



Santa Cruz County Regional Transportation Commission  
**Interagency Technical Advisory Committee (ITAC)**

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**AGENDA**  
**Thursday, May 18, 2023**  
**1:30 p.m.**

**Location: SCCRTC Conference Room**  
**1101 Pacific Ave, Suite 250**  
**Santa Cruz, CA**

**Remote Participation**

*Remote participation for a) members of the public, b) nonvoting committee members/alternates, or c) voting Committee members unable to attend in person due to an emergency or for cause per AB2449 (see end of agenda for more information and provide AB2449 justification prior to the meeting)*

<https://us02web.zoom.us/j/87482198801?pwd=TDNjZDF3aloyenFRRU5OQmZpKzBKdz09>

*Meeting ID: 874 8219 8801; Passcode: 250250*

*Alternately participants may dial-in: 1-669-900-9128*

**Alternate In-Person Location**

*Caltrans District 5 - 50 Higuera St, Room 125, San Luis Obispo, CA*

*Any members of the public attending from the Caltrans office in SLO will need to check in at the building's front desk and inform security that they are meeting Orchid Monroy-Ochoa of Caltrans Regional Planning.*

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- *See the end of this agenda for details about access for people with disabilities, translation services and other information.*
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1. Call to Order
2. Roll Call/Introductions
3. Consider AB2449 request(s)

4. Additions, deletions, or other changes to consent and regular agendas
5. Oral Communications on Matters Not on the Agenda

*Members of the public may address the Committee on any item within the jurisdiction of the Committee that is not already on the agenda. At the discretion of the chair, the amount of time for oral communications may be limited. 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.*

### **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 Minutes of the April 20, 2023 ITAC meeting

### **REGULAR AGENDA**

7. Status of transportation projects, programs, studies and planning documents
  - a. Verbal updates from ITAC members
  - b. RTC updates
8. Vehicle Miles Traveled (VMT) Mitigation Program
  - a. Staff report
  - b. Presentation from Anais Schenk (County of Santa Cruz) and Kimley-Horn
9. Potential GO Santa Cruz County E-Bike, Regular Bike and/or Bikeshare Incentive Pilot Program
  - a. Staff report, Amy Naranjo
10. Highway 9/San Lorenzo Valley (SLV) Safe and Complete Streets Action Plan
  - a. Staff report, Brianna Goodman
11. Funding Program Opportunities and Updates
  - a. [Clean California](#) – Applications due date extended to 5/31/23 (Caltrans)

- b. [CTC: Local Transportation Climate Adaptation Program \(LTCAP\)](#) - applications now due July 19, 2023 to CTC (*due date is later than previously reported - final guidelines to be adopted by CTC 5/17/23*)
- c. [OPR: Regional Resilience Grant](#) – Final Guidelines and Application will be available by June 13, 2023 – applications due date TBD-about 3 months later (to OPR). Prospective applicants should review draft guidelines and fill out the [Intent to Apply/Request for Help Survey](#).
- d. AMBAG: [REAP 2.0](#)
- e. USDOT: 2023 NOFO [website](#) (schedules, webinars, tips, etc)
  - [Charging and Fueling Infrastructure \(CFI\) Discretionary Grant Program](#) - applications due to USDOT 5/30/23
  - [Safe Streets and Roads for All \(SS4A\)](#). Applications due to USDOT 7/10/23
  - [PROTECT Discretionary Grant \(Promoting Resilient Operations for Transformative, Efficient, and Cost Saving Transportation\)](#) – Applications due to USDOT 8/18/23
  - Coming soon: [Transit-Oriented Development Pilot Program](#)
  - Grant Prep Checklist (<https://www.transportation.gov/grants/dot-navigator/fy-2023-discretionary-grant-preparation-checklist>)
  - [Wildlife Crossing Pilot Program](#), applications due to USDOT 8/1/23
  - [Caltrans support letters procedures](#) (w/deadlines to request support)
- f. [CA Reconnecting Communities: Highways to Boulevards](#) (RC:H2B) Pilot Program: Caltrans Guidelines workshop 5/9 1:00pm (*applications likely due late summer/early fall*)
- g. [Land and Water Conservation Fund \(LWCF\)](#): Applications due 6/1/23. Funding for Acquisition or Development projects for outdoor recreation opportunities. Approximately \$30 million available statewide; max award \$5M; min. 50% match required. program webpage.
- h. [Habitat Conservation Fund Program \(HCF\)](#): Applications Due 6/15/23. Nature interpretation programs to bring urban residents into park and wildlife areas, protection of various plant and animal species, and **acquisition and development of wildlife corridors and people trails**. Approx. \$6.68 million available statewide. Max grant: \$2M; 50% match required.
- i. [Recreational Trails Program \(RTP\)](#): Applications Due 6/15/23. Funds for non-motorized recreational trails and trail-related facilities. \$6.7M available statewide; max grant \$2M, min 12% match.
- j. Other grants/updates

12. Next Meeting and Future Items – The next ITAC meeting is scheduled for 1:30pm on **June 15, 2023 at the RTC conference room, 1101 Pacific Ave, Ste 250**. ITAC meetings will be canceled if there are no action items to be brought before the committee.

Adjourn

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**HOW TO REACH US:** Santa Cruz County Regional Transportation Commission  
**1101 Pacific Avenue, Ste 250;** Santa Cruz, CA 95060; phone: (831) 460-3200  
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### **REMOTE PARTICIPATION –Committee Members (AB2449)**

This meeting is being held in accordance with the California Brown Act. Under traditional Brown Act rules, members of the committee may attend by teleconference if the location they are attending from is also open to the public to participate and the remote meeting location is listed on the agenda. Members of the committee may also attend via zoom to two times per year due to an emergency or for cause according to requirements set forth in AB2449, as long as a quorum of the committee is present in person at the RTC office.

- AB 2449 defines "just cause" as:
  - Care of a child, parent, grandparent, grandchild, sibling, spouse, or domestic partner;
  - a contagious illness that prevents a member from attending in person;
  - a need related to a physical or mental disability as defined by statute; or
  - travel while on official business of the RTC or another state or local agency
- AB 2449 defines "emergency circumstances" as a physical or family medical emergency that prevents a member from attending in person. The committee member must provide a general description of the circumstances relating to your need to appear remotely at the given meeting (not exceeding 20 words). Medical condition does not need to be disclosed. The ITAC must take action to approve the request to participate due to an emergency circumstance at the start of their regularly scheduled meeting.

### **REMOTE PARTICIPATION - Public**

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### **PARTICIPACIÓN REMOTA – El público**

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comunicación con quienes participan remotamente. A los miembros del público que participan por Zoom se les indica que permanezcan en silencio durante los procedimientos y que hablen solo cuando se permitan comentarios públicos, después de solicitar y recibir el reconocimiento del presidente

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## **Santa Cruz County Regional Transportation Commission Interagency Technical Advisory Committee (ITAC)**

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### **DRAFT MINUTES**

Thursday, April 20, 2023, 1:30 p.m.

**In Person:** RTC Conference Room  
1101 Pacific Ave, Ste 250, Santa Cruz, CA

**Remote:** Zoom

#### **ITAC Members Present:**

Capitola Public Works & Community Development Proxy	Kailash Mozumder
Santa Cruz Public Works	Matt Starkey
Santa Cruz Planning	Claire Gallogly
Scotts Valley Public Works and Planning Proxy	Chris Lamm
Watsonville Public Works and Planning Proxy	Murray Fontes
County of Santa Cruz Public Works and Planning Proxy	Steve Wiesner
Association of Monterey Bay Area Governments	Chris Duymich
California Department of Transportation (Caltrans)	Paul Guirguis
Santa Cruz Metropolitan Transit District and 1 Proxy	John Urgo

#### **Committee Members/Alternates Attending Remotely:**

*Non-voting/Did not count towards quorum or meet AB2449 requirements*  
Georgina Arias, University of California at Santa Cruz (UCSC)  
Piet Canin, Ecology Action-Transportation  
Paul Hierling, AMBAG (alternate)

#### **Excused Absences:**

City of Watsonville Community Development: Justin Meek

**RTC Staff Present - In Person:** Rachel Moriconi, Amy Naranjo

**RTC Staff Participating Remotely:** Brianna Goodman, Tommy Travers

#### **Others Present:**

Arnold Shir, County Public Health  
Theresia Rogerson, County Public Health  
Brian Peoples, Trail Now  
Faina Segal, Friends of the Rail & Trail (in person)  
Nadene Thorne, Greenway Committee

- 1. Call to Order:** Chair Kailash Mozumder called the meeting to order at 1:30p.m.
- 2. Roll Call/Introductions:** Introductions were made.

**3. Consider AB2449 request(s) for voting members to participate in the meeting remotely:** None

**4. Additions, deletions, or changes to consent and regular agendas:**

Presentations for Item 7 and Item 8 were posted on the [ITAC meeting webpage](#) after the meeting.

## **CONSENT AGENDA**

*Committee members approved a motion (Gallogly/Lamm) approving the consent agenda (8-0), with Matt Starkey abstaining.*

**5. Approved Minutes of the March 16, 2023, ITAC meeting**

## **REGULAR AGENDA**

**6. Status of transportation projects, programs, studies, and planning documents**

ITAC members and RTC staff provided updates on projects, programs, studies, planning efforts, and storm damage.

Scotts Valley: Chris Lamm reported that they have been focused on storm damage, which resulted in delays to bidding some other projects. The Bean Creek Road repaving project is expected to go out to bid in April. City Council is expected to review the Measure D 5-year plan and Capital Improvement Program (CIP) at its mid-May or early June meeting.

Watsonville: Murray Fontes reported that the city has issued the notice of completion for the Lincoln St pedestrian safety project. The city will be starting construction on RTC-funded Freedom Boulevard reconstruction and citywide maintenance projects. A new public works director is being hired. Murray noted that the County's storm response on West Beach St was well done. He also reported that the city is hosting an Earth Day celebration, which will include a complete streets demonstration.

METRO: John Urgo reported that METRO is offering free rides countywide on Earth Day (flyer included with the meeting packet). He reported that METRO hosted a 3-day workshop with stakeholders as part of the Reimage METRO comprehensive analysis of transit service scenarios. He also reported that the YouthCruz free rides has resulted in an 25% increase in youth riders in March 2023.

Santa Cruz: Claire Gallogly reported that the city is holding a meeting on West Cliff Drive at 5:30pm on April 27<sup>th</sup> at London Nelson Center. The city



and UCSC plan to launch the new bikeshare program in June, with bikeshare expected to be launched in other jurisdictions soon after that. The city is scheduled to consider Measure D 5-year plan updates in May and June. Pedestrian and bicycle facility upgrades on Bay St between Escalona Dr. and Nobel Dr. are scheduled to start this summer. The Murray St bridge project construction is expected to go to bid soon.

Matt Starkey reported that construction is going well for Segment 7 Phase 2. The Ocean St. rehabilitation project is starting construction soon and expected to be finished in June. Entry and widening the medians is part of a separate beautification project. West Cliff Dr. initial repairs are expected to start early this summer.

Caltrans: Paul Guirguis reported that several projects were paused due to weather, but will be restarting soon. He recommended keeping an eye out for news releases, twitter notices, referencing the Caltrans online [QuickMaps](#) and [mobile application](#) for the latest construction and lane closure information. It was discussed that the Highway 9/Holiday slide area is scheduled to be briefly closed in order to complete work needed to restore 2-way traffic by April 26. Murray Fontes requested and Paul agreed to follow up with information on when the SR1/Pajaro River repairs are scheduled.

County of Santa Cruz: Steve Wiesner reported that the county continues to make storm damage repairs. He indicated that this year there was more damage due to culvert failures and flooding compared to storm damage in prior years, though there are a similar number of storm damage sites. The County anticipates awarding a contract for the Soquel Drive buffered bike lanes and rehabilitation project at its May 16 board meeting. The County has also awarded a contract for 2023 resurfacing projects. The County is also planning to construct the Green Valley Road multi-use path reconstruction, San Andreas Road Resurfacing, Holohan/152 intersection and projects this summer.

Capitola: Kailash Mozumder reported that the 41<sup>st</sup> Avenue adaptive signal and Clares Street projects have been completed. Design for the Kennedy Road sidewalks project is under contract. He reported that staff walked the Capitola Road project area with Elderly and Disabled Transportation Advisory Committee (E&D TAC) representatives which was very helpful. He noted that storms have resulted in more potholes.

Ecology Action: Piet Canin reported that White House staff contacted EA about its program installing EV charging at apartments. He reported that there will be an EV information booth at the Watsonville Earth Day festival and several EVs will be available to test drive the Earth Day event in Seaside. He also reported that May is Bike Month, which is funded by RTC and several local agencies and other sponsors. A flyer for Bike Month was



included in meeting packet.

UCSC – Georgina Arias reported that UCSC is looking forward to the launch of the new bikeshare program.

SCCRTC – Rachel Moriconi reported that the RTC adopted a resolution of appreciation for crews that responded to the extraordinary storms this winter. She thanked agencies for providing information and photos for the presentation. She also reported that the RTC will be holding a public hearing on the annual Transit Unmet Needs list at its May 4 meeting. The RTC held a groundbreaking event for the Highway 1 Soquel-41<sup>st</sup> Auxiliary Lanes/Bus-on-Shoulder/Chanticleer Ave bike/ped project construction on April 19. Bids for the Highway 1 Bay/Porter-State Park project are due April 27. The draft environmental documents for the Highway 1 Freedom-State Park plus Segment 12 Trail project was released for public review on April 18, 2023, with public hearings scheduled for May 2 and May 4 and comments due June 2, 2023.

Amy Naranjo reported that the RTC also received an update on Cruz511/Go Santa Cruz County programs and directed staff to develop recommendations and a funding plan for a countywide bike rebate program.

## **7. Health Program Updates**

Arnold Shir and Theresia Rogerson from County Public Health presented information on providing safe, healthy, and equitable mobility for all. The presentation included information on best practices to improve safety and public health, the “Safe Systems Approach (SSA)” to road safety, Vision Zero Action Plans, collision information, grant programs available to help agencies reduce crashes, quality of life and health indicator data sources to support grant applications and prioritize projects, and the County Public Health’s Community Traffic Safety Coalition (CTSC) and bike and pedestrian safety education programs. *Presentation slides have been posted on the ITAC meeting website.*

Committee members discussed some of the information, noting increased focus on fatalities and looking at best practices used by other agencies to reduce crashes.

Public comments: Brian Peoples expressed concern about the rail trail design and stated that he believes rail with trail is infeasible and that the rail trail prevents people on Palm Street from accessing the trail.

## 8. Caltrans Planning Updates

Paul Guirguis, Caltrans District 5 Planning, provided an overview of several recent and ongoing planning efforts at Caltrans, including information on the Caltrans Freight Mobility Plan 2023 and AMBAG Freight Study, Caltrans System Investment Strategy (CSIS), 2023 State Rail Plan, Caltrans Complete Street planning and implementation process, the Highway 17 Resiliency and Adaptation Plan, and First/Last Mile Transit Connectivity and Mode Shift Study. *Presentation slides have been posted on the ITAC meeting website.*

## 9. 2023 Low Carbon Transit Operations Program (LCTOP) Recommendations

Rachel Moriconi provided background information on the state Low Carbon Transit Operations Program (LCTOP) program. **The ITAC unanimously approved a motion (Fontes/Guirguis) recommending that the RTC board approve Santa Cruz Metropolitan Transit District's (METRO) request to use the region's FY22/23 LCTOP shares on the YouthCruz free fare for youth program and identify future transit and paratransit projects that greenhouse gas emissions.** Steve Wiesner suggested that METRO seek funding in future years to add transponders in buses that would allow for bus prioritization at signals along Soquel Drive.

## 10. San Lorenzo Valley (SLV) Schools Access Study

Brianna Goodman reported that the draft study is available for review and requested that a few ITAC members volunteer to review and provide input on the draft. In addition to County, METRO, and Caltrans staff, Matt Starkey volunteered to review the draft plan.

## 11. Funding Program Opportunities and Updates

The Committee received information about several upcoming grant opportunities and shared information on potential applications, including:

- a. [Clean California](#): Murray Fontes reported that Watsonville Parks and Art staff are applying for a signage, educational, and art project.
- b. Caltrans Grant Updates
  - Local Assistance Funding Opportunities Workshop on 4/28
  - [Caltrans support letters procedures](#)
- c. USDOT grants: 2023 NOFO schedule
  - Grant Prep Checklist
  - [Charging and Fueling Infrastructure Discretionary Grant Program](#): Piet Canin encouraged agencies to apply and that Ecology Action staff is available to help with applications. He noted there is a regional workgroup focused on EV infrastructure.

- [Safe Streets and Roads for All \(SS4A\)](#)
- [Wildlife Crossing Pilot Program](#)
- d. [CA Reconnecting Communities: Highways to Boulevards](#) (RC:H2B) Pilot Program
- e. [CTC-Local Transportation Climate Adaptation Program \(LTCAP\)](#): Kailash Mozumder identified Cliff Drive as a potential candidate.
- f. Other updates
  - The Air District will be soliciting application for AB2766 grants

**12. Committee Member and Staff Oral Communications - None**

**13. Public Comments and Oral Communications on Matters Not on the Agenda – None**

**14. Next meeting.** The next meeting of the ITAC is scheduled for 1:30 p.m. on April 20, 2023.

Chair Mozumder adjourned the meeting at 3:35 p.m.

*Minutes prepared by Rachel Moriconi*

**TO:** Interagency Technical Advisory Committee (ITAC)  
**FROM:** RTC Staff  
**RE:** Santa Cruz County Vehicle Miles Traveled (VMT) Mitigation Program

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## **RECOMMENDATIONS**

Staff recommends that the Interagency Technical Advisory Committee (ITAC) receive an update on the County of Santa Cruz Vehicle Miles Traveled (VMT) Mitigation Program, provide input, and identify potential candidates for fundable VMT reducing projects.

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## **BACKGROUND**

SB 743, signed into law in 2013, required the Governor's Office of Planning and Research (OPR) to establish a new metric for identifying and mitigating transportation impacts for projects that are subject to the California Environmental Quality Act (CEQA). OPR identified Vehicle Miles Traveled (VMT) as the new metric. Local agencies adopted VMT thresholds in 2020 following OPR's guidance which uses average VMT per person/employee as a baseline for determining needed reductions.

Since many development projects, even those within urban infill areas, cannot meet adopted thresholds for reduced VMT, the County has been working with local agencies to establish a VMT mitigation program for Santa Cruz County. This effort is funded by a Caltrans planning grant. The VMT mitigation program would allow projects to reduce impacts from VMT to a less-than-significant level by paying into a program. This planning effort will provide the County and local cities with a regionally coordinated mechanism to mitigate development projects that cannot mitigate on-site, and simultaneously provide additional funding for active transportation and transit projects that help reduce VMT overall via a banking or exchange program.

## **DISCUSSION**

County of Santa Cruz Planner Anais Schenk and their consultants will provide an update on the VMT Mitigation Program development at this meeting. **Staff recommends that the ITAC provide input on the program and identify potential candidates for fundable VMT reducing projects throughout the region.**

## **SUMMARY**

The County of Santa Cruz is working with local agencies to develop a countywide VMT Mitigation Program and will provide an update and solicit input from ITAC at this meeting.

AGENDA: May 2023

**TO:** RTC Advisory Committees

**FROM:** Amanda Marino, Transportation Planner and Amy Naranjo, Transportation Planner

**RE:** Potential GO Santa Cruz County E-Bike, Regular Bike and/or Bikeshare Incentive Pilot Program

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## **RECOMMENDATIONS**

Staff recommends that the Bicycle Advisory Committee (BAC) provide input on a potential pilot program to incentivize the use and purchase of electric bicycles, regular bicycles and/or bikeshare services.

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## **BACKGROUND**

The Regional Transportation Commission (RTC) supports efforts that increase walking, biking, ride sharing, telecommuting, and taking public transit. The RTC offers transportation demand management (TDM) and motorist information services under the Cruz511 program and encourages travelers to maximize the efficiency of the existing transportation system by providing information and resources to choose sustainable modes of transportation.

RTC provides ride-matching and trip planning services through a web tool called GO Santa Cruz County. The online platform is used to distribute incentives and cash rewards to commuters for choosing sustainable commute options. Staff also partner with regional employers to help establish and expand worksite commuter programs using the GO Santa Cruz County platform. Go Santa Cruz County is a component of the Cruz511 program and is partially funded with Measure D Highway funds.

In April 2023, Staff provided a Go Santa Cruz County update to the Regional Transportation Commission and discussed the potential for piloting a countywide electric bicycle rebate program. The Commission instructed staff to return in June with more information for the pilot concept.

## **DISCUSSION**

Electric bikes are becoming increasingly popular as a form of transportation, due to their environmental benefits and cost savings compared to traditional gas-powered vehicles. However, the upfront cost of electric bikes can be a barrier for some individuals. Electric bikes tend to be significantly more expensive than classic bikes, so a purchase incentive may be the only way for many people to afford one. There is growing support nationally to accelerate adoption of e-bikes by providing financial incentives to make healthy, green transportation options more affordable.

### **Existing Rebate Programs**

California Air Resources Board (CARB) is set to launch a statewide electric bicycle incentives project in 2023 Q3. Up to \$10M worth of vouchers will be available to any California resident to help with the purchase of a class 1, 2, or 3 e-bike<sup>1</sup>. Qualifying applicants may be able to get a voucher of up to \$1,000 for a regular e-bike and up to \$1,750 for a cargo or adaptive e-bike. Eligibility for the pilot program will be limited to people whose income is less than 300% of the federal poverty level (\$40,770 for an individual, \$83,250 for a family of 4). People whose income is under 225% FPL or who live in disadvantaged (DAC) census tracts qualify for additional incentives of up to \$250. Demand for the vouchers is likely to exceed available funding.

The Monterey Bay Air Resources District (MBARD) will continue its E-bike Rebate program into FY23/24. Rebates are worth up to \$1,000 for income qualified applicants and are available until funds are exhausted. This incentive is funded by AB 2766 grant funds. Rebates are issued post-purchase and are available for income qualified applicants only.

The City of Santa Cruz currently funds the only electric bicycle rebate program in the region, and it's limited to City of Santa Cruz and Downtown employees only. Standard (base) rebates are \$400, and income qualified downtown employees can receive up to \$800. The City of Santa Cruz intends to continue funding the e-bike rebate program through 2023.

### **Countywide eBike Voucher Pilot**

The potential countywide e-bike/bike/bikeshare rebate pilot would be a GO Santa Cruz County initiative aimed at encouraging more people to switch to electric bikes, bikes and bike sharing for their daily transportation needs. The program would be an expansion of the existing downtown Santa Cruz

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<sup>1</sup> Class 1: Pedal-assist only; motor provides assistance all the way up to 20 mph. Class 2: Pedal-assist or throttle; motor provides assistance all the way up to 20 mph. Class 3: Pedal assist only; motor provides assistance all the way up to 28 mph.

program and would offer rebates to residents throughout the county with the goal of making choosing to bike by regular bike, e-bike or bikeshare more affordable and accessible, ultimately leading to reduced emissions and improved air quality. Rebates would be offered on a first-come, first-served basis.

The e-bike rebate program would likely to be funded through a combination of funding sources and staff plans to submit grant applications to different funding sources to fund the potential pilot program. Staff currently estimates a \$300,000 budget for the initial pilot project, which would be used to cover the vouchers (\$250k) and program management/rebate distributions (\$50k).

**Staff recommend the Bicycle Advisory Committee provide input on the various options described below for a potential pilot program to provide e-bike and/or classic bike and/or bikeshare vouchers.**

### **Potential Program Eligibility**

#### Applicants

- 18 years or older
- Limit 1 rebate per individual, 1 per household
- Resident of Santa Cruz County \*provide verification\*
- 300% FPL \*provide verification of enrollment in eligible program\*

#### Eligible Bicycles

- Regular Bicycle
- Bikeshare
- Class 1 or 2 electric bikes
- Purchased at a local participating retailer in Santa Cruz County

### **Potential Incentive Amounts**

Potential voucher amounts would vary by type of bike and would only be for income qualified individuals.

- Traditional Bicycle \$200
- Standard/ Base \$800
- Cargo/Adaptive \$1200
- **Estimated number of Vouchers: 320**



Includes vouchers for traditional, non-electric bicycles that tend to be more affordable. Increased incentive for cargo or adaptive bicycles. Voucher amounts could potentially be greater to make the bicycles more affordable, but it would reduce the number of vouchers that could be made available. The vouchers could also be stacked with other incentive programs provided by the State or MBARD.

### **Complementary Incentives**

Staff are also looking into offering discount codes for the regional bikeshare program that is launching this summer through the Go Santa Cruz County platform. To receive the digital code, users would first need to register for GO Santa Cruz County. Staff are in contact with BCycle to set up a discount code and will have more information to share with the committee as new information becomes available.

### **Electric Bike Incentive Program Concerns**

Staff has heard the following concerns regarding electric bike incentive programs and is trying to address the concerns in the potential pilot program.

- Electric bikes are quite expensive that even with the incentives, they may still be too expensive for low-income individuals; therefore, the incentives should be greater and/or stackable and more focused to low-income individuals.
- It is not necessary to incentivize the purchase of electric bikes by individuals who are not low income.
- Incentives should not be available for purchase of Class 3 electric bikes because they are significantly faster and heavier, and would result in significantly greater injuries, if involved in collisions with pedestrians or other bicyclists.
- Incentives should also be available for regular bicycles because they are environmentally superior to electric bikes, are not as fast or as heavy as electric bikes making them safer if involved in collisions with pedestrians or other bikes and are less expensive making them more affordable for lower income individuals.
- Incentives should be available for bike sharing because many lower income individuals may not have the space to store an electric bike or regular bike at their residence.

## **Outreach Plan**

To promote the potential voucher pilot, staff would use a combination of online and offline marketing tactics. This would include:

- Creating a new bilingual webpage for the voucher pilot, where individuals can learn more about the program and apply for a rebate.
- Promoting the program at various local community events and festivals.
- Advertising the program through our various mailing lists, social media channels, and online ads.
- Partnering with local retailers to promote the program in-store.
- Reaching out to local media outlets to generate buzz and awareness about the program.

Furthermore, staff would prioritize outreach efforts to promote GO Santa Cruz County and the rebate pilot to South County residents. Activities under development include:

- Signage for the Watsonville Transit Center – A-frame and posters
- GO Santa Cruz County banner displayed over Main Street in the Plaza
- Providing updated collateral materials (brochures, etc.) for City of Watsonville staff and County Staff (Beach St. offices)

Staff are also looking into tabling at the following events in South County:

- El Mercado/ Farmers Market Ramsay Park
- Santa Cruz County Fair
- Strawberry Festival

## **SUMMARY**

GO Santa Cruz County is an online commuter management and rewards platform administered by the RTC and City of Santa Cruz (for downtown employees). Staff recommends the BAC provide input on developing a countywide electric bicycle, regular bike and/or bikeshare incentive program.

**AGENDA:** May 18, 2023

**TO:** Interagency Technical Advisory Committee (ITAC)

**FROM:** Brianna Goodman, Transportation Planner and SLV Program Manager

**RE:** Hwy 9/SLV Complete Streets Corridor Plan –  
Safety Action Plan Addendum

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## **RECOMMENDATIONS**

Staff recommends that the Interagency Technical Advisory Committee (ITAC) receive an update on efforts to amend the Hwy 9/SLV Complete Streets Corridor Plan (SLV Plan) to fulfill the federal requirements of a Safe Streets for All Safety Action Plan and recommend to the RTC that the ITAC serve as the oversight group for the SLV Complete Streets Action Plan.

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## **BACKGROUND**

Highway 9 (Hwy 9) is the primary travel corridor through San Lorenzo Valley (SLV). It serves as the “Main Street” and economic center for the towns of Felton, Ben Lomond, Brookdale, and Boulder Creek, and as an interregional arterial connecting Silicon Valley and Santa Cruz. SLV community members, the County of Santa Cruz, Santa Cruz Metropolitan Transit District, Caltrans, the RTC and other stakeholders have identified significant transportation deficiencies along the corridor.

The Highway 9/SLV Complete Streets Corridor Plan (SLV Plan) was approved by the RTC in June 2019 and identifies transportation needs and opportunities and prioritizes potential transportation projects and concepts along Hwy 9 and adjoining county roads through the SLV. This multimodal plan includes corridor-wide and location specific ideas for improving safety for pedestrians, bicyclists and motorists; access to schools, businesses, and bus stops; traffic operations, pavement conditions, drainage and other needs in this important corridor.

The SLV Plan includes:

- Information on existing conditions and infrastructure gaps;
- Conceptual designs that may be used to facilitate design, environmental review, and construction of priority infrastructure projects;
- Data, evaluation, analysis of conceptual projects;
- Summary of public outreach and input, including collaboration with the private sector, community groups, and local government agencies; and
- Identification and prioritization of transportation projects and concepts to address transportation challenges on the corridor.

The RTC programmed \$250,000 of Measure D-SLV/Highway 9 Corridor funding for preliminary scope and engineering documents to initiate projects, create programming documents, and to prepare grant applications for priority projects identified in the SLV Plan. \$180,000 of this funding was awarded to Caltrans District

5 to complete Project Initiation Document (PID) 05-1M550 for the projects identified in the SLV Plan (SLV PID).

Completed in 2022, this SLV PID includes:

- A well-defined purpose-and-need statement;
- Analysis of existing conditions and historical trends to baseline the level of crashes involving fatalities and serious injuries;
- Analysis of the locations, severity, contributing factors, and types of crashes;
- A set of projects and strategies to address identified safety problems;
- A proposed project scope tied to a reliable cost estimate; and
- A schedule for subsequent phases of environmental, final design, and construction.

## **DISCUSSION**

One of the priorities identified through the SLV Plan and SLV PID is upgrading and filling gaps in bicycle and pedestrian facilities through the Boulder Creek town center. Improvements that were identified by the SLV Plan in the town of Boulder Creek (identified as Segment 5 in the SLV PID) are on Hwy 9 between Bear Creek Road and River Street and on Hwy 236/Big Basin Highway between the Hwy 9 intersection and Laurel Street. This segment of SR236 is used by pedestrians and bicyclists to access Boulder Creek Elementary School, as well as medical offices, residences, and other destinations.

The proposed project includes:

- Updating/repairing four blocks of existing sidewalks
- Extending sidewalk network on Hwy 9 to Bear Creek Road in the north, and Mountain Street in the south, as well as to Laurel Street on Hwy 236
- Curb extensions/"bulb-outs" for five existing crosswalks, to shorten crossing distances, increase visibility of pedestrians, and reduce speeding
- New crosswalks on the north leg of the Hwy9/Hwy 236 intersection, the south leg of the Hwy 9/Lomond St intersection, as well as analyzing new crosswalks at Bear Creek Road on Hwy 9 and Oak St on Hwy 236
- Bike lanes/paved defined shoulders on Hwy 9 from Bear Creek Rd to River St, and on Hwy 236 to Laurel St
- Center median islands and other traffic calming measures
- Transit stop improvements such as shelters, benches, and bike racks.

In 2022, RTC staff submitted an application for the Boulder Creek Complete Streets Improvement Project to the Safe Streets for All (SS4A) Implementation Grant program and secured a federal earmark to initiate the project. The SS4A funding would have allowed completion of PAED, PS&E, ROW, and final construction of the project. However, the SS4A program did not approve RTC's self-certification of the combined SLV Plan/SLV PID as an appropriate SS4A Action Plan.

A SS4A Action Plan includes:

- Leadership commitment and goal setting that includes a goal timeline for eliminating roadway fatalities and serious injuries.

- Planning structure through a committee, task force, implementation group, or similar body charged with oversight of the Action Plan development, implementation, and monitoring.
- Safety analysis of the existing conditions and historical trends that provides a baseline level of crashes involving fatalities and serious injuries across a jurisdiction, locality, Tribe, or region.
- Engagement and collaboration with the public and relevant stakeholders, including the private sector and community groups, that allows for both community representation and feedback.
- Strategy and project selections that identify a comprehensive set of projects and strategies, shaped by data, the best available evidence and noteworthy practices, as well as stakeholder input and equity considerations, that will address the safety problems described in the Action Plan.
- Progress and transparency methods that measure progress over time after an Action Plan is developed or updated, including outcome data.

Federal SS4A program staff determined that the SLV Plan/SLV PID did not meet the first, second, and final criteria. RTC staff are preparing an addendum to the SLV Plan that will bring the documents into compliance with these SS4A Action Plan requirements. The addendum creating the SLV Complete Streets Action Plan will be brought to the RTC board in June for its consideration and approval. Since the ITAC includes representatives from SLV Plan partners at Santa Cruz County, Caltrans, and METRO, ITAC is best suited to serve as the oversight group for the SLV Complete Streets Action Plan. Oversight responsibilities of SLV Complete Streets Action Plan implementation include monitoring activities, such as receiving reports on progress toward Vision Zero on Hwy 9. ITAC would be tasked with recommending project implementation pathways, including seeking grants, but all expenditures of Measure D funds will still require RTC approval.

As the UC Berkeley Transportation Injury Mapping System (TIMS) adds new crash data on an annual basis, RTC staff anticipate coming before ITAC at minimum annually, with additional agenda items as needed. SLV Program work groups, composed of representatives from SLV community-based organizations, some ITAC members, and other public agencies such as the Santa Cruz County Health Services Agency may be convened as necessary on identified projects. SLV Program staff plan to re-apply for an Implementation Grant for the Boulder Creek Complete Streets Improvements project for Cycle 2 of the Safe Streets For All grant program, which has a July 10, 2023 application deadline.

## SUMMARY

The SLV Plan was completed in 2019, and the SLV PID was completed in 2022. These documents analyze crash data and identify projects based on best practices and public input on Highway 9 in SLV. In order to make the SLV Plan/SLV PID a compliant Safe Streets for All Action Plan, ITAC will serve as the committee charged with implementing and monitoring progress of the SLV Program, including progress towards Vision Zero. This will allow SLV Program projects to compete for HSIP and SS4A funding.