



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

**BICYCLE ADVISORY COMMITTEE**

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**SPECIAL MEETING AGENDA**

**Monday, May 10, 2020**

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

**NOTE: TELECONFERENCE**

**Join the online meeting to see presentations:**

<https://us02web.zoom.us/j/89831538703?pwd=NlZqaTdNNVdkRVlCVjhpN1BNMTJkZz09>

**Online meeting ID: 898 3153 8703**

**Password: 418158**

**Dial-in: +1 669 900 9128**

Members of the public may not attend this meeting in person. Comments and may be shared with the Committee through teleconference audio in real time, or by prior written submission to [ttravers@scrtc.org](mailto:ttravers@scrtc.org).

This meeting is being held by teleconference in accordance with the Brown Act as currently in effect under the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-29-20, which allow local board and committee members and the public to participate and conduct meetings by teleconference, videoconference, or both. [View full executive order](#).

**COMMITTEE MEMBERSHIP**

**Member**

Vacant  
Kathleen Bortolussi  
Peter Scott  
Anna Kammer  
Rick Hyman  
Paula Bradley  
Matt Farrell  
Richard Masoner  
Murray Fontes  
Amelia Conlen, Chair  
Leo Jed

**Alternate**

Vacant  
John Hunt  
Sally Arnold  
Liz Hernandez  
Theresia Rogerson  
Mike Moore  
Vacant  
Vacant  
Drew Rogers  
Matt Miller  
Vacant

**Representing**

District 1  
District 2  
District 3  
District 4  
District 5  
City of Capitola  
City of Santa Cruz  
City of Scotts Valley  
City of Watsonville  
Ecology Action/Bike To Work  
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 8, 2021 Bicycle Advisory Committee meeting
7. Accept summary of hazard reports
8. Accept letter from Committee in support of grant application for Coastal Rail Trail Segment 7 Phase 2
9. Accept letter from ad-hoc subcommittee providing Committee comments on the Caltrans District 5 Active Transportation Plan
10. Approve recommendation to the RTC of nomination of new Committee members
11. 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
12. 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

### **REGULAR AGENDA**

13. GO Santa Cruz County demonstration – Amy Naranjo, RTC Transportation Planner
14. San Lorenzo Valley/Highway 9 complete streets progress - Report from April 28, 2021 public meeting – Rick Hyman, Committee member (oral update)
15. Updates related to Committee functions – Committee members (oral updates)
16. Adjourn

**NEXT MEETING:** The next Bicycle Committee meeting is scheduled for June 14, 2021 from 6:00pm to 8:30pm **via teleconference.**

**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.*

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*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.)*

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

**BICYCLE ADVISORY COMMITTEE**

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**DRAFT MINUTES**

**Monday, February 8, 2021  
6:00 pm to 8:30 pm**

**Teleconference**

This meeting was held by teleconference in accordance with the Brown Act as currently in effect under the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-29-20, which allow local board and committee members and the public to participate and conduct meetings by teleconference, videoconference, or both. [View full executive order.](#)

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  
Grace Voss, District 1  
Kathleen Bortolussi, District 2  
Peter Scott, District 3  
Sally Arnold, District 3 (Alt.)  
Anna Kammer, District 4  
Rick Hyman, District 5  
Theresia Rogerson, District 5 (Alt.)  
Matt Farrell, City of Santa Cruz  
Richard Masoner, City of Scotts Valley  
Murray Fontes, City of Watsonville  
Leo Jed, CTSC

**Staff:**

Tommy Travers, Transportation Planner  
Amy Naranjo, Transportation Planner  
Rachel Moriconi, Senior Transportation Planner  
Shannon Munz, Communications Specialist  
Grace Blakeslee, Senior Transportation Planner  
Luis Mendez, Deputy Director

**Guests:**

Jackson Ho, Caltrans  
Gina Gallino Cole, Bike Santa Cruz County  
John Hunt, pending committee nominee  
Elizabeth Hernandez, pending committee nominee  
Paula Bradley, pending committee nominee  
Debbie Bulger, member of the public  
Mike Eaton, member of the public

**Unexcused Absences:**

**Excused Absences:**

Janneke Strause, District 1 (Alt.)  
Michael Moore, City of Capitola  
Bruce Sawhill, City of Santa Cruz (Alt.)  
Drew Rogers, City of Watsonville (Alt.)  
Jim Langley, CTSC (Alt.)  
Matt Miller, Bike-to-Work (Alt.)

**Vacancies:**

District 2 – Alternate  
District 4 – Alternate  
City of Capitola – Alternate  
City of Scotts Valley – Alternate



3. Announcements – Staff announced that the alternate seat representing the city of Santa Cruz on the Committee will be vacant as Bruce Sawhill is not seeking renomination, and that renominations for the terms expiring in March will be on the next RTC meeting consent agenda.
4. Oral communications – Murray Fontes announced that the California Transportation Commission staff is recommending grant funding for the Harkins Slough Road active transportation bridge project. Richard Masoner announced that the Scotts Valley Active Transportation Plan was recently presented to City Council, which had some concerns about project costs, and will be up at a later date for approval.
5. Additions or deletions to consent and regular agendas – none

### **CONSENT AGENDA**

A motion (Fontes/Farrell) was made to approve the consent agenda. The motion passed unanimously with members Conlen, Voss, Bortolussi, Scott, Kammer, Hyman, Farrell, Masoner, Fontes, and Jed voting in favor.

6. Approved draft minutes of the December 14, 2020 Bicycle Advisory Committee meeting
7. Accepted summary of hazard reports – Members requested follow-up from Santa Cruz staff regarding the curb cut widths along the Coastal Rail Trail Segment 7 Phase 1.
8. Accepted correspondence between Committee and Caltrans District 5 regarding Highway 1 capital maintenance and complete streets
9. Approved recommendation to the RTC of nomination of new Committee member – John Hunt, Elizabeth Hernandez, and Paula Bradley introduced themselves.
10. Accepted announcement of Draft UCSC Long Range Development Plan and Draft EIR

### **REGULAR AGENDA**

11. Highway 1/Mission Street Capital Maintenance Project review and provide input – Jackson Ho, the project manager of the project, introduced the project as having the primary purpose of extending the life of the pavement as well as rebuilding the pedestrian curb ramps to meet Caltrans' latest accessibility standards and to upgrade sign panels. The project is currently in its scoping phase, which Caltrans calls Project Initiation, and is seeking public and local jurisdiction input. While the included fact sheet describes the construction start in 2024, it is now expected to be in 2025, except for replacement of crosswalk beacons which is being expedited. Members of the Committee requested predictable design for pedestrian ramps to allow safe use by visually impaired people, the reduction of excessively wide curb radii to reduce vehicle speeds and improve safety, the addition of sharrows and "bicycles may use full lane" signs to Mission Street, the study of the possibility of a 4-to-3 road diet, possibly on a portion of Mission Street, to encourage bicycle use, the addition of bike lanes in the western portion of the project area where there is already sufficient ROW or where moderate narrowing of vehicle lanes would provide curb-to-curb space for

bike lanes, the consideration of replacing loop detectors with video detection which may be better for bikes, the consideration of bike boxes and bike priority signal timing on Mission and intersecting streets, the reduction of the 45-MPH speed limit in the western project area, the right of bicyclists to use Highway 1 between Highway 9 and Mission, and the consideration of paving over the gutter pans. Concerns about the need for a local plan to include Highway 1 in Santa Cruz as well as for Caltrans to consider Mission Street as a “main street” and a bicycle route were also made, and members discussed submitting comments from the meeting in the form of a letter to Caltrans. Debbie Bulger commented on pedestrian safety improvements.

12. 2045 Regional Transportation Plan (RTP) Draft Constrained Project List and Financial Element review and provide input – Amy Naranjo, lead planner for the RTP update, presented the preliminary Draft Constrained Project List with financial estimates, for inclusion in the long-range RTP and the Metropolitan Transportation Plan for the Monterey Bay area, and sought additional input from the Committee. The List should consist of all the priority transportation projects planned countywide through 2045 and having foreseeable funds available. The RTP’s Policy Element, including goals, policies, and performance targets for the county, was reviewed by the Committee and approved by the RTC in 2020. While the estimated cost of all planned projects is about \$9 billion, only about \$5 billion of local, state, and federal funding will be available in the plan period, hence the need to prioritize projects. Constrained Projects should follow the approved Policy Element and prioritize maintenance, reduce vehicle miles traveled, reduce greenhouse gas emissions, and promote active transportation. The RTC is expected to approve the final Constrained Project List in March 2021. Members of the Committee expressed the need to prioritize equity for disadvantaged communities, as stated in the Policy Element; specifically, there is greater need for bicycle safety improvements, including reducing turning conflicts and adding marked crosswalks along high-speed arterials, in South County. Sharrow education is also a needed project.
13. North Coast Rail Trail Directional/Orientation Signage Site Plan review and provide input – Shannon Munz reviewed the North Coast Rail Trail project, including description of the two phases, timelines, and partnering public agencies. The project will include about sixteen directional and four “orientation” signs as well as seven rest areas, including interpretive panels, along the trail or along Highway 1, and the team is seeking input from the Committee before finalizing the signage plan in April 2021. Construction of the first phase could start as early as 2022. The interpretive signs will be developed by a team of subject matter experts from multiple government and local organizations. Grace Blakeslee presented each proposed location and each sign content. Committee members asked clarifying questions about signage at pedestrian crossings of the rail trail and about state park beach signs, about the positioning of the rail trail signs, and about potential conflicts with future excursion train platforms. They also asked to update the county map and include etiquette rules on the orientation signs, to consider adding “Santa Cruz” as a destination, and to consider composting toilets and mileage to bathrooms. Several members of the Committee expressed support for including destinations and mileage in several of the directional signs. John Hunt commented about the need for restrooms along the trail. Mike Eaton commented the trail should include signs saying motorized vehicles are not allowed due to problems with motorcycles illegally driving in nearby public areas.

14. Updates – Tommy Travers updated the Committee regarding the release on February 8 of the Caltrans District 5 Draft Active Transportation Plan, which is accepting comments until March 9.

A motion (Hyman/Farrell) was made to form an ad-hoc subcommittee consisting of Peter Scott, Anna Kammer, Rick Hyman, and Amelia Conlen to review the Draft Plan and to submit a comment letter to Caltrans if a request to extend the comment period beyond April 12 is not honored.

Theresia Rogerson, Rick Hyman, and Richard Masoner discussed meeting with County staff regarding the new buffered bike lane on Mt. Hermon Road. Leo Jed requested the chair write a letter to Caltrans requesting the formation of a Caltrans District 5 Bicycle and Pedestrian Committee.

15. Adjourn – 8:30 pm

**NEXT MEETING:** The next Bicycle Committee meeting is scheduled for April 12, 2021 from 6:00pm to 8:30pm. The meeting will be held **via teleconference.**

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

## Bicycle Hazard Reports

Date	First Name	Last Name	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
04/08/21	Arnold	Alper	100 Laurel St	Front St.	Santa Cruz	Bike: Debris on shoulder or bikeway, Vehicles or objects blocking sidewalk	"temporary" chain link fence at construction site completely blocks bike lane forcing biker into only car lane in that direction. The sidewalk is also blocked on that side. Is it really necessary for this large construction site to have that extra few feet creating a hazard?	Claire Gallogly, Nathan Nguyen	04/08/21	Follow up email sent 5/3/21
03/26/21	Jessica	Martinez-Mckinney	Water St	Market St	Santa Cruz	Bike: Traffic signal problem	The protected left hand turn signal at water and market doesn't turn green for me when I'm on my e-bike unless a car pulls up too. If I use the pedestrian crosswalk I end up riding against traffic.	Claire Gallogly, Nathan Nguyen	03/26/21	<b>Dan Estranero:</b> The video detection for the green bike box has been expanded. Cyclists should now be detected once pulled up to the bike box.
03/12/21	Jack	Bowers	Laurel St	N/A	Santa Cruz	Bike: Bikeway not clearly marked, Lack of sidewalk, Sidewalk too narrow, No crosswalk or striping, Construction hazard	Laurel, Front & Pacific Streets surrounding the new development. It is very important that signage and striping provide adequate protection for bicyclists and pedestrians during what will be a very long construction project.	Claire Gallogly, Nathan Nguyen	03/12/21	Follow up email sent 5/3/21
03/08/21	Katherine	Hubbard	351 Chestnut Street	Taylor St	Santa Cruz	Bike: Rough pavement or potholes	Several potholes on Chestnut Street between Lincoln and Taylor Streets along the rail tracks. Witnessed bikes, strollers, and pedestrians tripping or getting stuck on potholes.	Claire Gallogly, Nathan Nguyen	03/12/21	Follow up email sent 5/3/21
02/28/21	Andy	Marse	Chanticleer Rd	Capitola Ave	Live Oak	Bike: Traffic signal problem	The traffic light at Chanticleer Ave and Capitola Rd generally does not trigger for cyclists if you are turning left onto Chanticleer, traveling north on Capitola, nor does it trigger if you are traveling East on Chanticleer looking to cross Capitola. I cross this intersection everyday with my 2 year old son in tow on my bicycle and it feels unsafe to have to travel onto the sidewalk with my bicycle to push the pedestrian cross button and get back down into the bike lane.	DPW	03/02/21	<b>3/2/21 Jana Vargas:</b> Good morning, Thank you for your email. I will forward your request to our Road Maintenance Department for review and response. <b>3/2/21 Road Maintenance Department:</b> Cal West lighting to investigate and resolve. (DPW Dispatch Phone # 831-477-3999)
02/24/21	Rebecca	Downing	305 Spreckels Dr	Soquel Dr	Aptos	Bike: Plant overgrowth or interference	There is no bike lane on Spreckels Drive in Aptos. Please clear the brush on the downhill side to provide more room for bikes traveling here. Thanks!	DPW	02/26/21	<b>2/26/21 Jana Vargas:</b> Thank you for your email. I will forward your request to our Road Maintenance Department for review and response.
02/20/21	Jessica	Evans	Almar Ave	Rankin St	Santa Cruz	Bike: Other	Rail Trail crossing at Almar. This crossing needs one of the light-up flashing signs with a push-button to turn the lights on. Even though Almar is a small street and people shouldn't be speeding, because there are no stop signs drivers are used to accelerating away from the stop sign at the Safeway parking lot and they aren't used to looking for or yielding to pedestrians at the rail crossing. This is an unsafe situation.	Claire Gallogly, Nathan Nguyen	02/26/21	Follow up email sent 5/3/21

## Bicycle Hazard Reports

Date	First Name	Last Name	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
02/05/21	Dana	Bagshaw	Beach St	Near the Boardwalk	Santa Cruz	Bike: Bikeway not clearly marked, Other	Bike lane goes up onto sidewalk and if you miss the opening you can hit a curb and get knocked off your bike like I did. If you miss the opening coming down from the trestle, you can go over the curb, which I did once, but fortunately kept control of my bike. The path needs to stay on the street and go into the parking lot at its entrance at best, or at least color-coded in green so that you can follow it.	Claire Gallogly, Nathan Nguyen	02/08/21	<b>2/9/21 Nathan Nguyen:</b> Thank you for the email. The City plans to incorporate improvements to the Beach Street bike way transition onto the San Lorenzo River bridge as part of the Rail Trail Segment 8 project. This will likely include green striping and possible curb ramp changes.
02/02/21	Stephen	Svete	1420 San Andreas Rd	N/A	Watsonville	Bike: Debris on shoulder or bikeway, Bikeway not clearly marked, Lack of sidewalk	The location is the west side of San Andreas Road south of the Manresa SB parking entrance and extending for 500 yards or so. The shoulder is completely covered in windfall debris from the eucalyptus trees (likely from our big wind storms/rain). This forces cyclists on this popular route to ride southbound in the vehicle lane, and the location is kind of a blind curve. Therefore, very dangerous.	DPW	02/08/21	<b>2/9/21 Jana Vargas:</b> Good afternoon, Thank you for your email. I will forward your request to our Road Maintenance Department for review and response.



## SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3215 EMAIL [info@sccrtc.org](mailto:info@sccrtc.org)

California Transportation Commission  
1120 N Street, MS 52  
Sacramento, CA 95814

February 16, 2021

Dear California Transportation Commission,

I am writing to express the Santa Cruz County Regional Transportation Commission's Bicycle Advisory Committee's support of the Active Transportation Program Cycle 5 Staff Recommendation for the City of Santa Cruz's *Rail Trail Segment 7 Phase 2* project. This project builds a new separated multiuse trail to create safer routes for students to travel to school and to improve active transportation for the entire community. This project will also provide non-infrastructure education and encouragement for Bay View Elementary students through an innovative "vertical" program that engages students in every grade level. This combination of infrastructure and non-infrastructure makes this a truly inclusive and effective project that enables the next generation to become lifelong active transportation users. Construction of the Rail Trail Segment 7 Phase 2 will be truly transformative for our community. This project, as a part of the Monterey Bay Sanctuary Scenic Trail, is a key piece of the most extensive project for active transportation ever undertaken in Santa Cruz County. The outcome of this project is a major mode shift to non-motorized travel along Santa Cruz County's publicly-owned rail corridor. The project builds a challenging 0.8-mile segment of completely separated multiuse trail for active transportation, connecting to an additional 8 miles of rail trail moving forward at the northern end of this project. This segment contributes to the eventual construction of a 32-mile continuous rail trail connecting the coastal cities within the County.

**Phase 1 of Rail Trail Segment 7 was recently completed and has become a vibrant and active corridor within the City that is used by cyclists and pedestrians throughout the day. With Phase 2 connecting to Phase 1, this trail will extend across the west side of Santa Cruz.**

The *Rail Trail Segment 7 Phase 2* project is an important next step to connect the Santa Cruz community to schools, employment, and community facilities via a safe, connected, active transportation corridor. The Bicycle Advisory Committee strongly supports the staff recommendation of funding this project to improve active transportation in the City of Santa Cruz.

Sincerely,

Amelia Conlen  
Chair, SCCRTC Bicycle Advisory Committee



## SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3215 EMAIL [info@sccrtc.org](mailto:info@sccrtc.org)

Audrey Ogden  
District 5 Complete Streets Coordinator  
[audrey.ogden@dot.ca.gov](mailto:audrey.ogden@dot.ca.gov)

### Comments on the Draft Region 5 Active Transportation Plan

Dear Ms. Ogden:

On behalf of and as authorized by the Santa Cruz Regional Transportation Commission's Bicycle Committee, our subcommittee appreciates the opportunity to offer comments on the Draft Region 5 Active Transportation Plan 2021 (ATP). We would hope that these and others' comments will lead to a Final ATP that provides a clearer and more specific blueprint of what bicycle and pedestrian projects the reader could expect to be constructed in the coming years.

#### Highway Classifications:

The Summary Plan of the Draft ATP classifies State Highways into three categories (Main Street, Intercommunity, and remainder). We are pleased that the ATP places substantial portions of the highway system in Santa Cruz County into the Main Street category in recognition that they certainly perform that function. The final ATP should adjust the designations as follows:

1. Extend the Main Street designation of Highway 1 in Santa Cruz City from Chestnut Street to Shaffer Road (i.e., the entire 2.3-mile segment, not just the portion between mileposts 18.6 and 19.74) because it all has substantial bicycle and pedestrian use. Towards Chestnut Street, the Story Map shows Mission Street as being urban, which implies that it serves as a Main Street. And on the far Westside, several destinations popular to cyclists are right off this street such as the bike Pump Track, the Saturday Farmers Market, New Leaf Grocery, and the trail to Wilder Ranch. In addition to providing facilities for cyclists and pedestrians directly, applying Main Street treatments would serve to slow motorists driving into town and make them aware that they will be encountering much more bicycle, pedestrian, and cross traffic.
2. Apply a Main Street or Intercommunity Rural Connector Route designation to the unexplained gap in Main Street designations between mileposts 13.1 and 13.45 just north of Boulder Creek.
3. Designation Highway 236 from its intersection with Route 9 to at least Hazel Drive as a Main Street and the remainder of Route 236 to the entrance to Big Basin State Park as an "Intercommunity Rural Connector Route." There are many homes and small communities on or that access Highway 236. We note that the Story Map designates most of this portion of Highway 236 as "Urban" suggesting that it needs a corresponding designation in the Summary Plan.



4. Apply a Main Street designation on East Lake Avenue to the unexplained gap between Madison and Blackburn Streets in Watsonville shown on the Story Map. This appears to be an unintentional mapping error because the Summary Plan map shows this as a Main Street.

We note that the highway classifications in the Summary Plan (p. 12 map) appear to derive from the land use classifications on the Story Map, but the latter contains an additional “Urban” designation and the two are not completely consistent, as noted. The Story Map key’s title “Surrounding Land Use Context” does not correspond to what is on the map as no land uses are shown. We recommend that it be retitled “Highway Classifications.” The final ATP should explain any instances of where Story Map Urban land use designations of highways allowing bicycles and pedestrians are not classified as Main Streets, as it would seem that the two should be synonymous.

We agree with the draft Plan’s prioritization that specific bicycle and project initiation should focus on problem areas in the Main Street and Rural Connector Route designations (p.11). However, Caltrans does initiate a number and variety of projects on the remaining portions of the highway system. To be consistent with Complete Streets, Vision Zero and other related Caltrans policy directives, attention should be given to enhancements that can be included in such projects to benefit cyclists and pedestrians. Thus, we recommend that the final ATP include a checklist section outlining what Caltrans will evaluate for each project located outside of the Main Streets or Rural Connector Routes, such as:

1. Fix the interface of the pavement edge and adjacent land so the pavement is stable and smooth all the way to the edge and vegetation and debris don’t intrude;
2. Add or modify signing and striping to warn motorists of the presence of cyclists (e.g., sharrows on the pavement, “bikes may use full lane” signs);
3. Lower the speed limit where excessive speed has been problematic for cyclists;
4. Reduce travel lane width;
5. Use chip seal treatments that provide as smooth a surface as possible and work to avoid uneven pavement conditions after patching and chip sealing;
6. Avoid drainage grates on highway shoulders used by bicyclists;
7. Do not install additional rumble strips in the shoulder, which are hazardous to bicyclists; or in the event rumble strips are absolutely needed, place the rumble strip on the outside of the shoulder only when it is at least 5 feet wide, minimize depth, and leave frequent gaps.

Relatedly, we further recommend the following underlined texts be added to the Final ATP:

- “Maintaining wide shoulders or widening existing shoulders where they exist can help ~~help~~ [typo] accommodate both pedestrian and bicycle travel where insufficient space is available to install both a sidewalk and a Class II bikeway.” (p. 19)

There are many locations on the County’s rural highways where insufficient space is available for full, standard facilities, but some widening opportunity exists. Even adding a foot or two of shoulder could help serve as refuges for cyclists on the narrow rural highways.





## SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

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- “For SHS segments where walking and bicycling are prohibited, Caltrans and local transportation partners will need to collaborate to provide for continuous pedestrian and bicycle networks, or to open these segments to walking and/or cycling. (p. 15)

We and members of the bicycle community have identified the segment of Highway One between River and Chestnut Streets as one that should be open to cyclists, given that there are no intervening intersections, there are wide shoulders, and it is a more direct connection between Mission Street and Highway 9.

### ‘Identifying Needs’ Story Map

Since projects will emanate from the Identifying Needs Story Map, we recommend that the final ATP contain these following additional locations, because they are in definite need of improvements for bicycles and pedestrians:

- **Hwy 17/Granite Creek interchange:** Freeway interchanges requiring upgrades of various kinds to be more comfortable for people walking or bicycling.
  - Identified through public input in Scotts Valley ATP
- **Hwy 17 bridge over Glen Canyon:** Freeway interchanges requiring upgrades of various kinds to be more comfortable for people walking or bicycling.
  - Identified through public input in Scotts Valley ATP
- **Bay/Mission intersection** – stressful bike/ped crossings.
  - Identified through public input in Santa Cruz ATP
- **Hwy 1/17/Plymouth St**– stressful bike/ped crossings.
  - Identified through public input in Santa Cruz ATP
- **Hwy 1/9 intersection** - stressful bike/ped crossings.
  - Identified over the years by cyclists commenting on intersection improvement plans.
- **Hwy 1 corridor north side between Lee and Market Streets** – lack of convenient connection, opportunity to use Caltrans right-of-way for a bike/ped connector
  - Identified by cyclists during consideration of Fishhook widening project
- **Morrissey interchange:** Freeway interchanges requiring upgrades of various kinds to be more comfortable for people walking or bicycling.
  - Identified through public input in Santa Cruz ATP
- **Hwy 1/ Capitola Ave. crossing:** narrow bike and pedestrian crossing
  - Identified in auxiliary lanes EIR
- **Porter interchange:** Freeway interchanges requiring upgrades of various kinds to be more comfortable for people walking or bicycling.
  - Identified through public input in County ATP
- **Airport Boulevard interchange:** Freeway interchanges requiring upgrades of various kinds to be more comfortable for people walking or bicycling.



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- Identified as future school route in Watsonville Slough Trails Master Plan
- **Hwy 152/ Green Valley Rd. intersection**
  - Identified in the Watsonville Vision Zero Action Plan
  - falls under the categories of "stressful pedestrian or bicycle crossings" and "infrequent opportunities to cross over or under freeways"
- **Hwy 152/ Clifford Ave./Ohlone Pkwy intersection**
  - identified in the Watsonville Vision Zero Action Plan
  - falls under the categories of "stressful pedestrian or bicycle crossings" and "infrequent opportunities to cross over or under freeways"
- **Hwy 152/ Pennsylvania Dr. intersection**
  - identified in the Watsonville Vision Zero Action Plan
  - falls under the categories of "stressful pedestrian or bicycle crossings" and "infrequent opportunities to cross over or under freeways"
- **Hwy 152/ Auto Center Dr. intersection**
  - Identified in the Watsonville Vision Zero Action Plan
  - falls under the categories of "stressful pedestrian or bicycle crossings" and "infrequent opportunities to cross over or under freeways"
- **Hwy 152/ Rodriguez St. intersection**
  - Identified in the Watsonville Vision Zero Action Plan
  - falls under the categories of "stressful pedestrian or bicycle crossings" and "infrequent opportunities to cross over or under freeways"
- **Hwy 152/ Freedom Blvd. intersection**
  - Identified in the Watsonville Vision Zero Action Plan
  - falls under the categories of "stressful pedestrian or bicycle crossings" and "infrequent opportunities to cross over or under freeways"

Additionally, the following local public engagements should be recognized on the needs map:

- **Soquel Drive interchange**
  - Identified through public input in County of Santa Cruz ATP
- **Park Ave interchange**
  - Identified through public input in County of Santa Cruz ATP
- **Rio Del Mar interchange**
  - Identified through public input in County of Santa Cruz Complete Streets to Schools Plan
- **Freedom Boulevard interchange**
  - Identified through public input in County of Santa Cruz Complete Streets to Schools Plan
- **Watsonville locations**
  - Identified through local public engagement in Complete Streets to Schools Plan/Vision Zero Action Plan



## **Next Steps for Implementation**

We are disappointed that the draft ATP falls short of including a project list similar to what local ATPs are required to contain. Unfortunately, the reader is left not knowing what if any bicycling and pedestrian improvements will be made on our highways in the next several years. We recommend adding such a list to the final ATP, even if it is preliminary and requires more time to complete, given the time commitment, engagement and excitement associated with the ATP process so far. Short of including such a complete list, we would recommend that the Implementation section be more specific as to the path forward by incorporating the following:

Regarding “LEVERAGE LOCAL PARTNERSHIPS” the text indicates, “The Plan will be used to help identify subsequent planning efforts...” (p. 26) The final ATP should identify preparation of a Main Streets/Complete Streets plan for the Mission Street corridor in Santa Cruz City. The other two major main street designations – Highways 9 and 152 – have recently completed corridor plans that Caltrans participated in. Also, given that Mission Street has an upcoming paving and pedestrian crossing upgrade project scheduled and has been the unfortunate site of bicyclist and pedestrian deaths, it is ripe for a Main Street plan. In this regard our committee recently submitted a letter to Caltrans suggesting possible enhancements that could benefit cyclists using Mission Street.

Regarding “IDENTIFY AND INITIATE PROJECTS” the text indicates that the information contained in the Plan can be used to develop specific project descriptions (p. 26). The final ATP should include at least a preliminary and/or short-term project list. This list can be derived from project descriptions that have already been prepared for local ATPs, local Safe Routes to Schools plans, the Regional Transportation Plan, and the aforementioned Highway 9 and 152 corridor plans. The draft ATP already acknowledges “As a starting point, planned pedestrian and bicycle facilities along or across the SHS that were identified in plans adopted by city, county, or regional agencies were analyzed as potential needs. Because those plans were already vetted through a completed planning process, it was assumed that they warrant continued Caltrans planning and implementation support” (p. 21). Since this is the case, they should be listed in the Final ATP, rather than just their locations mapped as needs.

We also recommend that the final ATP include a section describing measures that will be taken once construction has commenced that allow continued through access for bicyclists and pedestrians. Caltrans should commit to following and ensuring that its contractors follow California MUTCD provisions for traveling and detours through construction zones, especially Section 6D.101(CA) Bicycle Considerations. It is important to allow enough time for people on bicycles to travel through a 1-lane closure. Where there is room to allow for continued through bicycle access on a highway to be closed to motor vehicle traffic, Caltrans should make such an exception for cyclists.

Regarding, “USE RESOURCES TO SELECT IMPROVEMENTS” the text describes the toolbox and documents available with the caveat, “These resources are intended to supplement, but not replace, professional planning and engineering judgment” (p. 27). Also, recognized, “Local knowledge and expertise are critical for understanding the needs of people walking and bicycling at specific locations” (p. 38). The two go hand in hand. Citizens may recognize subtle hazards or opportunities that out-of-town experts



might miss; in turn, professionals have more experience in deriving very specific design solutions; but then again local users may better gauge which available treatments would be most applicable to a specific location. We appreciate the many consultations that Caltrans staff has had with our committee in the past that have resulted in better projects. Thus, we recommend that the final ATP commit to a formal process to continue consulting with local cyclists and pedestrians, such as bicycle advisory committees like ours, as well. Additionally, the District should retain a Complete Streets Advisory Committee (CSAC), or similar body, but broadened beyond staff to include some public members. For example, perhaps representatives from each of the local bicycle advisory committees within District 5 could serve as an advisory council to the District.

Regarding “NEXT STEPS FOR LOCAL AND REGIONAL JURISDICTIONS AND STAKEHOLDERS” the text describes the planning and funding roles that local jurisdictions can play in coordinating with Caltrans to advance bicycle and pedestrian projects on state highways. In the past these projects have been slow to occur. Local governments were reluctant to plan for anything out of their control and Caltrans was hesitant or didn’t seem to have the authority to advance such projects. Thus, we applaud Caltrans’ commitment to engage with local governments. We recommend that the final ATP more specifically commit to how project initiation and implementation will advance; i.e., how Caltrans will take a more active role in the future. For example, will Caltrans submit project lists to include in local ATPs, which projects will Caltrans take the lead on, how will Caltrans ensure that the priority locations identified in the story map actually receive priority attention, what minimum number of new projects can Caltrans commit to happening in the next five or ten years, what funding source rules can be changed or new ones be created that Caltrans can tap directly?

## **Format**

The ATP is described as consisting of a Summary Report and a companion online Story Map (p.5). Additional, important material is linked to the Caltrans Active Transportation Plans website, including the District 5 Needs List. We appreciate that you have taken advantage of web-based technology to present portions of the ATP. Unfortunately, the presentation appears to be more of a compilation of data and analysis to assist your Staff’s continued work rather than a reader-friendly document allowing the average person to easily navigate and understand the ATP. For example, it is not apparent to determine which symbols on the Story Map correspond to which Needs List entry or that there even is complete one-to-one correspondence. To correct this, we recommend that the final ATP’s Story Map entries should also include the Needs ID and postmiles from the Needs List. We also recommend that the final ATP be one document with all relevant maps and appendices integrated within. Furthermore, it would be helpful to have chapters for each County, where all the geographical information pertaining to that County is aggregated. Additionally, the images chosen should be local examples of identified successes or needs; many images in the draft ATP lack explanation or relevant context.



## SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3215 EMAIL [info@sccrtc.org](mailto:info@sccrtc.org)

### Our Continued Participation

These comments are based on our subcommittee's review of the draft products in time to meet your deadline. Although there was not an opportunity for you to meet with our Committee during this brief review period, we extend an invitation to meet before the ATP is finalized. We appreciated your previous appearances describing the scoping and methodology for the plan. Given some of the substantive and formatting issues that we have raised, a discussion between us and your staff could be fruitful. We recognize and applaud all of the background work that went into this effort to date and would hope for assurances that it will lead to significant improvements to the highway system for cyclists.

Sincerely,

Amelia Conlen

Chair, RTC Bicycle Advisory Committee

**TO:** Bicycle Advisory Committee

**FROM:** Tommy Travers, Transportation Planner

**RE:** Bicycle Advisory Committee Pending Nomination of New Members

---

## **RECOMMENDATIONS**

Staff recommends that the Bicycle Advisory Committee:

1. Receive the following report regarding the nominations made by Commissioner Koenig for the District 1 primary and alternate seats and by Commissioner Brown for the City of Santa Cruz alternate seat, and
  2. Recommend to the Regional Transportation Commission (RTC) approval of the nomination of Scott Roseman for the District 1 primary seat, Corrina McFarlane for the District 1 alternate seat, and Grace Voss for the City of Santa Cruz alternate seat
- 

## **BACKGROUND**

Representation on the RTC's Bicycle Advisory Committee (Committee) corresponds to Supervisorial District and City seats on the RTC. Each corresponding Commissioner nominates individuals to represent their respective jurisdiction for Committee consideration and RTC approval. Two additional seats for Bike to Work and the Community Traffic Safety Coalition also exist. Nominations are made by the respective agency for these seats. Every seat on the Committee is a three-year term. On April 1, upon Commissioner Koenig's request, the RTC voted to remove the Committee members holding the primary and alternate seats for County District 1, Grace Voss and Janneke Strause, to enable him to nominate persons of his choosing. The Bicycle Advisory Committee's description, role and membership are in the 2017 RTC Rules and Regulations available on the RTC website:

<https://sccrtc.org/meetings/bike-committee/>.

## **DISCUSSION**

The Bicycle Advisory Committee seats representing District 1 and the alternate seat representing the City of Santa Cruz are currently vacant. In April, staff updated the Committee website and asked Commissioner Koenig if he knew anyone who wanted to apply. Subsequently, staff shared with Commissioner Koenig four recent applications submitted by persons interested in the District 1 seats. In February, staff shared with Commissioner Brown three recent applications submitted by persons interested in the City of Santa Cruz alternate seat. The current roster is available at <https://sccrtc.org/about/committee-rosters/bicycle-committee/> and the current vacancies are:

- District 1 – primary and alternate
- City of Santa Cruz – alternate
- City of Scotts Valley – alternate

The three-year term for the District 1 seats will expire on March 31, 2022. Commissioner Koenig notified staff that he wished to nominate Scott Roseman as primary and Corrina McFarlane as alternate to serve the remainder of the term for District 1. Their applications are included as Attachment 1 and Attachment 2. The three-year term for the City of Santa Cruz seats will expire on March 31, 2024. Commissioner Brown notified staff that she wished to nominate Grace Voss as

alternate for Santa Cruz. Although she has previously served on the Committee, Ms. Voss has submitted a new application, and it is included as Attachment 3.

**SUMMARY**

Representation on the RTC's Bicycle Advisory Committee corresponds to Supervisorial District and City seats on the RTC. Each corresponding Commissioner nominates individuals to represent their respective jurisdiction for Committee consideration and RTC approval. Applications have been received and nominations have been made for the District 1 primary and alternate seats. Staff recommends the Committee consider these nominations and recommend to the RTC appointment of Scott Roseman, Corrina McFarlane, and Grace Voss.

Attachment:

1. Application for pending Committee member nomination Scott Roseman
2. Application for pending Committee member nomination Corrina McFarlane
3. Application for pending Committee member nomination Grace Voss



# COMMITTEE APPOINTMENT APPLICATION

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

The Bicycle Advisory Committee consists of eleven seats: one for each city within Santa Cruz County, one for each of the county districts, one representing the Bike to Work program and one representing the Community Traffic Safety Coalition. Each of the seats has an alternate member appointed in the case that the primary member is unable to attend a meeting.

Meetings are usually held the second Monday of even numbered months from 6:00 p.m. to 8:30 p.m. in the Santa Cruz County Regional Transportation Commission conference room, located at 1523 Pacific Avenue in downtown Santa Cruz. One meeting per year is typically held mid- or south-county. Please refer to the Committee description and bylaws for more information: <https://sccrtc.org/meetings/bike-committee/>.

If you are interested in serving on this committee, we recommend reviewing the by-laws and attending a meeting to familiarize yourself with the committee process. After doing so please complete this application and email a scanned signed copy to [ttravers@sccrtc.org](mailto:ttravers@sccrtc.org) or return a signed copy to the RTC office.

Name: Scott Roseman

Home address: [REDACTED]

Mailing address (if different):

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

E-mail: [REDACTED]

Length of residence in Santa Cruz County: 44 years

I am applying to represent the following vacant position (circle one):

County Supervisorial District 1 ([map](#)) – Primary and  
Alternate

City of Santa Cruz – Alternate

City of Scotts Valley – Alternate

RECEIVED  
SCCRTC

2021 APR 13 PM 12:52

I would consider a different position - either a different seat or alternate versus primary (circle one): Yes / No



**Previous experience on a government commission or committee:** (Please describe the committee/commission's purpose and your role.)

I do not recall serving on a government commission or committee in the past.

**Other Relevant Work or Volunteer Experience**

Organization	Location	Position	Dates
New Leaf Community Markets	Various locations in Santa Cruz County and in neighboring counties	Founder & CEO	1985 -2013 <small>continued on Board till 2020 and currently serve on Mission Advisory Council</small>
KUSP	Santa Cruz	Board Member	1988-1992
SC Area Chamber of Commerce	Santa Cruz	Board Member	1992-1996
Independent Natural Food Retailers Association	Minneapolis	Co-Founder and Board Member	2004-2010

\*additional Board work on attached page

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

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



Signature

April 6, 2021

Date

**Return Application to:**

SCCRTC Attn: Tommy Travers  
1523 Pacific Avenue  
Santa Cruz, CA 95060  
fax: (831) 460-6178 or email: [ttravers@sccrtc.org](mailto:ttravers@sccrtc.org)

**Questions or Comments:**

Contact Tommy Travers at (831) 460-3200 or by email at [ttravers@sccrtc.org](mailto:ttravers@sccrtc.org).

### Additional Relevant Work or Volunteer Experience

Organization	Location	Position	Dates
Jacob's Heart Children's Support Services	Watsonville	Board member	2015-present
Homeless Garden Project	Santa Cruz	Capital Campaign	2016-2019
Santa Cruz Jewish Community Center - Temple Beth El of Aptos	Aptos	Board member, VP, President	2006-2020
Union for Reform Judaism	North America	Board trustee	2019-present



Scott Roseman

[REDACTED] Santa Cruz CA 95062

April 6, 2021

SCCRTC Attn: Tommy Travers  
1523 Pacific Avenue  
Santa Cruz, CA 95060

Dear Tommy,

As I'm sure that most of these stories begin, I have been a lifelong bicycle rider. Having grown up on Long Island, NY, I recall riding dozens of miles to visit my friends in other towns until I reached the age I could drive, and even then, continued to ride my bike, as I so enjoyed that mode of transportation - and perhaps at times when I didn't have enough money to put gas in my car's gas tank. 🙄

Since I moved to Santa Cruz 44 years ago to attend UCSC, I have been an avid bicyclist. Even though I owned a car, I chose to ride my bike up to and around the campus as my primary mode. I still love to ride my bike up there, especially up and down the bike trail, though I now have power assist to help me to make that push.

As a student, I also had access to riding the bus for free, which I did frequently, as not having to pay for riding each time was an effective incentive to use public transit for me and most students.

As the founder of New Leaf Community Markets, I ran a business organization that advocated for cycling, always as a primary beneficiary and site for Bike-to-Work days, and for having adequate bicycle parking at all stores even before it was required.

I am no bike expert, just a normal citizen who loves to ride. I'm also someone who identifies as an environmentalist, and feels a responsibility to avoid the use of fossil fuels as much as possible and takes pride in years of riding my bike to work at least a few times a week, saving fuel and the need for more parking spaces.

About 4 years ago, I decided to begin to ease the burden of riding up hills and purchased an electric-powered bike. As much as I had ridden before, my bike use probably tripled. As I like to say it, my riding moved from being mostly for pleasure to actually using my bicycle for transportation. With adequate panniers, and the power assist, I use my bike now to carry my computer and materials to meetings, and, often to do minor-to-medium grocery shopping. I know that if I had such transportation years ago, rather than riding to work once or twice a week, I would have used my electric bike to commute 4-6 days a week.

Except....and I would not have let this stop me...the ROADS!

We live in what some would say is a "progressive" community, one that prides itself on its concern for the environment. And one that, presumably, provides for an active lifestyle. However, we are known for having one of the worst records in regards to bicycle safety. The statistics certainly confirm this, but I also have personal experience that colors this view. My son was riding home from work, this about 7 years ago, and was run into by a motor vehicle in an area with a very narrow bike lane. He was severely injured (broken collarbone, fibula, fibula, cuts on head, etc.) and had to be airlifted to San Jose. Fortunately, he has fully recovered. A friend was not so lucky, as Chaim Barton met his fate about 8 years ago riding to work. And, unfortunately, these are not unique incidents. And, yet, we continue to have some of the most unsafe bicycle riding paths in the nation.

Here's an example. Not far from where my son was severely injured, on the other side of Market Street, going from under the Highway 1 bridge towards Water Street, the bike path narrows to almost NO bike path, around a dangerous curve. This is but just ONE example of many. It's great that the city has created a very short protected bike path along Water between Branciforte and Ocean, but that is truly negligible among all the roads where bicycles ride.

And let's talk about sharrows for a moment. There are plenty of roads where it is virtually impossible to have both an auto lane and a separate bike lane. In some cases, where there are two car lanes, perhaps one should simply be eliminated to create a bike lane. In other situations, where bikes and cars must share the lane, sharrows, if visible at all, are almost meaningless to cars. If we are to use them, they need to be brightly painted (and maintained) and they need to be complemented with actual signage indicating what the heck they are.

This county and its cities are a disgrace for providing safe bikeways, and it is only a miracle that more bicyclists are not injured or killed in this community. We need to do more - much more! - to provide adequate, protected bikeways. We want to provide safe means for individuals - and ESPECIALLY our youth - to travel safely. And we want more people to choose to use two wheels to ride to work or school or whatever destination and reduce motor vehicle traffic.

I would like to serve on this committee to assertively advocate for more, wider, safer, protected bike lanes, and for bike roads not shared with motor vehicles. It's time for Santa Cruz County to stand up for doing what's right here, and for living up to its so-called "progressive" reputation

Sincerely yours,

 Scott Roseman



# COMMITTEE APPOINTMENT APPLICATION

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

The Bicycle Advisory Committee consists of eleven seats: one for each city within Santa Cruz County, one for each of the county districts, one representing the Bike to Work program and one representing the Community Traffic Safety Coalition. Each of the seats has an alternate member appointed in the case that the primary member is unable to attend a meeting.

Meetings are usually held the second Monday of even numbered months from 6:00 p.m. to 8:30 p.m. in the Santa Cruz County Regional Transportation Commission conference room, located at 1523 Pacific Avenue in downtown Santa Cruz. One meeting per year is typically held mid- or south-county. Please refer to the Committee description and bylaws for more information: <https://sccrtc.org/meetings/bike-committee/>.

If you are interested in serving on this committee, we recommend reviewing the by-laws and attending a meeting to familiarize yourself with the committee process. After doing so please complete this application and email a scanned signed copy to [ttravers@sccrtc.org](mailto:ttravers@sccrtc.org) or return a signed copy to the RTC office.

Name: Corrina McFarlane  
Home address: [REDACTED] Santa Cruz, CA 95062  
Mailing address (if different): \_\_\_\_\_  
Phone: (home) [REDACTED] (business/message/mobile) \_\_\_\_\_  
E-mail: [REDACTED]  
Length of residence in Santa Cruz County: 25 years

I am applying to represent the following vacant position (circle one):

County Supervisorial District 1 (map) - Primary and  
Alternate  
City of Santa Cruz - Alternate  
City of Scotts Valley - Alternate

I would consider a different position - either a different seat or alternate versus primary (circle one): Yes / No

**Previous experience on a government commission or committee:** (Please describe the committee/commission's purpose and your role.)

NAB Neighborhood Accountability Board - Restorative Justice program with Santa Cruz probation dept  
Trained with Sheriff's dept. (Conflict Resolution etc).  
to serve on NAB panel with "victim/perpetrator",  
helping keep first-time offenders out of criminal justice system.

**Other Relevant Work or Volunteer Experience**

Organization	Location	Position	Dates
Women Rise for Global Peace	Santa Cruz	member of founding hwb	2002 to present
Great Questions Foundation 501(c)(3)	Santa Cruz	president	2004 to present
WISE Democracy .org 501(c)(3)	Santa Cruz	advisory board	2018 to present
It's Our Home, org 501(c)(3)	Santa Cruz	Program director	2018 to present

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

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



Signature

4.12.21  
Date

**Return Application to:**

SCCRTC Attn: Tommy Travers  
1523 Pacific Avenue  
Santa Cruz, CA 95060  
fax: (831) 460-6178 or email: [ttravers@sccrtc.org](mailto:ttravers@sccrtc.org)

**Questions or Comments:**

Contact Tommy Travers at (831) 460-3200 or by email at [ttravers@sccrtc.org](mailto:ttravers@sccrtc.org).

Statement of Qualifications for  
SCCRTC Bicycle Advisory Committee

I've been encouraged to apply to serve on the Bicycle Advisory Committee in large part because bicycle is and has been my primary mode of transport around town for many years, decades now actually.

I first became a dedicated bicycle commuter when we lived in Bonny Doon on Sunlit Lane (seven years, 1998-2005). I would cycle from Sunlit Lane to halfway along Smith Grade and walk my bike way up a rural driveway to my place of work and then because the cycle back home was a daunting relentless ascent and because, after a day's work, a total change of pace was welcome, I more often than not would then cycle out to Empire Grade and down, all the way to downtown, boarding the 5 pm Bonny Doon bus back up the mountain.

When we did move down into urban space it was supposed to be a temporary move to Sunny Cove for just a year, but we became urban bicyclists, from farmers market to matinees, to Wilder Ranch outings, and we just couldn't bear to go back to being dependent on the car for daily transport.

And we *are* daily cyclists. These days we live in Live Oak. We have a home business and I am the bicycle courier, taking packages across to Seabright Post Office, over Arana Gulch, several times a week.

We enjoy participating in the annual Bike to Work Week (I've even been a grand prize winner!).

I can say that through the years I've been impressed and appreciative with what has been done for bicyclists in the County, from the Bonny Doon bus bike racks to the places where bicycle lanes have been extended and separated from car traffic. Of course, finally getting the Arana Gulch trail was a huge improvement. I can't count the number of times I have almost been taken out on Soquel Avenue, usually from cars wavering into the bike lane.

A big sigh of relief from us when separation of traffic and bicycles was accomplished on the downhill portion of Water Street between Branciforte and Ocean Streets.

Maybe because I hail from London, with my erstwhile long daily commute to inner City on roads that did little to protect or even acknowledge the cyclist, I've always has an especial appreciation for each thing that's been done over time to support cycling in the County.

The white ghost-bike memorials, the one that was at the corner of Walgreens and Hagemann, and the one up on Empire Grade, are sobering reminders of the very present legacy of danger we have inherited, in the power mismatch of cars and bicycles.

A couple years back Santa Cruz Sustainable Transport brought Caltrans Melanie Curry to do a presentation at Walnut Commons (journalist and editor of Streetsblog, California) <https://cal.streetsblog.org/> That was the first time I was introduced to the nationwide #VisionZero (NO fatalities) campaign for bicyclists and pedestrians, and the first time I got to hear a professional weighing the various accommodations for bicycles in different cities, the pros and cons of a wide range of possible bicycle infrastructure.

Currently we are in a national comment period (extended to May 14, 2021) on the federal MUTCD - *Manual on Uniform Traffic Control Devices*- which has not been updated since 2009. In this regard,



bicyclist and pedestrian advocacy groups have been highlighting the inherent issues of MUTCD, a manual which was first compiled in 1933 and was designed to be single-minded car-centric. Bicycle and pedestrian safety and infrastructure being added on as an afterthought has not afforded us the most intelligent design gestalt and that sentiment is being reflected in the comments folk are submitting. Eileen McCarthy, rep to DC Pedestrian Advisory Council, wrote to a fellow active transport advocate, "'Like Brigadoon, the MUTCD is shrouded in mystery and is rarely open for public comments...We have a unique opportunity now to tell FHWA -*Federal Highway Administration*-what we think."

The other recently discovered resource I am appreciating is the *Strong Towns* initiative, especially with its fiscal prudence and "small bets" philosophy. They're into bikes; "*Bike infrastructure is one of the most high-returning investments we can make in our towns and cities.*" Strong Towns has an emphasis on what we can creatively accomplish with not much funding, what can be accomplished without big bucks from state or federal grants.

<https://www.strongtowns.org/bike>

Every innovation, every upgrade, every safer way to do things, took a somebody or somebodies together, coming up with creative solutions and intelligent design around originally car-centric thoroughfares and transport systems; roads (and especially "stroads" as defined by Strong Towns) were not built with the vulnerable cyclist, or pedestrian, in mind... Now that's our job.

<https://www.strongtowns.org/journal/2018/3/1/whats-a-stroad-and-why-does-it-matter>

<https://youtu.be/OZ1HhLq-Huo>

All this to say it's been a somewhat slow awakening for me personally to grasp that every advantage I have enjoyed as a cyclist in the County has been thanks to people grappling with these fine details, year in year out, lending their thoughtfulness and high energy. At this point I imagine I could serve and be a useful presence in the constellation.

Corrina McFarlane.

April 12, 2021



ATTENTION TOMMY TRAVERS

## COMMITTEE APPOINTMENT APPLICATION

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

The Bicycle Advisory Committee consists of eleven seats: one for each city within Santa Cruz County, one for each of the county districts, one representing the Bike to Work program and one representing the Community Traffic Safety Coalition. Each of the seats has an alternate member appointed in the case that the primary member is unable to attend a meeting.

Meetings are usually held the second Monday of even numbered months from 6:00 p.m. to 8:30 p.m. in the Santa Cruz County Regional Transportation Commission conference room, located at 1523 Pacific Avenue in downtown Santa Cruz. One meeting per year is typically held mid- or south-county. Please refer to the Committee description and bylaws for more information: <https://sccrtc.org/meetings/bike-committee/>.

If you are interested in serving on this committee, we recommend reviewing the by-laws and attending a meeting to familiarize yourself with the committee process. After doing so please complete this application and email a scanned signed copy to [ttravers@sccrtc.org](mailto:ttravers@sccrtc.org) or return a signed copy to the RTC office.

Name: \_\_\_\_\_

Grace Voss

Home address: \_\_\_\_\_

Santa Cruz, CA

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

95062

Phone: (home) \_\_\_\_\_

(business/message/mobile) \_\_\_\_\_

E-mail: \_\_\_\_\_

Length of residence in Santa Cruz County: 16 years

I am applying to represent the following vacant position (circle one):

County Supervisorial District 1 (map) – Primary and

Alternate

City of Santa Cruz – Alternate

City of Scotts Valley – Alternate

I would consider a different position - either a different seat or alternate versus primary (circle one): Yes / No

**Previous experience on a government commission or committee:** (Please describe the committee/commission's purpose and your role.)

BAC (2016-2021) representative  
of District 1

**Other Relevant Work or Volunteer Experience**

Organization	Location	Position	Dates
Santa Cruz County Cycling Club	PO Box 8342 Santa Cruz, CA 95061	board member newsletter editor ride leader	2005-2021 2005-2021 2005-2021
Community Traffic Safety Coalition		member	2008-2021
Bike Smart (Ecology Action)	various grade schools	volunteer	2008-2013
League of American Bicyclists	WASHINGTON DC	member (lifetime)	2000- 2021

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

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

Signature

4-29-21

Date

**Return Application to:**

SCCRTC Attn: Tommy Travers  
1523 Pacific Avenue  
Santa Cruz, CA 95060  
fax: (831) 460-6178 or email: [ttravers@sccrtc.org](mailto:ttravers@sccrtc.org)

**Questions or Comments:**

Contact Tommy Travers at (831) 460-3200 or by email at [ttravers@sccrtc.org](mailto:ttravers@sccrtc.org).

Grace Voss: Statement of Qualification:

I served on the Bicycle Advisory Committee from 2016 to this past spring, when the District 1 Commissioner decided to go in a different direction. I feel my experience with the committee has been a good avenue for me to share ideas, plans and actions for safe bicycle infrastructure in the city and county with members of the Santa Cruz County Cycling Club. In the future I hope to continue this valuable method of communication as editor of the club's bi-monthly newsletter The Roadrunner and as a bike club board member. Finally, as a retired teacher I am interested in the committee's efforts to promote bicycle education for people of all ages in Santa Cruz County.

**TO:** Bicycle Advisory Committee

**FROM:** Tommy Travers, Transportation Planner

**RE:** FY 21/22 TDA Funding Request for the Community Traffic Safety Coalition and the Ride N Stride Program

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## **RECOMMENDATIONS**

Staff recommends that the Bicycle Committee:

1. Review the attached FY 21/22 Community Traffic Safety Coalition (CTSC) and Ride N Stride Bicycle and Pedestrian School Education Program funding requests, work plans and budgets from the County Health Services Agency (HSA) (Attachments 2 & 4) and provide input; and
  2. Recommend that the Regional Transportation Commission approve \$130,000 in FY 21/22 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 the Santa Cruz County Health Services Agency (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 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 21/22 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 21/22 funding request for this program is \$65,000. Also attached is a Progress Report for the program from July to December of 2020 (Attachment 3).

The second work plan, claim form and budget are for continuation of the CTSC including Vision Zero coordination (Attachment 4). 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 program for the city of Watsonville and continues to be closely involved with implementation of that plan, with the HSA providing staff support for the Watsonville Vision Zero Task Force. The CTSC has developed a Vision Zero Work Plan for coordination with other jurisdictions for future plans and occasionally meets with other jurisdictions. Also attached is a Progress Report for the program from July to December of 2020 (Attachment 5).

In total, the amount requested for the two programs does not exceed the \$130,000 currently available in the RTC budget and does not include an increase over the last TDA allocation. HSA will provide a total of \$179,500 in matching funds to the requested allocation, including in-kind contributions of \$8,500.

Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year which occurred at the April 1, 2021 RTC meeting, 2) Bicycle Advisory Committee review and recommendation, and 3) RTC review and approval typically scheduled for the June RTC meeting.

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 21/22. Staff recommends that the Bicycle Advisory Committee provide input and 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. Ride N Stride claim form, work plan, and FY 21/22 budget
3. Ride N Stride Progress Report July to December 2020
4. CTSC claim form, work plan, and FY 21/22 budget
5. CTSC Progress Report July to December 2020

# COMMUNITY TRAFFIC SAFETY COALITION



April 29, 2021

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

**Regarding: FY 2021-2022 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 will continue with their 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 at least 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 at least \$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 2021/22. As done this past year, all TDA funds not used due to the COVID-19 pandemic will be rolled over to the next fiscal year.

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*

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)

**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 2021-22**
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 2021-22**
9. Number of people to be served/anticipated number of users of project/program: The primary work plan objective is to reach at least 2,000 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 2021-22.

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, 2022 and final report to be submitted by July 31, 2022.

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	Bicycle



Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	Committee review May 10, 2021
E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual?	N/A

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

#### **All Claims**

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

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

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

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

Ride n' Stride staff continued the partnership on Walk Smart with Ecology Action and to utilize existing or low-cost/no-cost educational materials. The program also continued distributing bicycle, helmets, educational materials, and reflective items purchased through other traffic safety funding. In addition, the program utilizes in-kind donations of teacher and volunteer time and secures competitive pricing for program supplies. For better process efficiency, this past year program staff developed a generic phone number and email with online access for all team members to be used to promote the programs and follow up on community requests. 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. Unintended reductions in operating costs due to some staff being deployed to the COVID-19 pandemic response will mean likely rollovers of unused TDA funding into the next fiscal year.

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

Ride n' Stride staff are participating this year in a County Department of Public Works project in partnership with Ecology Action, to create an Active Transportation Plan for the unincorporated area of the county, in addition to participating in state Office of Traffic Safety grants in bicycle, pedestrian, and child passenger safety. These plans will assist jurisdictions in securing funding for future improvements around schools. With continued shifting of Public Health staff time to the corona virus pandemic, HSA staff developed online and virtual curriculum to supplement distance learning while schools were closed due to the shelter in place orders. In this year's work plan, further development of online evaluation components will take place.

## **Community Traffic Safety Coalition (CTSC) Ride n' Stride Education Work Plan FY 2021-2022**

The Ride n' Stride program aims to increase safe bicycling and walking among children and youth in all Santa Cruz County elementary schools. Classroom bicycle and pedestrian safety curriculum developed, and adapted this past year for virtual delivery during COVID-19, teaches basic traffic safety to young students in preschools and K-5<sup>th</sup> grades. 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 targeting second grade students 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 for pedestrian safety education and 5<sup>th</sup> grade classrooms for bicycle safety education. Easy to follow lesson plans align with California Common Core standards and provide another opportunity for children to hear important traffic safety messages. For students that participate, bicycle and pedestrian activity books are provided after classroom sessions when funding is available.

### ***FY 2021/22 Objectives and Activities Work Plan:***

- ❑ Conduct bicycle and pedestrian safety education sessions for at least 2,000 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.
- ❑ Participate in at least 4 school or community events to provide traffic safety information and promote safe bicycling and walking.
- ❑ Work with the Community Traffic Safety Coalition (CTSC) and community partners to coordinate distribution and proper fitting of at least 200 bike helmets to students and other community members.
- ❑ Further develop, revise or procure multi-grade level bilingual curriculum in both online and virtual formats, student and teacher resources, and/or child-to-adult interventions for classroom presentations.
- ❑ Participate in the fall and spring Bike/Walk to School/Work events, bike rodeos, walking field trips, 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.
- ❑ Develop online teacher program evaluations, continue conducting pre/post-testing of students online or in-person, and continue reporting bike and pedestrian observational survey results among children and youth.

**Ride n' Stride Bicycle and Pedestrian Education Program  
TDA/RnS Budget, FY 2021/22**

<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 – December 31, 2020**

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

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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 this first biannual period, Ride n' Stride staff spent the summer completing development of the Ride n' Stride new virtual bicycle and pedestrian safety presentation for preschool and K-5 grade elementary school students. Once the school year began and distance learning was still in place due to the COVID-19 pandemic, staff were able to practice delivery of both this and the new virtual Walk Smart program. Walk Smart is a program jointly developed and delivered by the Health Services Agency (HSA) and Ecology Action that provides both in-class presentations followed by walking field trips targeted to second grade students. HSA helps provide the classroom presentations which are similar to the Ride n' Stride pedestrian presentations. Walking field trips have been on hold due to the pandemic restrictions.

At seven elementary schools in the Fall, students received Ride n' Stride presentations combining both *bicycle and pedestrian* safety reaching 551 students. Walk Smart *pedestrian* safety presentations were jointly conducted at seven elementary schools across Santa Cruz county school districts reaching 277 students. A total of 828 students have been reached at 14 schools in this first biannual 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.**

During this biannual period, all group gatherings and community events were cancelled due to the COVID-19 pandemic restrictions. Ride n' Stride staff remained focused on virtual delivery in the schools and began developing ideas about how to

reach parents/caregivers with presentations through schools and community agencies.

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

As with the objective above, all group gatherings and community events were cancelled this biannual period due to the COVID-19 pandemic restrictions. Ride n' Stride staff will look to the second biannual period to participate in community events as restrictions loosen.

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

During this biannual period, Ride n' Stride staff assisted in compiling and analyzing bike and pedestrian safety data for active transportation and planning grants as well as traffic safety campaigns, including surveying existing bike/ped infrastructure, culling primary collision factor data, and compiling travel related health indicator data.

- 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.**

Through Helmet Fit Sites and partner agencies, Ride n' Stride staff assisted in coordinating proper fitting and distribution of 174 helmets during this biannual period.

- 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.**

Due to COVID-19, the typical Fall Bike/Walk to School/Work events remain on hold, replaced this Fall with the mostly virtual Biketober month organized by Ecology Action. Ride n' Stride staff will look to the second biannual period to participate in group and community events as restrictions loosen.

- 7. Participate in traffic safety meetings, such as CTSC, Watsonville Vision Zero Task Force (formerly the South County Bicycle and Pedestrian Work Group), and Complete Streets to Schools planning meetings, as staffing capacity and other program priorities allow.**

Ride n' Stride staff attended the now virtual bimonthly Watsonville Vision Zero Task Force meetings in the months of July, September, and November, and the virtual bimonthly Community Traffic Safety Coalition (CTSC) meetings in the months of August, October and December. Program staff have also been involved in planning meetings and outreach for the Active Transportation Plan being developed by the

County Department of Public Works in partnership with Ecology Action and Bike Santa Cruz County called Powered by Me.

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, Ride n' Stride staff began developing ideas for virtual evaluation tools. Pre/post-tests were administered to students who received the Walk Smart presentations. Results showed an **24%** average increase in knowledge of pedestrian safety, based on a 6-question written quiz. Overall, teacher evaluations rated very high at 4.72, based on a scale of 1 (Ineffective) to 5 (Excellent).

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

The primary Ride n' Stride staff remained on full-time leave in this first biannual period until mid-August. Program staff focused on virtual presentations until the COVID-19 pandemic surge resulted in all staff being deployed again to work on the coronavirus response. With restrictions loosening, the goal will be to continue reaching students in the schools virtually through the end of the school year and begin in the summer to do outreach and education in group and community settings in person.

*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

March 30, 2021

Date



**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 2021-2022**
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 v2**
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 Watsonville Vision Zero Task Force (formerly 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 attached 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 2021-2022.

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, 2022 and final report to be submitted by July 31, 2022.

**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	Bicycle

Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	Committee to review May 10, 2021
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:

This past fiscal year, the South County Bicycle and Pedestrian Work Group (SCBPWG) transitioned into the Watsonville Vision Zero Task Force (WVZTF) with City staff now assuming primary responsibility for the group and CTSC staff providing a supportive role. All CTSC activities are financed with a combination of funding sources, partnerships and volunteer contributions. In 2020, CTSC staff began working with the Department of Public Works to create an Active Transportation Plan for the unincorporated areas of the county. HSA has also been successful in receiving state Office of Traffic Safety funding for bicycle, pedestrian and child passenger safety this past year. These projects leverage 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. Unintended reductions in operating costs due to some staff being deployed to the COVID-19 pandemic response will mean likely rollovers of unused TDA funding into the next fiscal year.

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

The CTSC's South County Bicycle and Pedestrian Work Group (SCBPWG) officially transitioned into the Watsonville Vision Zero Task Force (WVZTF) with continued support from CTSC staff this year. The City of Santa Cruz plans to create their own task force for Vision Zero with Public Health as a key stakeholder. The CTSC will continue to provide leadership for Vision Zero needs data collection & analysis, action plan development, and project implementation with staff and leadership in each jurisdiction. The CTSC will continue 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 policies, strategies, and systems change.

# 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 is to prevent traffic-related injuries and fatalities for all road users, with a focus on people bicycling and walking. The CTSC envisions 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. The CTSC's South County Bicycle and Pedestrian Work Group (SCBPWG) officially transitioned into the Watsonville Vision Zero Task Force in 2021 and the City of Santa Cruz plans to create their own Vision Zero task force.

## **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.

The CTSC 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 2021/22**

<b>Line Item</b>	<b>TDA Budget</b>	<b>HSA Match</b>	<b>Total Project Costs</b>
<b>Personnel</b> (Salary +Benefits )			
Health Educator , 1 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 20-21 FIRST BIENNIAL PERIOD  
July 1, 2020- December 31, 2020**

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)

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**Vision Zero Work Plan Activities Progress**

Watsonville - Phase I Work Continued

Assist City in community engagement and data collection.

- CTSC staff is supporting City of Watsonville in data collection and reporting efforts and to monitor Vision Zero project progress and improvements, including using a template to track progress on priority projects outlined in the Vision Zero Action Plan.
- The Watsonville Vision Zero Task Force (formerly the South County Bicycle and Pedestrian Work Group) continues to meet virtually bimonthly with participation from City public works, planning, manager's office, police department and City Council as well as community groups, advocacy organizations and members of the public.
- The Watsonville Vision Zero Task Force (WVZTF) meetings now include a standing agenda item of reporting on the Vision Zero Action Plan priority projects. This allows for transparency and accountability on project updates for those who are involved with each project.
- The City Public Works and Police Department have been coordinating with City Information Services to update software and make collision data more readily available.
- The Neighborhood Traffic Plan addresses concerns expressed by residents regarding speeding and other traffic complaints in neighborhoods.  
<https://www.cityofwatsonville.org/1483/Neighborhood-Traffic-Plan>

Assist in writing a Watsonville Vision Zero Action Plan

- During the November WVZTF meeting, members discussed what new projects they would like to see included for the next Vision Zero priority projects list.
- City staff plan to return to City Council in February 2021 to report on the previous year's progress and present updates and new priority projects for the 2021 Vision Zero Action Plan.

Watsonville – Phase II Work Continued

Support implementation of Vision Zero Action Plan

- In July, CTSC staff met with City Public Works staff to discuss next steps for Vision Zero, priority projects, group rebranding, and future WVZTF leadership roles. At this meeting,

it was decided that the City of Watsonville Public Works staff would take the lead on facilitating the bimonthly meetings while CTSC staff would provide administrative support, including taking minutes, creating draft agendas, and technology support.

- In rebranding the WVZTF, the group chose DigitalNEST to design a logo. Final draft logo designs were presented to the coalition members in November and CTSC staff released two surveys to coalition members to vote on the final logo.
- CTSC staff supported the City of Watsonville in implementing several Priority Projects identified in the Vision Zero Action plan, including collaborating on a public safety education campaign through a countywide collaborative Street Smarts program.
- CTSC staff recently partnered with Ecology Action on submitting a non-infrastructure grant proposal for state Active Transportation Program Cycle 5 funding targeting several Watsonville schools.

#### Countywide Work Continued

Promote Vision Zero policy adoption in each jurisdiction.

#### City of Santa Cruz

- On August 12<sup>th</sup>, CTSC staff joined City Public Works staff and consultants in a local field visit to observe high collision corridors and intersections for development of a Local Roadway Safety Plan (LRSP) with grant funding from Caltrans.
- CTSC Staff also participated in a stakeholder workshop to discuss findings and counter measures for the selected sites in the LSRP.
- At the November 16<sup>th</sup> Transportation & Public Works Commissioner (TPWC) meeting, CTSC staff presented to the commissioners on CTSC and Vision Zero.
- CTSC staff have invited the TPWC commissioners that serve on the Vision Zero ad hoc committee to present at the December CTSC coalition meeting where they gave a summary of their work on Vision Zero.
- CTSC staff continue to work with TPWC commissioners and City staff regularly to support their next steps for Vision Zero in the City of Santa Cruz.

#### City of Capitola

- A City of Capitola Councilmember has been attending the CTSC and Vision Zero Task Force meetings. CSTC staff initiated conversations regarding promoting Vision Zero policy in Capitola.

#### County of Santa Cruz

- CTSC staff have been in communication with County Public Works staff about proposing a Vision Zero policy in the unincorporated area of the county.

Organize a community education campaign.

- In August, CTSC staff reviewed PSA scripts and provided feedback for the Streets Smarts campaign before they began filming the videos. CTSC staff also assisted in finding diverse and actors reflective of the community for the new PSAs.
- CTSC staff continue to encourage local jurisdictions to incorporate the countywide Street Smarts regional media campaign into Vision Zero efforts.
- CTSC staff sent out regular bimonthly email newsletters to CTSC and WVZTF members through Mailchimp. Newsletters contain the previous meeting's minutes, upcoming agenda, and any necessary attachments.
- In addition, CTSC staff sent out weekly Mailchimp community partner emails to the to both groups that contained COVID-19 information, resources, and services.

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/WVZTF meeting.
- Local law enforcement agencies are regularly invited to report traffic-related fatalities and injuries to the two groups.
- CTSC staff use Facebook to post messages that acknowledge losses to families of traffic violence victims.

Develop potential countywide Vision Zero goals and strategies.

- CTSC staff met monthly with inter-departmental agency representatives from County Public Works, County Planning, and County Parks to discuss Vision Zero goals and strategies in the unincorporated areas.
- CTSC staff supported Bike Santa Cruz County in developing a local [Santa Cruz County "Bike Match" program](#). Due to COVID-19, public transit options and accessibility of affordable bicycles were limited. CTSC staff helped organize and facilitate meetings, provided guidance and review on publications, and provided the Bike Match program with LED bike lights.

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.
- CTSC staff attended the League of American Bicyclists League Cycling Instructor (LCI) seminar as well as the Vision Zero Cities virtual conference and Silicon Valley Bicycle Summit.

#### CTSC Media Coverage

The Pajaronian- July 9, 2020

Communities Participate in Santa Cruz Bike Month

<https://pajaronian.com/communities-participate-in-santa-cruz-bike-month/>



Sentinel - July 31, 2020

Riding it out in Santa Cruz's Beach Flats to encourage participation in 2020 Census  
<https://www.santacruzsentinel.com/2020/07/31/photo-riding-it-out-in-santa-cruz-beach-flats-to-remind-participation-in-2020-census/>

Sentinel – October 29, 2020

Santa Cruz County uses public outreach to develop active transportation plan  
<https://www.santacruzsentinel.com/2020/10/29/santa-cruz-county-uses-public-outreach-to-develop-active-transportation-plan/>

Sentinel - December 31, 2020

Newsmaker 2020 – Santa Cruz County takes steps to ensure road safety among pedestrians, cyclists  
<https://www.santacruzsentinel.com/2020/12/31/newsmaker-2020-santa-cruz-county-takes-steps-to-ensure-road-safety-among-pedestrians-cyclists/>

#### CTSC Letters of Support

- 1) August 24, 2020 – Letter to the State of California Department of Transportation Division of Local Assistance supporting “Safer Access to Pajaro Valley High School and Beyond” Active Transportation Program Cycle 5 application by the City of Watsonville.
- 2) August 26, 2020 – Letter to District 5 Director of Caltrans to advocate for complete streets improvements in Watsonville, especially on State Routes 129 and 152.
- 3) September 11, 2020 – Letter to the State of California Department of Transportation Division of Local Assistance supporting “Safe Routes for Watsonville School Families and Community” Active Transportation Program Cycle 5 application by the County of Santa Cruz Health Services Agency.

#### Ongoing CTSC Programs

Watsonville Vision Zero Task Force (formerly the South County Bicycle and Pedestrian Work Group) - This task force is now facilitated by Watsonville Public Work's staff and implements action items in the [City of Watsonville's Safe Streets Save Lives Vision Zero Action Plan 2020](#). Activities implemented by the Watsonville Vision Zero Task Force (WVZTF) are specific to the City of Watsonville and are reported in the work plan project areas listed above. CTSC staff continue to provide administrative support to this group and play an active role in the meetings and activities, bringing a public health perspective to the table.

Bicycle Traffic School (BTS) – BTS two-hour classes are now offered quarterly and are taught by CTSC staff's League Cycling Instructor (LCI), which is a certification from the League of American Bicyclists (LAB). These classes are now taught virtually while COVID-19 mitigation limits in-person group gatherings. CTSC staff provides information about this diversion program to local law enforcement agencies regularly. In addition, the class is offered free to the public for those who want to feel safer and more confident riding on busy local streets.



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 child passenger safety resources.

#### 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.

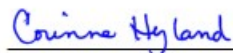
PACE Car – This program also aims to reduce speeds in neighborhoods and has been ongoing for many years. Pace car community members sign a pledge to drive within the speed limit, stop for pedestrians, drive courteously, and display a Pace Car Sticker on their vehicles. Pace car drivers act as “mobile 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

March 30, 2021

Date

**TO:** Bicycle Advisory Committee

**FROM:** Tommy Travers, Transportation Planner

**RE:** FY 21/22 Bike to Work/Bike to School TDA funding request

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## **RECOMMENDATION**

Staff recommends that the Committee:

1. Review the attached FY 21/22 Bike to Work/Bike to School funding request, work plan and budget from Ecology Action ([Attachment 1](#)) and provide input; and
  2. Recommend that the Regional Transportation Commission approve \$60,000 in FY 21/22 Transportation Development Act funds.
- 

## **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 with 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 21/22 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 in-person Bike to Work/School events this fall and next spring while continuing online encouragement and education campaigns, including Bike Challenge months where community members are motivated to increase bicycle use for all trips in a friendly competition. The amount has been budgeted in the RTC's FY 21/22 budget for the Bike to Work program.

The Transportation Development Act Claim form and the FY 21/22 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 21/22 budget. Also attached are progress reports from the first half of the current fiscal year (Attachment 2). 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 1, 2021 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 21/22. Staff recommends that the Bicycle Advisory Committee provide input and recommend approval of the request as submitted to the Regional Transportation Commission.

### Attachments:

1. Letter and supplemental materials from Piet Canin, Ecology Action's Strategic Development Director
2. Progress reports from July to December 2020



April 30, 2021  
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 2021-2022 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), May Bike Month, and Fall Bike Challenge on Love to Ride. The BTW program is one of the largest sustainable transportation campaigns in Santa Cruz County, providing critical opportunities to increase bike transportation, catalyze large scale behavior change, and provide bike encouragement to K-12 students and adults. These bike initiatives are needed more than ever as COVID-19 sparked a bike boom that is roaring into 2021. This moment is one to strongly lead and invest in, to help usher new riders into regular riders by engaging in our programs and give space for regular riders to lead their community.

Our 2020 program – like everything else in our lives – was upended by COVID-19. It drastically altered the transportation landscape as most residents sheltered-in-place (SIP), worked from home, and significantly reduced their transportation. COVID-19 did ignite a bike boom as many biked for exercise with gyms closing, to get outside for fresh air, to de-stress, and pursue fun and close to home family time. Ecology Action was able to adapt to this overnight halting of in-person activities by bolstering our online presence. This enhanced offerings and active communication channel allowed us to reach individuals who were new to and those re-discovering bicycling during COVID-19 by providing education, encouragement, and community, even if it was digital.

We will continue to use online platforms to build our behavior change message and resources to meet the ever-changing needs of our community as well as transition back to in-person outdoor activities as permitted by public health regulations. We are all starved for safe in-person social interaction. This social engagement makes biking an attractive form of transportation.

#### County of Santa Cruz – Bike Challenge 2020 Accomplishments

- 1,543 active participants
- 264 new or occasional riders
- 17,650 total bike trips
- 962 other Bike Month activity participants

The Bike to Work program continues to leverage RTC funding with some \$30,000 in cash support and some \$50,000 of in-kind contributions from local businesses, public agencies, and volunteers. EA supplements RTC funding with state and regional funds where possible to meet the growing COVID-19 bike boom 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 21/22 to support our Bike to Work/School program.

Sincerely,

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

Piet Canin, Ecology Action Transportation Group

## Ecology Action's Bike To Work/Bike Campaign Program 2020

### Program Summary

#### **Program Summary**

Our 2020 program – like everything else in our lives – was upended by COVID-19. It drastically altered the transportation landscape as most residents sheltered-in-place (SIP), worked from home, and significantly reduced their overall number of transportation trips. COVID-19 did ignite a bike boom as many biked for exercise with gyms closing, to get outside for fresh air, to de-stress, and pursue fun and close to home family time. Ecology Action was able to adapt to this overnight halting of in-person activities by bolstering our online presence. This enhanced offerings and active communication channel allowed us to reach individuals who were new to and those re-discovering bicycling during COVID-19 by providing education, encouragement, and community, even if it was digital.

#### **2020 Accomplishments**

##### *Bike Challenge (July Bike Month + Biketober)*

- 1,543 active participants
- 264 new or occasional riders
- 17,650 total bike trips
- 209,289 miles biked
- 30% transportation trips
- 75% of new riders continued to bike after the Challenge

##### *Pilot Youth Bike Challenge*

- 26 participants @ 2 high schools
- 490 bike trips
- 4,327 miles biked

##### *Bike Month Activities (other than Bike Challenge)*

- 6 virtual activities
- 962 participants

Ecology Action worked with partner public agencies, local community-based organizations, and businesses/employers to adapt to the new realities of COVID-19 by shifting most of our public engagement to digital channels. We did this through the Love to Ride platform with segmented communication, incentives, story sharing, and goal setting. We pivoted and launched a series of successful virtual webinars building a library of content spanning urban cycling, introduction to e-bikes, and bike commuting 101. We partnered with local and highly creative organizations like the Museum of Art and History to share solo scavenger hunts and curated rides that individuals, families, and COVID pods could do across Santa Cruz. We also hosted our first ever virtual movie screening by bringing the critically acclaimed documentary *Motherload* to “town” with a complimentary live panel and Q&A with the director, Mayor Cummings, and several bike and sustainability luminaries from around Santa Cruz County. We also began monthly blogs and



newsletters featuring original content from EA staff on a range of topics designed to engage our readership on topics of biking, transportation, sustainability, and civic participation.

Over the last two years we have been building out the Love to Ride digital platform, which made the shift to all virtual programming in 2020 a little easier to tackle. The pandemic did shutter our in-person Bike to Work/School Day activities, but we were able to connect to and support the bike boom in 2020 in other ways. Our experiment with bringing the Santa Cruz Bike Challenge to two local high schools, Santa Cruz High and Harbor High, proved to be compelling for students, teachers, and admin alike. Despite lower the age limit to 13 years old, the Love to Ride platform is still not optimized for a youth audience, but our initial testing gave us enough indication to work on a pilot with more a more formal approach.

The Santa Cruz Love to Ride platform has 2,742 participants of which 379 are new riders from 160 employers. Since the start of the program these participants have recorded over 154,000 bike trips, covering 1.8 million miles, and saving over 200,000 pounds of CO2.

## **Bike To Work Program Scope of Work FY 21-22**

Ecology Action's (EA) Bike To Work (BTW) Program turns 35 in the Spring of 2022, a testament to the incredible growth from a small neighborhood affair to a large-scale community tradition that continues to evolve and meet the moment to sustain the once in a generation COVID-19 bike boom. The BTW program is one of the largest sustainable transportation campaigns in Santa Cruz County, providing critical opportunities to increase bike transportation, catalyze large scale behavior change, and provide bike encouragement to K-12 students and adults.

As Santa Cruz County transitions toward a manageable COVID-19 life with vaccinations reaching more residents every day, Ecology Action is keenly tuned and uniquely positioned to help sustain the incredible bike boom that started in April 2019 and by most measures continues a year later. We witnessed a wide variety of people biking for diverse purposes, seeing bike sales and ridership shoot upwards, and the reasons were manifold. With fear of COVID-19 transmission, the natural socially distant bicycle offered a safe form of transportation. Gyms and other fitness establishments closed so people turned to the bicycle for exercise. Shelter in place meant most people were reduced to their homes and neighborhoods for months, so the bike became an escape from the monotony of SIP, a healthy family activity, and a way to de-stress. Bike shops were busier than ever - they were labeled essential business -- as demand overwhelmed supply, there was a 109% increase in local sporting good sales revenue from fall 2019 to fall 2020, neighborhood streets and dirt trails were crowded with a variety of riders.

Our FY 21/22 programs look to sustain the bike boom with a range of encouragement, education, and support activities with both online and larger in-person (when it is safe to do so) components.

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 Santa Cruz County Bike Challenge, illustrates the positive impact and functionality of virtual channels. The COVID-19 crisis accelerated 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 (October & May).
- 4) Spring Bike Month, which features fun, inclusive, positive, and educational bicycle activities (both virtual and in-person)
- 4) Ongoing support targeting bike commuters via online communications including original blog content, electronic newsletters, and social media

5) 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 2021)

**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 innovate programming to engage new audiences and test new programs/initiatives

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

- Increase participation levels by 5% for fall activities and October 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 2%.
- 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 assets
- Conduct content marketing campaign including blog posts and social media posts 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 2022

### Work Schedule/Tasks:

EA staff will coordinate the 35nd 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 bike trips on our challenge 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 online presence via Ecology Action's social media channels including Facebook, Instagram, and LinkedIn and our campaign landing pages.
- 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, 2022

- 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 assets.
- Conduct content marketing campaign including blog posts and social media posts 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 21/22 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
TOTAL PROJECT BUDGET	\$ 160,000.00	
<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>		

**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 21/22
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):

Our FY 21/22 programs look to sustain the bike boom with a range of encouragement, education and support initiative both online and in-person (when it is safe to do so).

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
- 4) Ongoing support targeting novice or infrequent bike commuters via online communications including original digital, electronic newsletters, social media and website/blog updates
- 5) 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)



9. Number of people to be served/anticipated number of users of project/program: We anticipate 13,000-16,000 people will participate directly in the program.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names):  
The project includes the entire Santa Cruz County area including all the incorporated cities.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community)

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

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Project RTC #26
13. Measures of performance, success or completion to be used to evaluate project/program:

To measure the success of the Bike to Work/School program, Ecology Action (EA) tracks the following data using participant surveys: the number of program participants, the participant's bike commute mileage, the number of beginning and infrequent bike commuters, the number of first time participants, and the number of participants who usually drive alone to work. 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. The piloted Bike Month Challenge uses bike trip and mileage tracking apps to quantify 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 newsprint ads, and the number of radio and TV PSA's aired. Success is also measured by the number of posters and brochures distributed, direct mailings sent out, website visits, emails delivered and the growing number of people that sign-up for our electronic newsletter. The number of community, business and school events staffed with informational booths is also tracked.

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

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

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

15a. Capital Projects

	Planning	Environmental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
SCHEDULE (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 May 2021 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.

Ecology Action adapted to the covid public health restrictions to more fully develop our online program tools and resources for program participants. We successfully continued to engage participants with updated online channels as we navigated the challenges brought on by the pandemic. We developed more interactive and attention grabbing content and formats as Zoom webinars become the norm for program delivery. While this didn't necessarily reduce program cost it did allow us to deliver relevant programming that supported locals during the covid bike boom.

EA helps to reduce operating costs by investing in our volunteer program. 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 \$30,000 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:

As Santa Cruz County transitions to a less restrictive covid existence we are looking to sustain the incredible bike boom that saw a wide variety of people biking for diverset purposes. Biking tilted upwards as it was a covid form of transportation, exercise, escape from the monotony of SIP, a heathy family activity and way to de-stress. Bike shops were busier than ever - they were labeled essential business -- as demand overwhelmed supply, there was a 109% increase in local sporting good sales revenue from fall 2019 to fall 2020, neighborhood streets and dirt trails were crowded with a variety of riders. Other forms of sustainable transportation didn't do as well.

EA will focus on business engagement by expanding our Bike Month Challenge where employees will be encouraged to participate in two monthly Bike Challenges using apps to track their bike commuter trips and miles. Prizes and gameification will be used to catalyze participation from new bike commuters and get those biking already to ride more often for bike transportation.

EA will continue to focus on expanding this program within the schools and leveraging our existing volunteer and administrator contacts at school sites to increase ridership among students while keeping staff time low.

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

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

Covid changed everything and Ecology Action adjusted by moving almost all programing online as in person activities where prohibited. We will be moving to more and more in person programing for FY 21/22 as public health regulations permit.

**ECOLOGY ACTION**  
**QUARTERLY PROGRESS REPORT**  
**TDA Bike to Work Program**

**July through September 2020**

**July**

- Launched Bike Month 2020 on July 1, 2020
- Continued sending promotion and partner kit to organizations to help promote Bike Month 2020 complete with info on Bike Month events and Bike Month Challenge.
- Coordinated with MAH staff to ensure launch and promotion of their partner led Bike Month events
- Conducted large scale 1:1 outreach to business sponsors, bike ambassadors, organizational partners, community leaders, local government, and local business community to join Bike Month and share it widely
- Sent out a monthly newsletter to our transportation email list on topics: Traffic safety with a focus on summer traffic, overview of ebikes, and an article about biking to work for the first time
- Coordinated with Liz Canning for a MOTHERLOAD documentary community screening event and live virtual panel discussion and Q&A with a local panel of bike luminaries
- Recruited panelists for the MOTHERLOAD live virtual panel including: City of Santa Cruz Mayor Justin Cummings, Alessandra Alvares from UCSC Sustainability, Josh Muir of Frances Cycles, Craig Calfee of Calfee Designs, and Liz Canning the director of MOTHERLOAD.
- Bike Month yielded 1694 participants between the Bike Month Challenge, MAH GPS rides and scavenger hunt, MOTHERLOAD film and follow up panel, and the Santa Cruz County Census Bike Caravan

**August**

- Tracked program participation and impact from Bike Month
- Sent our thank you messages to business sponsors and ambassadors
- Sent thank you video out via social media and Love to Ride comms about impact of Bike Month Challenge
- Worked on a COVID pivot plan for youth engagement in lieu of in person Bike to School in Fall 2020
- Met with vice principals, activity coordinators, and teachers at Santa Cruz High School and Harbor High School to discuss the possibility of a pilot youth-based bike challenge adaptation of Love to Ride
- Worked on a plan for upper class students (juniors and seniors) 16 years and above to participate individually on Love to Ride, and starting devising a way for younger class students to aggregate their ride data into a separate google form that their teacher could help monitor and track the cumulative impact.
- Came up with a hybrid challenge model of Love to Ride bike challenge along with a social media challenge both leveraging weekly incentives to drive participation

**September**

- Held additional planning meetings with staff from Santa Cruz High School and Harbor High School
- Love to Ride announces they are lower the age limit on the platform to 13 years old, allowing EA staff to pivot once more and open the pilot bike challenge to all high school age students
- Held virtual school assemblies with high school students including an overview of the bike challenge, the social media challenge, with a bike ambassador rap and well-rounded approach
- from high school staff, student leadership, EA staff, and an educational collaborator who helped with the school rap
- Generated some social media posts to engage high school students in the challenge
- Conducted more outreach to teachers and school staff to participate in Biketober and rally their students

**ECOLOGY ACTION  
QUARTERLY PROGRESS REPORT  
TDA Bike to Work Program**

**October through December 2020**

**October**

- Launched Santa Cruz County Bike Challenge: Biketober on October 1
- Launched Biketober Bike Challenge – Youth Pilot with two anchor high schools: Harbor High and Santa Cruz High
- Monitored and connected with new organizations and registrants as they signed up for Love to Ride
- Answered questions for organization/department registrations from business and organizations
- Furnished organizational champions with promotion kits to help spread the word about Biketober
- Worked with Harbor High and Santa Cruz High student leaders, activities coordinators, teachers, and school admin to promote the challenge, hold virtual assemblies, strategize on social media challenges each week, and determine the best use of incentives to help motivate students to use active transportation and ride their bikes to and from destinations
- Experienced some difficulty with youth participation given the challenge’s optional nature and inconsistent buy in from folks in the school community as well as a bifurcated audience trying to participate in the social media challenge and the Love to Ride challenge.
- Leveraged \$500 in incentives per school in the form of Downtown Dollars to use toward weekly giveaways for riding, posting, and engaging with the challenge
- Posted and reposted social media posts from users, content from Bike Month prize winners, youth social media challengers
- In total, the Biketober Bike Challenge – Youth Pilot efforts yielded the following results:
  - 66 registrants (44 Santa Cruz High, 12 Harbor High)
  - 26 participants (20 Santa Cruz High, 6 Harbor High)
    - Santa Cruz High (12 staff, 8 students)
    - Harbor High (4 staff, 2 students)
  - 490 total trips (277 Santa Cruz High, 213 Harbor High)
  - 4,327 total miles (3,092 miles Santa Cruz High, 1,235 Harbor High)

**November**

- Tracked program participation and impact from Biketober
- Sent our thank you messages to business sponsors and ambassadors
- Sent thank you video out via social media and Love to Ride comms about impact of Biketober Challenge
- Held a debrief with Assistant Principals and Activities Coordinators from both Santa Cruz High and Harbor High to collect feedback, lessons learned, positives and improvables, and ideas for another pilot round in Spring 2021 with ideas on structure and optimizing for engaging more youth and working to tailor the challenge to that audience
- Overall excitement and positive reception for this challenge to help re-imagine building school community during COVID and engage differently with riding to school or for transportation than the traditional Bike to School Day model





- Wrote a post event youth pilot brief capturing process, approach, results, and feedback to inform a 2021 campaign
- Met with program, development, and marketing staff to get aligned on business sponsorship engagement for 2021 supporting adult bike programs

#### **December**

- Drafted different 2021 Business Sponsorship packages
- Continued to refine 2021 Business Sponsorship packages
- Contacted returning and potential new sponsors for 2021
- Refined and created new sponsorship pitch decks
- Conducted meetings with potential business sponsors for 2021
- Set meetings up for January after the holidays

Ecology Action  
Bike Month + Bike Challenge 2020  
Participant Rollup

## 2020 Bike Challenges

Headline Results	July – Bike Month	October – Biketober
Registrants	944	1,049
Participants	757	800
• New riders	33	40
• Occasional riders	134	117
• Regular riders	545	570
Distance (miles)	102,881	106,408
Total trips	8,476	9,174
% trips for recreation	67%	68%
% trips for commuting	21%	22%
% trips to other destinations	8%	8%
CO2 saved (lbs)	13,230	16,159
Energy burnt (million kJ)	11.85	11.6

## 2020 Bike Month Events

Event	Date(s)	No. of Participants
Museum of Art and History – GPS Rides	7/8/20 – 7/31/20	300
Bike Month Urban Cycling Workshop	7/15/20	15
Museum of Art and History – Race Through Time Bike Scavenger Hunt	7/1/20 – 7/29/20	500
MOTHERLOAD Film Documentary	7/27/20-7/29/20	80
MOTHERLOAD Film Live Panel Discussion + QA	7/29/20	42
Santa Cruz County Census – Bike Caravan	7/31/20	25

## 2020 Biketober Event

Event	Date(s)	No. of Participants
Biketober Urban Cycling Workshop	10/14/20	35

**TO:** Bicycle Advisory Committee

**FROM:** Amy Naranjo, Transportation Planner

**RE:** Go Santa Cruz County

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## **RECOMMENDATIONS**

Staff recommends that the Bicycle Advisory Committee receive information about the GO Santa Cruz County program and countywide expansion.

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## **BACKGROUND**

For more than 35 years, the Regional Transportation Commission (RTC) has offered transportation demand management (TDM) services to Santa Cruz County with the goal of using the existing transportation system more effectively by assisting travelers to use various modes of transportation, especially sustainable transportation modes. Many of the TDM services and activities offered by the RTC fall under the Cruz511 program and are available online at <https://cruz511.org>, including traffic conditions with real-time information, dynamic ride matching, multi-modal trip planning, Park & Ride lot coordination, and information about workplace-based commute programs.

In mid-2019, the RTC entered into an agreement with RideAmigos to provide an online commute management tool to include in the suite of commute services offered through Cruz511. The commute manager connects commuters, provides local transportation options, and rewards sustainable transportation choices.

In late 2019, the City of Santa Cruz, launched "GO Santa Cruz" as a pilot program to incentive employees in the downtown parking district to commute using sustainable modes of transportation. During the pilot phase, the downtown program has registered more than 1,100 participants who have logged more than 23,000 alternative trips, and in doing so reduced CO2 emissions by 26.9 metric tons. GO Santa Cruz County is an expansion of the GO Santa Cruz pilot program.

## **DISCUSSION**

In an effort to serve commuters countywide, the RTC is expanding the GO Santa Cruz program. GO Santa Cruz County rewards local commuters with incentives to rethink their ride and choose a more earth-friendly commute. The program is for all communities in Santa Cruz County, from Watsonville in the south to San Lorenzo Valley in the north and everywhere in-between.

Go Santa Cruz County is a key part of RTC's ongoing effort to reduce greenhouse gas emissions and play an active role in addressing climate change. The program is partially funded by voter-approved Measure D, which provides a balanced vision to improve, operate and maintain Santa Cruz County's transportation network.

### **How It Works**

GO Santa Cruz County features an online commute management tool that is available to all employees who live or work in Santa Cruz County. Community members can create a commuter profile by visiting <https://my.cruz511.org> and joining the *GO Santa Cruz County* network. The program is free to participate in.

### **Features/Benefits**

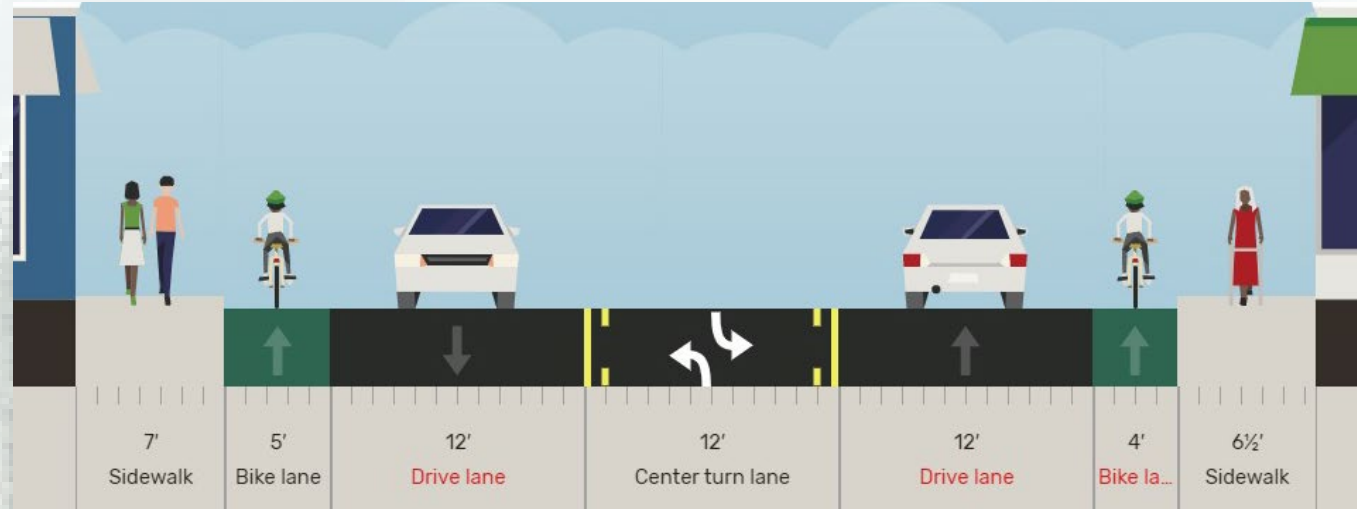
Workshops: Employees and employers are invited to participate in free educational workshops on green transportation. The informative sessions will be offered online and in-person (once safe to do so) and will focus on various topics including urban cycling, eBikes, bike commuting basics and more.

Commute Rewards: GO Santa Cruz County participants can earn cash rewards and prizes. Points are earned by logging alternative transportation trips and can be redeemed for electronic gift cards. GO Santa Cruz County users can also enter for chances to win in quarterly drawings. A bonus of 20 points is awarded just for signing up!

For more information about GO Santa Cruz County, visit <https://cruz511.org/goscc/>.

**Public meeting full presentation slides and video recording available:  
[sccrtc.org/slv](http://sccrtc.org/slv)**

## SR-9 & Graham Hill Rd Right Turn Channelization Concept



- Realigned Right turn pocket
- Reconstruct Sidewalk & Island
- ADA Curb Ramps
- Enhanced Cross Walks