – N Branciforte Av to Dead End; 18. Miles St – King St to Dimond St 19. Mora St – River St to Potrero St; 20. Ocean View Av – Soquel Av to Dead End 21. Olive St – Escalona Dr to Kenneth St; 22. Otis St – Mission St to King St 23. Peyton St – King St to Escalona Dr; 24. Potrero St – Mora St to RR Tracks 25. Potrero St – from RR Tracks to River St; 26. Reed Wy – Water St to Berkeley Wy 27. Sadi St – Seaside St to dead end; 28. Seaside St – Acadia Av to Laurent St 29. Sumner St – Clinton St to dead end; 30. Toledo St – Olive St to Bay St 31. Van Ness Av – Mission St to California St; 32. Walti St – Laurel St to dead end 33. West Av – Miramar Dr to east end; 34. West Av – Miramar Dr to west end 35. Younger Wy – Second St to Third St;	Installation of microsurfacing and striping for the 2019 Surface Seal Project.	Street Resurfacing/ Maintenance	In-progress	CE	Annual	Annual			Yes		

City of Santa Cruz Measure D - 5 Year Project Funding List



Measure D: Neighborhood Projects Program (Funds to Cities and County for Local Streets and Roads - LSR)

Performance Measures

AGENCY:

City of Santa Cruz

Measure D recipients are to document the performance and benefits of the projects and programs funded with Measure D funds. The following performance measures are a selection of performance standards to be documented by the recipients, as applicable. Additional or alternate performance measures may be provided or requested by the RTC or recipients.

Submittal date 12/2020

Performance Measure	Performance Metric and Standard		Corrective Action
	Baseline/Prior Year	Current	
Pavement State of Repair	Track city/countywide Pavement Condition Index (PCI), which rates		
Average Network PCI (0-100)*	67	67	No change on PCI because the rest of the network keeps deteriorating. We would need to expend much more money on pavements projects to be able to increase the PCI. The current projects just can maintain the existing PCI from decreasing.
Date of PCI Analysis (month/year)	12/31/2018	11/1/2019	
Miles repaved in FY18/19 (using all funds, not just Measure D)	5.14 Miles	1.56 Miles	
Miles agency plans to repave in FY20/21 (using all funds, not just Measure D)	NA	4.46 Miles	
Total centerline miles in jurisdiction	136 Miles	136 Miles	
Complete Streets Implementation			Provide an explanation if less than 20% of Measure D funds are spent on
Percent of annual Measure D funds used to support bicycling and walking.	Over 75%	50%	
Number of linear feet or lane miles of bicycle facilities built or maintained (bike lanes, bike routes, multi-use pathways)	6,500 lineal feet of new and replacement bike facilities (trail, pavement, lanes, green lanes, sharrows)	14,234 lineal feet of new and replacement bike facilities (trail, pavement, lanes, green lanes, sharrows)	
Number of pedestrian projects completed (linear feet of sidewalks, number of crossing improvements/stripping, quantify traffic calming items, lighting, landscaping/streetscape, number of curb/ADA ramps, linear feet of trail/pathway built or maintained)	20 new and replacement curb ramps. Some of bike facilities noted above are also pedestrian facilities.	33 new and replacement curb ramps. Some of bike facilities noted above are also pedestrian facilities.	
Describe how school access was improved for children bicycling and walking, which may include collision data	Replacement curb ramps, crosswalks restriped and bike lane restriped. Street Smarts Program including bike education in elementary schools.	Replacement curb ramps, crosswalks restriped and bike lane restriped. Street Smarts Program including bike education in elementary schools.	
Capital Project and Program Investment	Investment into capital projects and programs is greater than funding program administration	Investment into capital projects and programs is greater than funding program administration	Any agency expending less on capital investments compared to other activities must explain how capital investments will increase in the subsequent
Amount expended on capital projects and programs by phase (design, right-of-way, construction and capital support)	See Expenditures Tab	See Expenditures Tab	
Leveraged Funds	Report total grants and other funding secured using Measure D as a match.	Report total grants and other funding secured using Measure D as a match.	Explain if Measure D funds fully funding all projects.
Amount of competitive grants secured using Measure D as match		See Expenditures Tab	

Measure D Maintenance of Effort (MOE) Baseline Calculation Form

Jurisdiction: City of Santa Cruz

Calculation of Annual Average Transportation Expenditures/Baseline MOE:

Revenue Sources by Expenditure Category (update source names & categories as appropriate for your agency)

e.g. categories: Fixed-Route Service, paratransit service, streetsweeping, pavement, bike, ped, etc.

REVENUES - Enter the total revenues expended in previous Fiscal Years (for transportation)	Total Expenditure by Year							
	FY19/20	FY18/19	FY17/18	FY16/17	FY15/16	FY14/15	FY13/14	FY12/13
<i>State Aid</i>								
<i>Total Gas Tax (HUTA)</i>	1,410,400.00	1,266,501.00	1,284,105.00	1,215,416.63	1,368,804.00	1,776,458.00	1,942,843.00	1,396,617.00
<i>Motor Vehicle License Fee (In-Lieu-Tax)</i>	52,083.00	31,898.00	34,252.00	28,954.00	25,738.00	25,998.00	26,461.00	31,759.00
<i>HUTA loan repayment/SB1</i>	73,982.00	74,940.00	373,923.00					
<i>RMRA</i>	1,243,013.00	1,196,734.00						
<i>Total State Aid</i>	2,779,478.00	2,570,073.00	1,692,280.00	1,244,370.63	1,394,542.00	1,802,456.00	1,969,304.00	1,428,376.00
<i>Developer/Impact Fees</i>	2,643,646.00	500,716.00	325,951.00	389,948.00	109,479.00	2,008,524.00	95,757.00	38,579.00
<i>General Fund Monies used for Street Purposes</i>								
<i>Monies made available from City and Local Sources</i>			-	-	-	-		
<i>General Fund monies used for street purposes non-projects</i>	3,284,269.00	3,248,508.00	3,612,081.00	2,934,129.00	3,039,381.00	3,065,761.00	2,814,237.00	2,396,411.00
<i>c401417 - Transfers from the General Fund</i>			-	-	-	64,000.00	-	-
<i>c401420 - Transfers from the General Fund</i>			-	-	-	8,741.00	-	-
<i>General fund monies used for street purposes 311-40</i>	535,268.00	46,322.00	588,547.00	670,264.00	331,585.00	259,993.00	-	259,861.40
<i>c400809 - Transfer from the General Fund</i>			-	-	-	985,502.00	298,615.00	201,385.26
<i>c400810 - Transfer from the General Fund</i>			-	-	-	-	114,498.00	-
<i>c401418 - Transfer from the General Fund</i>			-	-	-	-	86,258.00	-
<i>c401419 - Transfer from the General Fund</i>			-	-	-	-	65,853.00	-
<i>m400819 - Transfer from the General fund</i>			-	-	-	-	737.00	-
<i>General Fund Monies used for Street Purposes 317 (Gas Tax)</i>	2,295,226.00	3,088,133.00	6,008,155.00	4,047,196.00	493,637.00	80,751.00	-	-
<i>Total General Fund monies used for Street Purposes</i>	6,114,763.00	6,382,963.00	10,208,783.00	7,651,589.00	3,864,603.00	4,464,748.00	3,380,198.00	2,857,657.66
Annual MOE Revenue Per Year	11,537,887.00	9,453,752.00	12,227,014.00	9,285,907.63	5,368,624.00	8,275,728.00	5,445,259.00	4,324,612.66
Average Annual MOE Revenues						\$6,540,026		
EXCLUDED REVENUES								
<i>Total Excluded one-time grants</i>	2,425,072.03	3,879,806.17	7,835,357.36	4,567,476.87	503,378.00	354,046.00	675,000.00	34,105.00
<i>Total Other State Aid</i>	1,316,146.00	120,399.00	1,415,739.00	-	-	40,000.00	339,499.00	56,377.00
<i>Federal Aid</i>	-	196,646.00	-	-	36,965.00	363,035.00	-	-
<i>Other Federal Aid</i>	15,434.94	151,801.72	66,351.00	431,392.72	665,567.00	565,337.00	1,458,578.00	39,635.00
<i>Total Other Local Aid</i>	-	-	-	10,000.00	191,413.00	69,482.00	-	-
<i>Total monies from City and Local Sources</i>			-	-	-	-	-	805,579.00
<i>Total Article 8</i>	-	32,000.00	8,752.00	46,479.00	193,534.00	102,638.00	32,156.00	192,623.00
<i>Total Transfers</i>	500,000.00	700,000.00	500,000.00	1,453,545.00	222,599.00	429,729.00	46,649.00	1,497,583.00
<i>Interest and Other Revenue</i>	26,841.00	65,433.00	5,681.00	20,433.00	44,074.00	40,319.00	44,063.00	32,156.00
<i>Total Average Annual Transportation Expenditures</i>	4,283,493.97	5,146,085.89	9,831,880.36	6,529,326.59	1,857,530.00	1,964,586.00	2,551,882.00	2,625,902.00
Total MOE Revenue - Total Excluded Revenue	\$7,254,393	\$4,307,666	\$2,395,134	\$2,756,581	\$3,511,094	\$6,311,142	\$2,893,377	\$1,698,711
5 Year Average FY13-FY17						\$3,434,181		
3 Year Average FY15-FY17						\$3,634,410		

City of Santa Cruz Measure D - Approved 5 Year Project Funding List FY21-25							
Project Title	FY21	FY22	FY23	FY24	FY25	Project Funding Summary - FY21-25	Supporting Grants & Local Funding
Bicycle and Pedestrian Projects							
MB Sanctuary Scenic Trail (Rail Trail) Segment 8 & 9			\$ 2,000,000			\$ 2,000,000	\$ 22,900,000
			\$ 1,700,000			\$ 1,700,000	
MB Sanctuary Scenic Trail (Rail Trail) - Maintenance	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 250,000	\$ 250,000
Swanton Blvd Multi-use Path		\$ 200,000				\$ 200,000	\$ 1,700,000
Pacific Ave Sidewalk between Front and Second						\$ -	\$ 250,000
Market Street Bikelanes and Sidewalk				\$ 100,000		\$ 100,000	\$ 400,000
COVID Slo Streets Program	\$ 30,000						
SR2S and Youth Bike Safety Programs *	\$ 83,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 283,000	
Street Reconstruction and Paving Projects							
City Arterial & Collector St Reconstruction and Overlay **	\$ 470,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 2,470,000	\$ 1,700,000/yr
City Residential & Collector St Reconstruction and Overlay	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 1,500,000	\$ 500,000/yr
Total City Measure D Allocation Request	\$ 883,000	\$ 1,050,000	\$ 2,550,000	\$ 950,000	\$ 850,000	\$ 6,283,000	
Total RTC Regional Measure D Allocation Request	\$ 50,000	\$ 50,000	\$ 2,050,000	\$ 50,000	\$ 50,000	\$ 2,250,000	
City Measure D Apportionment Estimate July 2020***	\$ 1,028,435	\$ 1,086,980	\$ 1,148,471	\$ 1,168,787	\$ 1,189,430	\$ 5,622,103	

*** Funding estimate revised per SCCRTC July 2020 (COVID)

** \$668,560 was transferred from Street Reconstruction and Paving projects to the SLR Trestle project on 11/13/18

* \$17,000 Street Smarts, \$44,000 Ecology Action, \$22,000 Bike SC County FY21.

Revised July 2, 2020 per council approval.



PUBLIC WORKS DEPARTMENT

809 Center Street, Room 201, Santa Cruz, CA 95060 • (831) 420-5160 • www.cityofsantacruz.com/publicworks

FOR IMMEDIATE RELEASE

Aug. 16, 2019

Contact:

[Janice Bisgaard](#), Community Relations Specialist, (831) 420-5166

Street Smarts Family Bike Ride with Mayor Watkins Aug. 24

SANTA CRUZ, Calif. — The City of Santa Cruz welcomes young and old to the Street Smarts Family Bike Ride with Mayor Watkins on Saturday, Aug. 24, 10 a.m. to noon at the Tannery Art Center's Colligan Theater Plaza. Families will ride along the Santa Cruz Riverwalk with the Mayor led by Santa Cruz Police Officers and Ecology Action.

The first hour of the event features a traffic safety open house with eight booths filled with fun and games. Visitors can spin bike art at Bike Santa Cruz County's table and learn about the Coastal Rail Trail. Chipper Chipmunk will provide free bike helmets to the first few youth to visit the California Highway Patrol booth in need of a helmet.

At our Santa Cruz Police Department table kids can twirl a traffic safety wheel for prizes. The Regional Transportation Commission and Friday Night Live will host interactive games with traffic safety giveaways.

Santa Cruz Warriors mascot Mav'Riks will teach kids bike turn signals and Santa Cruz CycleWorks will offer free bike tune-ups.

Youth can decorate their bikes and get their helmets fitted by Ecology Action who will also demo a dramatic helmet safety melon drop at 10:30 a.m.

At 11 a.m. the bike ride along the Santa Cruz Riverwalk begins led by Ecology Action and our Santa Cruz Police Officers.

Returning to the Tannery, there will be free Penny Ice Creamery cones for all who complete the ride!

All participants must sign a WAIVER. Children under the age of 13 must be accompanied by an adult. Minors 13 and up may participate provided they bring the waiver signed by their parent. Waivers may be downloaded [here](#).

There is free vehicle parking at Tannery lot 17 near the Colligan Theater and bike racks at Colligan Theater Plaza.

Mayor Watkins, our Police Officers, Mav'riks, Chipper and Ecology Action hope to see you there!

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PUBLIC WORKS DEPARTMENT

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FOR IMMEDIATE RELEASE

Oct. 8, 2019

Contact: [Janice Bisgaard](#), Community Relations Specialist, (831) 420-5166

City of Santa Cruz Hosts Five Booths with Activities and Free Bike Raffle at Open Streets on Oct. 13

SANTA CRUZ, Calif. — The City of Santa Cruz welcomes visitors to five booths with games and activities at [Open Streets](#) plus a chance to win an adult or a youth bike. The event, Bike Santa Cruz County's pop-up street park, takes place Sunday, Oct. 13, from 9 a.m. to 2 p.m. along West Cliff Drive from Lighthouse Field to Natural Bridges.

Visitors who get their City of Santa Cruz passports stamped at all five of the following City booths may enter a free drawing for a chance to win a Schwinn "Astrid" youth bike or a Schwinn "Gateway" hybrid adult bike, generously donated in part by Target.

At the [Santa Cruz Public Libraries](#) booth, youth will enjoy Kermit the Book Bike and have some fun with bubbles and hula hoops. There will also be information on library programs and building projects.

The City's Climate Action Program will host a [Resilient Coast Santa Cruz Initiative](#) table to gain community feedback on coastal uses, priorities and concerns in the context of climate change and its impacts. Visitors will also be able to view the historical and projected evolution of Santa Cruz coastal change and solution concepts.

The [Street Smarts](#) booth encourages adults and youth to take a traffic safety pledge with reflective slap-band reward. The table also offers a take-home traffic safety "Family Policy," yard signs that say "Slow Down" and "Drive Neighborly," and tips to help all road users contribute to a safer Santa Cruz community.

At the [Parks and Recreation](#) table visitors can spin the wheel to win cool swag as they learn about the City's Teen Center and summer camp programs plus the many fun events leading up to Halloween.

[Santa Cruz Police Department](#) volunteers will teach kids about basic bike safety laws and the importance of wearing a helmet. The Department hopes to curb the number of bicycle-related traffic accidents by reaching out to young riders. This table also offers free Mobile Bicycle Registration – part of the Department's effort to reduce bike theft through education, awareness and enforcement.

All five City tables as well as the Open Streets information booths offer the passports needed to enter the free bike raffle. Once completed, the passports must be dropped off at the Street Smarts booth by 1:30 p.m. to enter the drawing. Participants need not be present to win.

The City encourages individuals and families to enjoy this once-a-year opportunity to walk, bike and play on West Cliff Drive free from vehicle traffic.

Photos attached:

- At the Open Streets Santa Cruz Public Libraries booth, youth can enjoy bubbles, hula hoops and more.
- Youth can sign up for and receive bike registration stickers at the Open Streets Santa Cruz Police Department booth.
- Yard signs and other traffic safety items are available at the Open Streets Street Smarts booth.
- Open Streets visitors can enter a free City of Santa Cruz raffle to win a Schwinn “Gateway” hybrid bike and a Schwinn “Astrid” youth bike.



PUBLIC WORKS DEPARTMENT

809 Center Street, Room 201, Santa Cruz, CA 95060 • (831) 420-5160 • www.cityofsantacruz.com/publicworks

FOR IMMEDIATE RELEASE

Feb. 21, 2020

Contacts:

[Janice Bisgaard](#), Community Relations Specialist, (831) 420-5166

[Ricardo E. Valdés](#), Associate Civil Engineer, (831) 420-5198

Curb Ramps Enhancement Project Begins Feb. 24

SANTA CRUZ, Calif. — The City of Santa Cruz is scheduled to begin the 2020 Curb Ramps Enhancement Project on Monday, Feb. 24, in advance of an upcoming paving project. The project, expected to be completed in April 2020, will include curb ramp improvements to meet current accessibility standards at the following locations:

- River Street from Madrone Street to Water Street.
- Water Street from Ocean Street to N. Branciforte Avenue.
- Ocean Street at Jewell Street.

Construction will occur weekdays from 7 a.m. to 4 p.m. Two-way traffic will remain in place, however, there may be delays due to construction activity. Parking, bike lanes and pedestrian access in these construction areas will be affected. Traffic control will be in place during construction hours.

The City apologizes for any inconvenience this construction work may cause and appreciates the public's cooperation. Any concerns or questions may be addressed to Project Manager Ricardo Valdés, at (831) 420-5198 or RValdes@cityofsantacruz.com.

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PUBLIC WORKS DEPARTMENT

809 Center Street, Room 201, Santa Cruz, CA 95060 • (831) 420-5160 • www.cityofsantacruz.com/publicworks

FOR IMMEDIATE RELEASE

March 11, 2020

Contacts:

[Janice Bisgaard](#), Community Relations Specialist, (831) 420-5166

[Ricardo E. Valdés](#), Associate Civil Engineer, (831) 420-5198

River Street and Water Street Overlay Project is Scheduled to Begin on March 16

SANTA CRUZ — The City of Santa Cruz is scheduled to begin the River Street and Water Street Overlay Project on Monday, March 16. Funded by Measure H, Measure D, SB1 Gas Tax and state grants, the project is rehabilitating pavement in two locations: River Street from Madrone Street to Water Street and Water Street from River Street to N. Branciforte Avenue.

Construction will occur weekdays from 7 a.m. to 3:30 p.m. Two-way traffic will remain in place, however, travelers should expect minor delays. Parking, bike lanes and pedestrian access in these construction areas will be affected. Traffic control will be in place during construction hours.

The project is expected to conclude in early May.

The City apologizes for any inconvenience this construction work may cause and appreciates the public's cooperation. Any concerns or questions may be addressed to Project Manager Ricardo Valdés, at (831) 420-5198 or RValdes@cityofsantacruz.com.

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PUBLIC WORKS DEPARTMENT

809 Center Street, Room 201, Santa Cruz, CA 95060 • (831) 420-5160 • www.cityofsantacruz.com/publicworks

FOR IMMEDIATE RELEASE

March 25, 2020

Contacts:

[Janice Bisgaard](#), Community Relations Specialist, (831) 420-5166

[Ricardo E. Valdés](#), Associate Civil Engineer, (831) 420-5198

River Street Paving Scheduled for March 26 through April 1

SANTA CRUZ —The City of Santa Cruz River Street and Water Street Overlay Project construction will impact traffic on River Street from Madrone Street to Water Street beginning Thursday, March 26 through Wednesday, April 1. Funded by Measure H, Measure D, SB-1 Gas Tax and state grants, the project is rehabilitating pavement on parts of River Street and Water Street.

Operating under the “Essential Infrastructure” exemption from current local and state shelter-in-place orders, construction on River Street will occur weekdays from approximately 7 a.m. to 3:30 p.m. Two-way traffic will remain in place with some detours, however, travelers should expect delays. Parking, bike lanes and pedestrian access in these construction areas will be impacted. Traffic control will be in place during construction hours.

The City apologizes for any inconvenience this construction work may cause and appreciates the public’s cooperation. Any concerns or questions may be addressed to Project Manager Ricardo Valdés, at (831) 420-5198 or RValdes@cityofsantacruz.com.

###

QUIERES SER ILUMINADO?



Street Smarts

La misión de la
campaña de educación
pública Street Smarts es
reducir el número de
accidentes y lesiones de
tráfico en
el Condado de SantaCruz
y la Ciudad de
Monterey.



BUILDING RESILIENCE TO
SEA LEVEL RISE



www.cityofsantacruz.com



Street Smarts

August 20, 2019
FOR IMMEDIATE RELEASE

CONTACT: Janice Bisgaard or Jason Hoppin
831-420-5166 or 831-454-3401

STREET SMARTS CAMPAIGN LAUNCHES COUNTYWIDE EFFORT

Building on a successful public safety campaign established by the City of Santa Cruz, a coalition of educational and local government partners is pleased to announce the expansion of the Street Smarts campaign throughout Santa Cruz County.

By raising awareness and promoting safe practices among drivers, cyclists and pedestrians, the Street Smarts campaign aims to reduce the number of traffic-related crashes and injuries throughout Santa Cruz County. Joining the City of Santa Cruz in the 2019 campaign are the County of Santa Cruz, the Santa Cruz County Office of Education and the cities of Watsonville, Scotts Valley and Capitola.

"The County is pleased to join this important effort to protect all users of our transportation network," said Matt Machado, Santa Cruz County Public Works Director. "Whether in cities or in rural parts of the county, distractions imperil pedestrians, cyclists and motorists alike, and everyone deserves our respect and full attention."

"As educators, the safety of our children is paramount to everything we do," said Dr. Faris Sabbah, superintendent of the Santa Cruz County Office of Education. "We are beyond pleased to join the Street Smarts campaign to complement our ongoing efforts to assure the safe passage to and from school for all of our children."

While alternative transportation modes are popular throughout Santa Cruz County, more needs to be done to improve bicycle and pedestrian safety according to data from the California Office of Traffic Safety, with the County experiencing a high number of cyclist- and pedestrian-involved traffic collisions.

Street Smarts public education efforts target traffic-related problems that include unsafe speed and distracted driving. Pertinent messages that also raise awareness of the most vulnerable road users are being posted on banners in front of City of Santa Cruz elementary and middle schools, followed by placement near Santa Cruz County schools.

The bilingual ad campaign includes awareness advertising within Santa Cruz Metro buses and on City of Santa Cruz vehicles. Street Smarts banners are also being installed on street poles in downtown Santa Cruz as well as along Water Street, Soquel Avenue and other locations.

Through a yearlong media campaign, messages are also being delivered in print and through radio broadcast and social media. UC Santa Cruz will continue delivering Street Smarts messaging to students, faculty and staff throughout their campus community.

Community partners also play important roles in supporting the Street Smarts mission. They include Santa Cruz County Traffic Safety Coalition, Bike Santa Cruz County, Ecology Action, Santa Cruz County Regional Transportation Commission, Santa Cruz Metro, Santa Cruz Police Department, Santa Cruz Neighbors and the Santa Cruz Warriors.

Kicking off year three of its campaign, the City of Santa Cruz welcomes the community to a Street Smarts Family Bike Ride on Saturday, Aug. 24, 10 a.m. to noon at the Tannery Art Center's Colligan Theater Plaza. Participants will ride along the Riverwalk with Mayor Martine Watkins, Santa Cruz Police officers and Ecology Action. There will be a traffic safety open house with Santa Cruz Warriors mascot Mav'Riks, California Highway Patrol's Chipper the Chipmunk, games and prizes, plus free Penny Ice Creamery cones after the ride.

For more information on the family bike ride and the regional campaign, visit www.cityofsantacruz.com/StreetSmarts.

Attached photos:

- Street Smarts "Slow Down" banner in front of Gault Elementary School.
- Street Smarts banner on City of Santa Cruz street pole.
- Mav'Riks will teach bike turn signals at the Street Smarts Family Bike Ride with Mayor Watkins.
- Mayor Martine Watkins welcomes the community to bike ride with her at the Street Smarts Family Bike Ride on Aug. 24.



PUBLIC WORKS DEPARTMENT

809 Center Street, Room 201, Santa Cruz, CA 95060 • (831) 420-5160 • www.cityofsantacruz.com/publicworks

FOR IMMEDIATE RELEASE

Dec. 19, 2019

Contacts:

[Dan Estranero](#), Project Manager, (831) 420-5189

[Janice Bisgaard](#), Community Relations Specialist, (831) 420-5166

Graphics below

**Construction of Santa Cruz School Crossing Improvements at 21 Locations
to Begin Jan. 6**

SANTA CRUZ, Calif. —The City of Santa Cruz is scheduled to begin the construction of the Safe Routes to School Crossing Improvements Project at 21 locations adjacent to eight Santa Cruz City School campuses on Monday, Jan. 6. The project, expected to be completed in May 2020, will include curb ramps, roadway signs, streetlights, pedestrian activated beacons, solar speed radar signs, and striping and pavement markings.

Construction will occur on weekdays from 8 a.m. to 3:30 p.m. Two-way traffic will remain in place, however, there may be delays due to construction activity around all eight of the Santa Cruz City School campuses. Parking, bike lanes and pedestrian access in these construction areas will be affected.

The Safe Routes to School Crossing Improvements Project will make walking and bicycling safer in Santa Cruz as identified in the City's Active Transportation Plan.

The project's cost of approximately \$1 million is funded through the Active Transportation Program Cycle 2 grant. The construction contract has been awarded to Norcal Contractor.

The City apologizes for any inconvenience this construction work may cause and appreciates the public's cooperation. Any concerns or questions may be addressed to Project Manager Dan Estranero at destranero@cityofsantacruz.com or (831) 420-5189. Any changes to the construction schedule will be posted at www.cityofsantacruz.com.

Attached graphics:

- Map featuring the Safe Routes to School Crossing Improvements Project's 21 construction locations.
- The City of Santa Cruz installed new curb ramps and crosswalk improvements at Bay/Meder streets as part of the Westlake Safe Routes to School Project.

