



APRIL 6, 2023

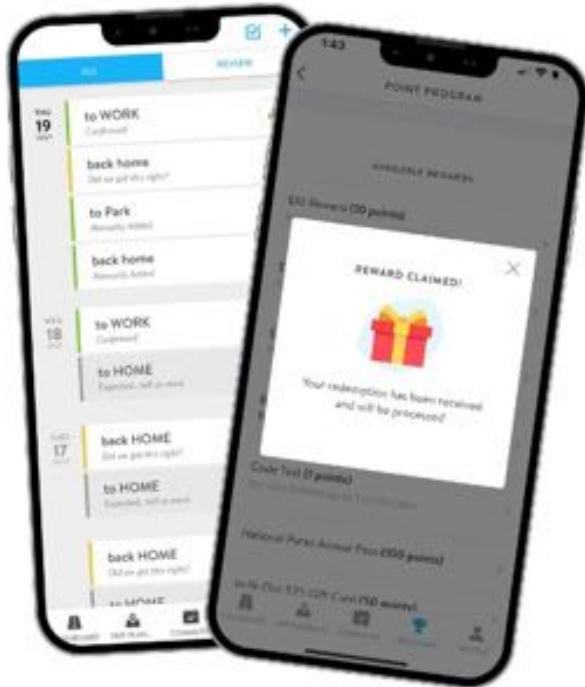
Go Santa Cruz County Program Update

Presentation to the Santa Cruz County Regional
Transportation Commission

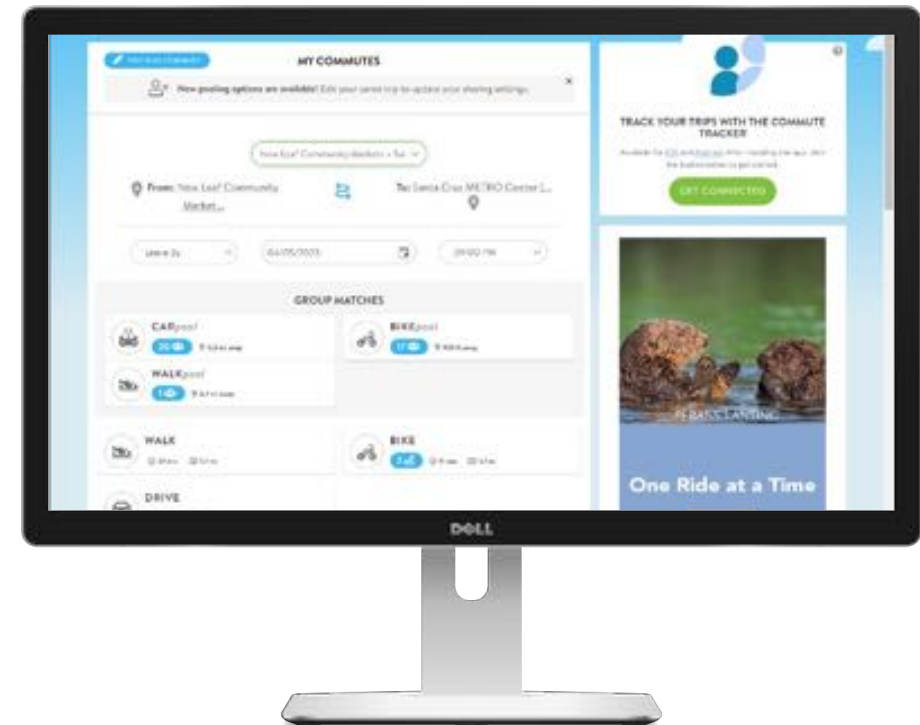
Overview

Go Santa Cruz County

Easy-to-use trip planning, ride matching and commuter rewards platform



Commute Tracker by RideAmigos



User Dashboard

Commute Rewards

How It Works

Join the Go Santa Cruz County commuter network to get started.



Log Commute Trips

Track your walk, bike, carpool, transit, or telecommute trips.

Log more trips to increase odds of winning monthly giveaways.



Earn Points

Earn 10 points for every eligible trip logged.

Limit 2 trips per day.



Redeem Rewards

Get a \$10 virtual gift card when you redeem 250 points.

Limit \$100 per user per year.

Employer Focused

Commuter Workshops & Safety Trainings



Urban Bicycling



Bike Commuting 101



Intro to E-Bikes



Winter Riding

NEW

Program Impact

**See the
difference
we've
made so
far**

Registered Users

4,076

Trips Logged

100k

Messages Sent

588

Trip Searches

17,560

Miles Logged

647k

Tons CO₂ Reduced

215

Money Saved

\$300k

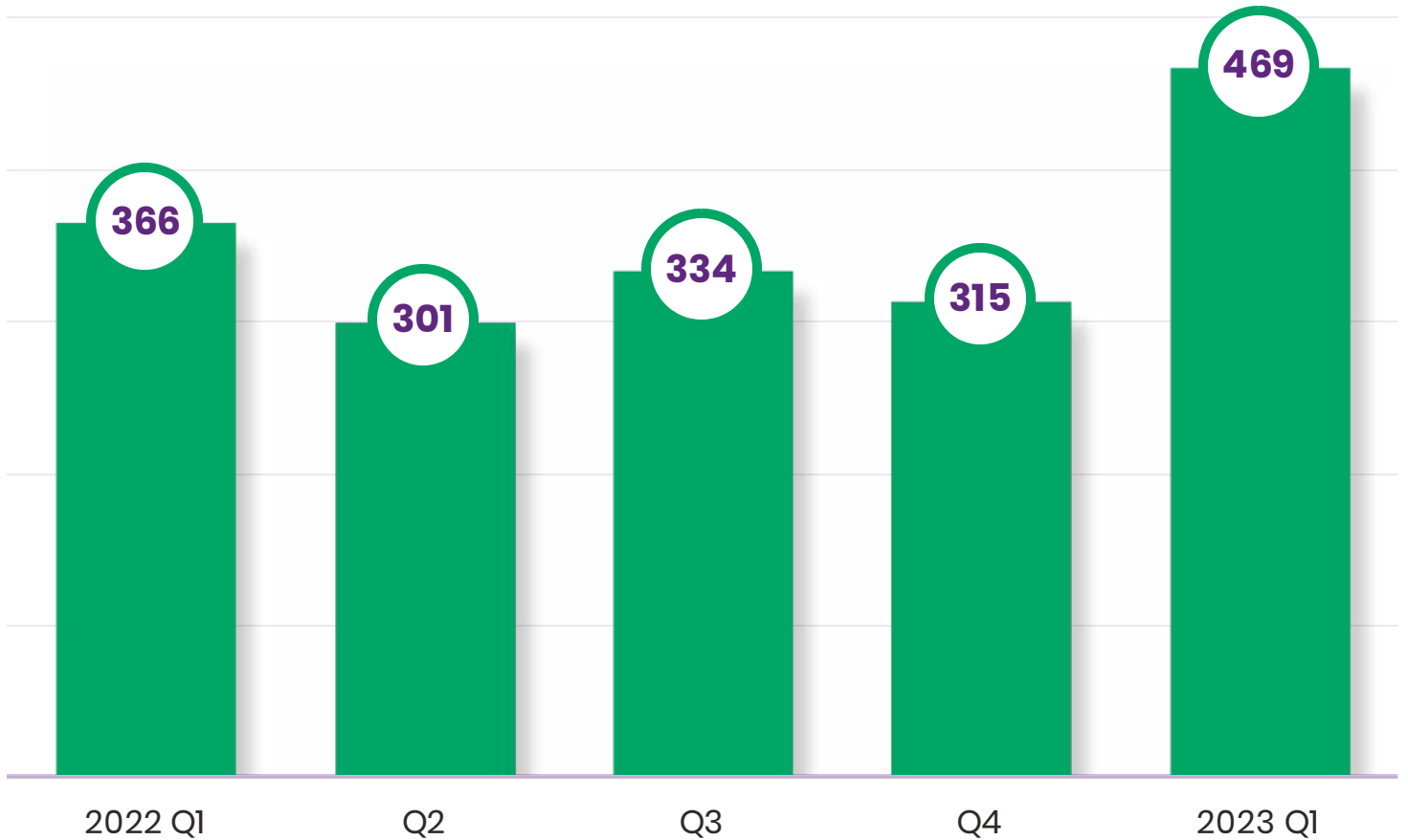
Calories Burned

10M

New User Registrations by Quarter

42%

Increase in new users
since launching the One
Ride at a Time campaign
in January 2023



Community Awareness

Staff participate in community festivals, business fairs, and other local events throughout the year.



Ongoing Marketing & Employer Outreach

Continue professional services agreements with Miller Maxfield and Ecology Action through June 30, 2024.



Donate \$10 for every 25 transit trips logged.

New in 2023

One Ride at a Time

Promote METRO as the environmentally smart transportation choice for Santa Cruz County while supporting organizations making a difference in our community.



Following

Electric Bicycle Incentives

Electric bikes are becoming increasingly popular as a form of transportation, due to their environmental benefits and cost savings.



Existing Programs

Electric Bike Rebates



California Air Resources Board

\$1000 base incentive, +\$750 for cargo or adaptive bikes, +\$250 for people living below 225% FPL. \$10M available statewide.

Coming Soon.



Monterey Bay Air Resources District

\$500 base & \$1000 income qualified rebates. 90 out of 116 rebates issued to low income applicants. FY23 funds claimed in 2 months.

Pending.



Go Santa Cruz Downtown

\$400 base & \$800 income-qualified rebates. 90+ rebates issued. Limited to City of Santa Cruz and downtown employees.

Active.



E-BIKE Act of 2023

Electric bike tax credit bill reintroduced in Congress in 2023. Would cover up to 30% of the cost of a new e-bike, maximum \$1,500.

Pending.

Discussion

Considerations for a Countywide E-Bike Voucher Pilot



1 Funding Source

Apply for STBG/RSTP funds through RTC's consolidated funding program in Fall 2023

2 Eligibility Criteria

Align criteria with Statewide EBIP and encourage stacking the rebates where applicable to help reduce the price further.

3 Voucher Amounts

Establish a base incentive plus additional incentives for meeting other criteria

4 Community Feedback

Solicit and incorporate input to develop expanded pilot program

Staff Recommendations



Approve Resolution

Authorize the Executive Director to extend the contracts with Miller-Maxfield and Ecology Action through FY 23/24, as shown in Attachment 5.



Approve Budget amendment

Approve a fiscal year (FY) 2022/23 budget amendment for the Cruz511 program, as shown in Exhibit A of Attachment 5.



Provide Input on Countywide E-Bike Rebate program Pilot

Discuss possibility of providing electric and/or standard bicycle rebate vouchers for income qualified applicants, including potential funding sources.