

APPLICATION/PROJECT PROGRAMMING REQUEST

A. PROJECT INFORMATION					
Applicant/Implementing Agency			Public Agency Sponsor (if different)		
SCCRTC			N/A		
Project Title					
Go Santa Cruz County Bicycle Incentives Program					
Brief Description/Scope of Work <i>(attach extra pages to fully describe scope)</i>					
The Santa Cruz County Regional Transportation Commission (RTC) is requesting funding to implement a countywide bicycle incentives program for income qualified individuals. The GO Santa Cruz County Bicycle Incentives Program will provide point-of-sale vouchers for the purchase of an electric or classic bicycle and discounted annual memberships for the regional electric bikeshare service. The program aims to encourage people to switch from driving to biking by providing equitable and affordable access to clean transportation options. (See attached)					
Location, Limits, Length <i>(attach map(s)/photos on separate tab)</i>					
Countywide					
Roadway Functional Classification:		Select If Applicable			
Summary of Project Benefits, Purpose and Need					
Purpose: Encourage people to switch from driving to biking by providing equitable and affordable access to clean transportation options. The program is designed to help Santa Cruz County achieve its climate change and transportation goals. Benefits: reduced GHG, improved public health and safety, reduced traffic congestion, increased economic activity, and improved equity by providing affordable access to clean transportation options for income-qualified individuals					
Funds requested	\$305,100	Total Project Cost	\$500,000	Estimated # of Daily Users	850
Are you able/willing to receive federal funds?		No			
Was project previously programmed for funds by RTC?			No	RTIP ID	
Project Cost by Mode <i>(list approximate percentage of total project costs)</i>					
Mode			% of Total Cost		
Pavement Preservation (rehab, overlay, etc.)					
Road-Auto serving (not rehab)					
Bicycle			100%		
Pedestrian					
Transit					
Transportation System Management (TSM)					
Transportation Demand Management (TDM)					
Other:					
Total			100%		
Priority	Project is priority #		1	of	2
applications submitted					
Contact Name		Phone		E-mail Address	
Amy Naranjo		831-460-3200		anaranjo@sccrtc.org	

B. PROJECT BENEFITS/ EVALUATION CRITERIA

Information in this section will be used to evaluate projects. The RTC is required to consider how well projects advance regional, state and federal goals, policies, performance metrics and targets, including how projects will contribute towards implementation of the long-range transportation plan (Regional Transportation Plan) and other state and federal regulations including the California Complete Streets Act of 2008, SB375, the Federal FAST Act.

See **Attachment 2** of the call for projects for examples of type of information to demonstrate benefits.

Project Title:		Go Santa Cruz County Bicycle Incentives Program
Generally, what are the benefits of this project?		
Reduced greenhouse gas emissions and other air pollutants, improved public health and safety, reduced traffic congestion, increased economic activity, and improved equity by providing affordable access to clean transportation options for income-qualified individuals.		
Benefit Category (See Attachment 2 of Call for Projects for additional information and sample supporting data)		How does this project address any of the following? Projects are not expected to address all of these; if not applicable or not a primary purpose, write "N/A".
1	Safety and Collisions (reduce fatal or injury collisions)	In 2020, the California Office of Traffic Safety (OTS) ranked the County of Santa Cruz as the 3rd worst for bicyclists killed and injured compared to 58 California counties. The bicycle incentives program requires participants to complete a bicycle safety course before receiving a voucher to help ensure that bikes are being used in accordance with safety rules.
2	System Preservation / Infrastructure Condition (maintain existing transportation infrastructure, service, or program)	n/a
3	System Performance	Improves the efficiency of the surface transportation system by expanding multi-modal travel options. Supports the local economy by limiting vouchers to use at participating local bike shops. This helps to keep money in the community and support local businesses.
3a	Reduce Emissions and/or Vehicle Miles Traveled	Estimated to reduce GHG by 600lbs/year and reduce VMT by 850,000 miles per year.
3b	Improve travel times, travel time reliability; reduce delay	<u>Reduced traffic congestion:</u> E-bikes are a non-automobile form of transportation, so they can help to reduce traffic congestion. This can lead to shorter travel times and more reliable travel times for everyone. <u>Increased flexibility:</u> E-bikes can be used on a variety of surfaces, including bike lanes, shared-use paths, and roads. This can give riders more flexibility in how they choose to travel, and it can help them to avoid traffic congestion.

Benefit Category (See Attachment 2 of Call for Projects for additional information and sample supporting data)		How does this project address any of the following? Projects are not expected to address all of these; if not applicable or not a primary purpose, write "N/A".
3d	Improve freight or goods movement efficiency	n/a
4	Increase Access for All (Expand multi-modal travel options/choices, especially to and within key destinations for all users)	The program expands multi-modal travel options and make it easier for people to get around without having to rely on a car.
5	Public Health and Equity - Enhance health, safe access to key destination for transportation-disadvantaged populations	Bicycles are a zero-emission mode of transportation. By encouraging people to ride bicycles instead of driving cars, the voucher program can help to reduce air pollution and improve public health.
5a	Improve public health or promote healthy communities, provide outreach to targeted users/health issues	Biking is a low-impact exercise that can help to improve cardiovascular health, strength, and endurance. Electric bikes make it easier for people with disabilities or low mobility to enjoy the benefits of cycling without having to exert as much effort.
5b	Serve people who are transportation disadvantaged due to age, income, ability or language or other challenges	<u>Income</u> : The program specifically targets at low-income individuals and families, who are most likely to be transportation disadvantaged. <u>Age & Ability</u> : E-bikes, in particular, can help people travel longer distances and to access places that would otherwise be difficult or impossible to reach. <u>Language</u> : The program application materials are available in Spanish and customer support staff can provide assistance in Spanish.
5c	What percent of the population in the project area is minority or low-income?	Santa Cruz County population: 272,138; Low-income population: 25%; Minority (people of color) population: 44%. Source: EPA EJ Screen Mapper (https://ejscreen.epa.gov/mapper/)
5d	Will the proposed project increase traffic in low-income and minority neighborhoods?	The proposed project is anticipated to DECREASE traffic in low-income and minority neighborhoods by replacing car trips with bicycle trips.
6	Climate Change and Resiliency (reduces greenhouse gas (GHG) emissions or vehicle miles traveled (VMT) per capita)	The proposed project is anticipated to DECREASE greenhouse gas (GHG) emissions and annual auto vehicle miles traveled (VMT).
Additional Considerations in Project Evaluation:		
A.	RTP Consistency: If project is included in the 2045 Regional Transportation Plan (RTP) Project List, list RTP Project Number	The Bicycle Incentives program is consistent with these projects listed in the 2045 RTP: RTC 02a Cruz511 TDM and Traveler Information; VAR-P44 Electric Bicycle Commuter Incentive Program

Benefit Category (See Attachment 2 of Call for Projects for additional information and sample supporting data)	How does this project address any of the following? Projects are not expected to address all of these; if not applicable or not a primary purpose, write "N/A".
B. Consistency with Complete Streets guidelines and policies: Describe how is project consistent with guidelines, integrates complete streets elements	This non-infrastructure bicycle incentives program complements Complete Street policies and infrastructure projects. By making bicycles more affordable and accessible, the program can encourage more people to choose to bike instead of drive. This can help to reduce traffic congestion, improve air quality, and make streets safer for everyone
C. Consistency with other plans. What other plans is this project listed in, if any?	Consistent with TDM policies and strategies; 2022 CARB Scoping Plan, CAPCOA Handbook, etc.
D. Public engagement: How was this project determined to be a priority? What outreach will occur during implementation?	<p>The program has the support of a wide range of stakeholders and the program incorporates feedback received from members of the public, RTC Advisory Committees, and the Regional Transportation Commission. The program scope of work and outreach plan were discussed at the following public meetings: 4/6/23 RTC, 5/15/23 Bike Committee, 5/18/23 ITAC, and 6/1/23 RTC.</p> <p>Planned public engagement activities include attending community hosted events (Earth Day, Bike Month) and public meetings (RTC and Advisory Committees), email and social media campaigns (e.g. Facebook, Twitter, Instagram, TikTok, Nextdoor), bike safety workshops (virtual and in-person). A dedicated webpage is under development with sections for eligibility information, links to other stackable incentives programs, safety videos, and FAQs. South Couty outreach focus include signage at the Watsonville Transit Center (A-Frames, posters), a GoSCC banner displayed over Main Stree Plaza, and collateral materials (brochures, etc.) for City of Watsonville staff and County Staff (Beach St. offices)</p>
E. Scale of Benefits - How many users are expected to use the facility, service or program? What is the source of this estimate?	850 bikes provided; Eliminates 3400 car trips per week, 170,000 annual trips, and 850,000 annual VMT reduced. GHG reductions 600 lbs per year. Source: CARB Cost-Effectiveness Analysis.
F. Potential Risks (and plans to mitigate them)	
F1 Funding - Is this project fully funded? What other funding has been secured for the project?	Project will be fully funded if awarded the \$305k requested. Secured AB 2766 Grant - \$194,900 awarded, available for incentives only (10/18/23)
How will potential cost increases be funded?	Measure D or RTC funds.

Benefit Category (See Attachment 2 of Call for Projects for additional information and sample supporting data)		How does this project address any of the following? Projects are not expected to address all of these; if not applicable or not a primary purpose, write "N/A".
	Will funds programmed by RTC be used to leverage other grants? If funds are not approved by the RTC during this competitive grant cycle, will other funding be at risk of being lost?	The program has secured partial funding. If the requested funds are not approved, we will have to reduce the number of vouchers available to the community. This will mean that fewer people will be able to take advantage of the program's benefits.
	Is this project eligible for any other competitive grants?	[MBARD] AB2766 Motor Vehicle Emission Reduction Grants, AB 617 Community Air Protection Program (CAPP)
F2	Schedule: Describe any potential delays to schedule	No delays are anticipated.
F3	Deliverability: Describe why your agency is capable of delivering this project. (sufficient staff, project management, performance in past)	The GO Santa Cruz County Bicycle Incentives Program will be implemented under subcontract with Ecology Action (EA). Ecology Action is a nonprofit organization that has been working in the Santa Cruz community for over 30 years and has a proven track record of success in developing and administering sustainable transportation programs.
F4	Environmental: Describe any potential environmental issues, mitigations, risks associated with current and future environmental conditions	n/a
F5	Other: Describe any other potential risks and plans to mitigate risks	n/a

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Introduction

Electric bikes (e-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. There is growing support nationally to accelerate adoption of e-bikes by providing financial incentives to make healthy, green transportation a more affordable option. The Santa Cruz County Regional Transportation Commission (RTC) is requesting \$305,100 to fund a countywide bicycle incentives program for income qualified individuals who live or work in Santa Cruz County. The GO Santa Cruz County Bicycle Incentives Program builds upon the success of the downtown Go Santa Cruz e-bike rebate program (launched in October 2021) and provides point-of-sale vouchers for the purchase of an electric or classic bicycle and discounted annual memberships for the regional electric bikeshare service.

The GO Santa Cruz County Bicycle Incentives Program aims to encourage people to switch from driving to biking by providing equitable and affordable access to clean transportation options. The program is a collaborative effort between local government agencies, community-based organizations, and local businesses. It combines financial incentives, promotion, and education to encourage people to commute by bike, whether it's with an electric or classic bike. The program has been designed to incorporate best practices and lessons learned from existing bicycle incentive programs throughout the U.S., especially as it pertains to equity and administrative ease. The GO Santa Cruz County Bicycle Incentives Program has the support of a wide range of stakeholders and the program incorporates feedback received from members of the public, RTC Advisory Committees, and the Regional Transportation Commission.

Statement of Need

Santa Cruz County is ideal for deploying a successful bicycle incentives program because it has several key factors in place. For example, many of the key commute corridors are in an urban setting, making it easy for people to bike to work or school. A good percentage of the terrain is hilly, which makes electric bikes a viable option for people who live in hilly areas or must travel longer distances to get to their destination. The region enjoys fair weather nine or more months of the year, which makes it a comfortable place to bike year-round. The RTC has a commitment to further developing infrastructure for bike commuters over the next twenty years, as noted in the 2045 Regional Transportation Plan. This means that the infrastructure for biking will continue to improve in the foreseeable future.

Many residents of the County already choose to ride a bike as an alternate mode of transportation on a regular basis, however, there are three basic areas of concern that deter new riders from commuting by bike, which the Go Santa Cruz County Bicycle Incentive Program aims to address: cost factors, personal physical limitations; and safety and training.

Cost factors - Modern bicycles and appropriate accessories are expensive, placing a financial burden on many prospective bike commuters, especially lower income workers and students. Electric bicycles are typically more costly than traditional bicycles, making them inaccessible to many low-income individuals. As a result, a purchase incentive may be the only way for these individuals to afford an e-bike. For example, the average cost to purchase an average electric bike in Santa Cruz County is about \$2,500. Despite the presence of financial incentives, the high retail price of electric bicycles may price many consumers out of the market. Therefore, incentives for non-electric bicycles and discounted memberships to the regional electric bike share program are included in GO Santa Cruz County Bicycle Incentives Program.

Personal physical limitations are a disincentive to bike commuting. Personal physical limitations, such as difficulty riding uphill or over long distances, no access to showers (after long rides), or disabilities that prevent the use of a regular bike, can discourage people from bike commuting. Due to pedal assistance, electric bikes make bicycling more accessible for a wider range of demographics because range, cargo capacity, and accessible terrain are all increased.

Safety and training are often barriers to bike commuting. New bike commuters need to know how to ride safely and confidently in busy urban traffic. This can be challenging for people who have not ridden a bike in a long time or who are not familiar with the specific skills required to ride a bike in urban traffic. New bike commuters also need to understand the existing laws, their rights and responsibilities, and the preferred bike lane routes. The GO Santa Cruz County Bicycle Incentives Program requires applicants to participate in a bicycle safety workshop prior to receiving a voucher. Additionally, new riders should also know how to access community safety training and support programs. Ecology Action, in partnership with the RTC and Go Santa Cruz County, hosts monthly bike safety and education workshops where participants are eligible to receive a free helmet and light set.

Program Description

PARTICIPANT ELIGIBILITY

- Individual 18 years or older OR a community-serving organization

- One incentive per individual or organization
- Live or work in Santa Cruz County (subject to verification)
- Currently receiving a low-income benefit or assistance through a verifiable program (subject to verification). To qualify for these low-income benefits generally an individual's or family's income must be below 300% of the federal poverty level.

The program allows for community-serving organizations like shelters and job placement programs to apply for vouchers to create their own e-bike lending fleets. In addition, participants are required to complete baseline and post-purchase surveys to provide information about trips made with the bicycles such as distance, frequency, and type of trip to document whether the bicycles are indeed replacing trips that would have otherwise been made using gasoline powered vehicles and are reducing vehicle miles traveled and by how much. Participants are also required to complete a bicycle safety course to help ensure that bikes are being used in accordance with safety rules.

ELIGIBLE BICYCLES

Class 1, Class 2, or Class 3 electric bicycles (as defined by AB 1096) and traditional bicycles that would be considered appropriate commuting bikes are eligible for point-of-sale vouchers. Bicycles must be purchased at a local participating bike shop.

INCENTIVE AMOUNTS

Higher subsidies for electric cargo bikes are provided, due not only to their higher purchase price, but also their ability to offset vehicle trips. These bikes are extremely unlikely to be used recreationally due to their size, weight, and form factor, and thus will more consistently replace vehicle miles traveled when in use.

- Traditional bikes \$300
- Standard Electric Bicycle \$800
- Cargo or Adaptive Electric Bicycle \$1200
- Discounted Annual Bikeshare Membership \$100 discount (annual rate is \$150)

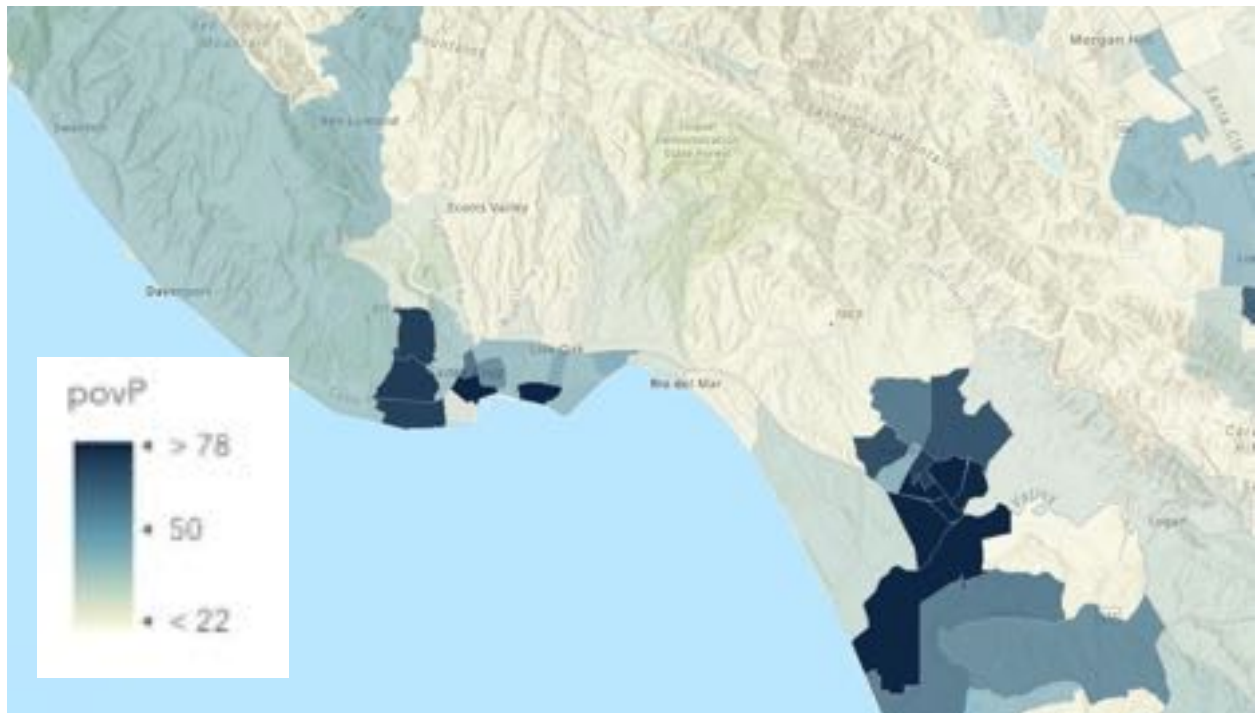
Vouchers are redeemed at the time of sale, and the purchase price will be reduced by the amount of the voucher. EA will help the RTC reach its goal of catalyzing up to 300 new bike/e-bike purchases through this pilot rebate program to provide low-income residents with access to affordable, sustainable and healthy transportation options.

Eligible applicants whose employers are enrolled in Ecology Action’s Employer Membership Program may be able to receive a zero-interest bike loan to cover the remaining upfront cost of purchasing an electric or regular bicycle. In addition, Bay Federal and Santa Cruz County Credit Union offer low-interest bicycle loans to qualified applicants for the purchase of a new or used standard or electric bicycle. Several of the local bike retailers also offer “Ride now, Pay later” deferred interest financing.

PUBLIC ENGAGEMENT

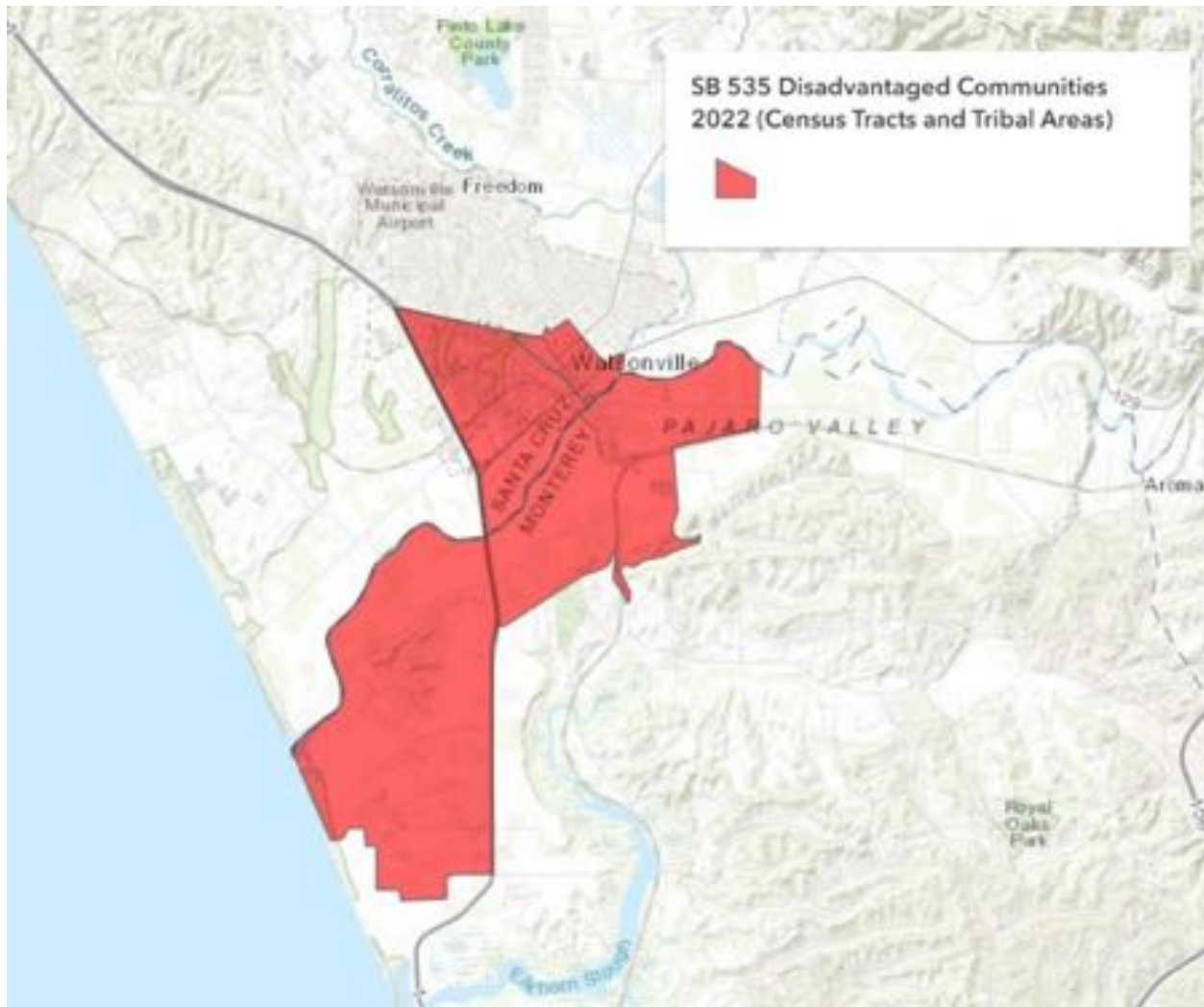
The bicycle incentives program is for low-income people who live or work in Santa Cruz County. We are focusing our outreach efforts on areas with higher concentrations of poverty (Figure 1), especially in downtown Watsonville, which is a federally designated disadvantaged community (Figure 2).

Figure 1 CalEnviroScreen 4.0 Poverty Indicator



Note: Percent of the population living below two times the federal poverty level (5-year estimate, 2015-2019).

Figure 2 SB535 Disadvantaged Communities



To promote the bicycle incentives program, a combination of in-person and digital marketing tactics will be used. 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.

Some of the marketing activities currently under development include:

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

Scope of Work

The GO Santa Cruz County Bicycle Incentives Program will be implemented under contract with Ecology Action (EA). Ecology Action is a nonprofit organization that has been working in the Santa Cruz community for over 30 years and has a proven track record of success in developing and administering sustainable transportation programs.

Ecology Action will perform the following tasks (summarized below) to implement the GO Santa Cruz County Bicycle Incentives Program:

TASK 1: ONLINE REBATE PROCESSING SYSTEM

- Develop a modified application/eligibility process including an online application, county residence verification, bike safety training, enrollment on my.cruz511.org and applicant data management process.
- Determine low-income eligibility criteria and verification process/document upload and storage.
- Develop rebate program material including application, FAQ for participants and bike shops, re-imburement forms and other program documents.
- Create Spanish language user experience (UX) from application intake, bike safety training, email automations, baseline and post purchase surveys, and customer support protocols/systems.
- Update on-demand, asynchronous bike safety training video adapted from live community cycling + bike safety workshops for participants to view to qualify for the rebate.
- Redemption control process to eliminate unredeemed rebates in a timely manner to balance budget and distribute more rebates that will be redeemed.
- Ensure ongoing follow up with applicants who have been approved and let their vouchers expire to determine expiry reason as well as post-purchase surveys at the three-month and six-month intervals.

Task Deliverables

- Modified voucher application
- County residence verification

- Updated bike safety training video
- Configure Email marketing automations
- FAQ

TASK 2: CUSTOMER SUPPORT

- Provide bilingual direct support to program participants to help with finding the bike or e-bike that meets their mobility needs. Assist with navigating the online application process and answer any program questions.
- Informing and directing eligible applicants to other e-bike incentive programs (such as MBARD and CARB statewide incentive).
- Directing applicants to other bike resources such as safety equipment, storage, parking, and skills information/gear/tools.

Task Deliverables

- Website and collateral materials in Spanish

TASK 3: OUTREACH AND PROMOTION

- Coordinate with the RTC and their consultant marketing agency for general program promotion through the established Go Santa Cruz County program communication channels, partner organizations/agencies, community events, and social media.
- Help RTC and marketing consultant to develop digital and hardcopy program information collateral for both consumers and bike shops.
- Help develop straightforward program criteria and messaging to avoid confusion regarding bike vs e-bike incentives. And develop a clean distinction to avoid sales of a bike that would mostly be used for recreational purposes.
- Promote various activities including employer outreach, webinars, e-bike demos, EV consumer events, and other mobility activities.

Task Deliverables

- Marketing collateral
- Digital and hardcopy program information
- In-person outreach

TASK 4: ADMIN, EVALUATION, AND REPORTING

- Coordinate with RTC staff to plan, implement and evaluate the program.
- Refine baseline and follow-up surveys, administer post-purchase surveys, compile and analyze data.
- Track key aspects of the program – number of rebates distributed, number of rebates redeemed, type (makes and model) of bikes or e-bikes purchased, reimbursement payments to bike shops.

- Track transportation behavior change metrics (commuting, errand running)
- Track transportation miles and calculate emissions reductions.
- Track distribution of vouchers spatially across the county to identify opportunities for enhanced and targeted outreach.

Task Deliverables

- Baseline, follow-up, and post-purchase surveys.
- Metrics report: behavior change metrics, emission reductions, and voucher distribution.

Project Schedule

The RTC will contract with Ecology Action to implement the Bicycle Incentives Program. Agreements will be in place prior to beginning the tasks identified in the scope of work. The program will be implemented in three phases: (1) Setup, (2) Launch, (3) Expand. As with any newly established program, each phase will assist in refining the next to increase the program's effectiveness.

(1) Setup: Complete all preliminary planning tasks, including refining and expanding an online participant program portal, rebate application, bike safety online video class, safety class verification, and processing system, and orchestrate a well-publicized launch of the program with an equity-based outreach and marketing plan in place. (Up to 2 months)

- Task 1: Online rebate processing system
- Task 2: Customer support
- Task 3: Outreach and promotion

(2) Launch: Begins at the program launch event and will last from eight months to a year. During this time, interested commuters will be able to acquire an electric bike using the program's various incentives. At the same time, EA and RTC will be able to evaluate the successes and challenges to date and add refinements that enhance the program's effectiveness. (Between 8-10 months)

- Task 2: Outreach and promotion
- Task 3: Consumer support
- Task 4: Admin, Evaluation, and Reporting

(3) Expand: Represents the mature, refined program offered to commuters in perpetuity, as funding permits. The program can be administered modularly with additional allocation of funds. (FY 24/25 and beyond)

- Task 2: Outreach and promotion
- Task 3: Consumer support

- Task 4: Admin, Evaluation, and Reporting

Figure 1 shows milestone events, task and respective activity underlying each task as described in the Scope of Work.

Figure 3: Project Schedule and Key Milestones

TASK	IMPLEMENTATION PHASE	Setup			Launch							Expand						
		FY 23/24			FY 24/25													
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M
Online Rebate Processing System																		
Low-income program enrollment verification	Setup	█																
Residence or employer verification	Setup	█																
Online voucher application	Setup	█																
Bike safety training video updates	Setup		█	█														
Reimbursement system for retailers	Setup	█	█	█														
Redemption controls	Setup	█																
Connection to GoSCC platform	Setup		█	█														
Customer Support																		
Bilingual customer support	Setup, Launch, Expand		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Automate email reminders	Setup		█															
Referrals to other incentive programs	Setup	█	█															
Coordinate with participating bike retailers	Setup, Launch, Expand		█			█			█			█		█			█	
Recruit new bike retailers	Setup		█															
Outreach & Promotion																		
Develop rebate program materials	Setup																	
Create Spanish language UX	Setup																	
Coordinate w/ RTC marketing	Setup, Launch, Expand	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Create new collateral for consumers and bike shops	Setup																	
Promote at various events	Setup, Launch, Expand	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Admin, Evaluation, Reports																		
Refine baseline, 3-month, and 6-month surveys	Setup																	
Analyze survey data	Launch, Expand					█		█	█	█	█			█				█
Quarterly invoicing and updates	Setup, Launch, Expand		█			█		█	█	█	█			█				█

Project Costs and Budget

The RTC is seeking an AB 2766 grant to reduce traffic congestion and motor vehicle emissions in Santa Cruz County. The Go Santa Cruz County Bicycle Incentives Program will provide vouchers to purchase regular and electric bikes as well as discounted memberships to the regional electric bike share program. The RTC is requesting \$305,100 in funding to cover the cost of vouchers and program management for rebate distribution and outreach.

The administration costs of the program may vary depending on the number of voucher applications received, processed, and distributed. This is because the cost of customer support and other administrative tasks will increase as the number of applications increases. The variability also depends on the needs of individual participants and the level of customer support offered by the program. It is likely that customer support will be needed to help qualifying individuals take advantage of the program. This is because electric bikes can be a new and unfamiliar mode of transportation for some people. Customer support can help individuals choose the right bike for their needs, learn how to ride safely, and troubleshoot any problems they may encounter.

The anticipated total project cost is \$500,000 which includes \$194,900 recently awarded (for incentives only). All project funds will be used as follows:

- \$375,000 (75%) will be used to offer a financial incentive in the form of a point-of-sale voucher to purchase an analog or electric bike or discounted electric bikeshare membership. **Table 1** summarizes the available bicycle incentives and the estimated number of each incentive that could be distributed.
- \$125,000 (25%) will be used to contract with Ecology Action to develop and implement the program. **Table 2** includes a work breakdown structure that identifies all personnel required to perform tasks and activities outlined in the scope of work and the direct cost associated with all required labor in completing the project. The budget also indicates the administrative costs for the entire project.

Table 1: Bicycle Incentives Distribution

See excel table here: [Incentive Distribution.xlsx](#)

<u>Incentives</u>	<u>Unit Cost</u>	<u>Qty</u>	<u>Total</u>	<u>%</u>
Standard Bicycle	\$300.00	125	\$37,500.00	10%
Electric Bicycle	\$800.00	300	\$240,000.00	64%
E-Cargo/Adaptive	\$1,200.00	50	\$60,000.00	16%
Bikeshare Annual Membership*	\$100.00	375	\$37,500.00	10%
		850	\$375,000.00	100%

**Annual bikeshare memberships through BCycle are \$150. The proposed incentive assumes a \$100 discount on the standard rate.*

The more funding that the RTC can secure, the greater the number of vouchers that will be provided to the community, which will lead to more people realizing the anticipated benefits of the program.

[Table 2 - Ecology Action Proposed Budget Detail by Task](#)

Emissions and Cost Effectiveness Calculations

Using the cost effectiveness methodology Methods to Find the Cost-Effectiveness of Funding Air Quality Projects, we anticipate that 850 new bike commuters will be using regular or electric bikes on a regular basis for commuting or utility purposes. The incentive program has the potential to reduce 850,000 auto vehicle miles traveled, avoid 170,000 vehicle trips, and reduce emissions by 600 pounds per year. The cost effectiveness for one year of the GO Santa Cruz County Bicycle Incentive Program is \$857.99 per pound of pollutants reduced.

- Incentive Budget: \$375,000
- Participation Goal: 850 rebates (or participants)
- Annual Usage Assumptions: 170,000 trips per year (4 trips per week X 50 weeks per year X 8500 participants = 170,000)
- Average trip length: 5 miles one-way
- VMT reduced = 850,000 VMT reduced (170,000 annual trips x 5 mi/trip)
- Auto trips eliminated per week = 3,400

RIDESHARING AND PEDESTRIAN FACILITIES

Subcategory: (6b) Other Trip Reduction Incentive Programs

Air District Name: Monterey Bay Unified APCD

Local Government: Not Applicable

Project Name: GO Santa Cruz County Bicycle Incentives Program

Description: Purchase incentives for traditional and electric bikes, Discounted bikeshare annual memberships
(Issues/Comments)

Implementing Agency: Santa Cruz Co. Regional Transportation Commission

Private Agency: No

FUNDING:

MVFees Funding:	\$194,900	MSRC Funding:	\$0
Moyer Funding:	\$0	CMAQ Funding:	\$0
Other CoFunding:	\$305,100		

Capital Recovery Factor:	1.03	
Project Analysis Period:	1	years
Auto Trips Eliminated (T):	3,400	trips (one-way) per week
Length of auto trips eliminated	5.00	miles in one direction of trip
Weeks of operation per year	50	weeks
Adjustment (A) for auto access trips to transit, vanpools and	1.00	adjustment factor
Annual Auto Trips	170,000	annual trips
Annual Auto VMT	850,000	annual miles

EMISSION FACTORS:	Auto Trip End Factors	Auto VMT Factors
	ROG : 0.434 <i>grams per trip</i>	0.075 <i>grams per mile</i>
	NOx : 0.227	0.066
	PM2.5 : 0.002	0.047

EMISSION REDUCTIONS:	Pounds per	Tons per Year
	ROG: 303	0.15
	NOx: 209	0.10
	PM2.5: 89	0.04
	Total: 600	0.30

COST-EFFECTIVENESS OF:

Motor Vehicle Fees and/or Moyer Funds:	\$334.44 per pound	\$668,887 per ton
CMAQ Funds:	\$0.00 per pound	\$0 per ton
All Funding Sources:	\$857.99 per pound	\$1,715,9 per ton

D1. NON-INFRASTRUCTURE PROJECTS/PROGRAMS - DETAILED TASKS, COSTS, AND SCHEDULE

For non-capital projects, summarize tasks/work/activities to be completed; estimated cost/funding for each; and schedule. Below is a sample, but update to match work anticipated for your project - ex. preliminary planning, project implementation, public outreach project completion and timeline for each. Add additional lines if needed to reflect all tasks and additional columns if needed to reflect other funding sources.

Project Title:	Go Santa Cruz County Bicycle Incentives Program
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Task #	Task Title	RTC Grant Request*	Fund Source:	Fund Source:	Estimated Local In-Kind Match*	Estimated Total Project Cost
			AB2766			
0	Bicycle Incentives (75%)	\$180,100	\$194,900	\$0	\$0	\$375,000
1	Online Rebate Processing System (9%)	\$37,000		\$0	\$0	\$37,000
2	Customer Support (10%)	\$63,000		\$0	\$0	\$63,000
3	Outreach and Promotion (4%)	\$17,500		\$0	\$0	\$17,500
4	Administration, Evaluation, Reporting (2%)	\$7,500		\$0	\$0	\$7,500
Totals		\$305,100	\$194,900	\$0	\$0	\$500,000
Minimum match = 11.47% of total cost						\$57,350

* Use only whole dollars in the financial information fields.

Project Name: Go Santa Cruz County Bicycle Incentives Program

	2023			2024				
	January 1st, 2023 to December 31st, 2023			January 1st, 2024 to December 31st, 2024				
	2023 Hours	2023 Rate	2023 Cost	2024 Hours	2024 Rate	2024 Cost	Total Grant Hours	Total Grant Budget
Task 1: Online Rebate Processing System								
Staff Time								
Matt Miller	50	\$86.46	\$4,323.00	50	\$92.51	\$4,625.50	100	\$8,948.50
Tawn Kennedy	5	\$76.25	\$381.25		\$81.59	\$0.00	5	\$381.25
Courtney Faulkner	35	\$126.62	\$4,431.70	35	\$135.49	\$4,742.15	70	\$9,173.85
Rachel Peterson	20	\$119.01	\$2,380.20	10	\$127.34	\$1,273.40	30	\$3,653.60
Tatiana Burdiak	15	\$168.82	\$2,532.30		\$180.64	\$0.00	15	\$2,532.30
Piet Canin	10	\$122.61	\$1,226.10		\$131.19	\$0.00	10	\$1,226.10
Angela Rocchio	45	\$74.22	\$3,339.90	25	\$79.41	\$1,985.25	70	\$5,325.15
Sarah Seward	5	\$185.01	\$925.05		\$197.96	\$0.00	5	\$925.05
Jennifer Moreno	35	\$64.97	\$2,273.95	20	\$69.52	\$1,390.40	55	\$3,664.35
Staff Time Billing			\$21,813.45			\$14,016.70	360	\$35,830.15
Consultants/Contractors								\$0.00
Mileage								\$0.00
Supplies								\$0.00
Other Expenses						\$500.00		\$500.00
Totals:			\$21,813.45			\$14,516.70		\$36,330.15
Task 2: Customer Support								
Staff Time								
Matt Miller	50	\$86.46	\$4,323.00	50	\$92.51	\$4,625.50	100	\$8,948.50
Courtney Faulkner	30	\$126.62	\$3,798.60	35	\$135.49	\$4,742.15	65	\$8,540.75
Angela Rocchio	100	\$74.22	\$7,422.00	225	\$79.41	\$17,867.25	325	\$25,289.25
Jennifer Moreno	62	\$64.97	\$4,028.14	225	\$69.52	\$15,642.00	287	\$19,670.14
Staff Time Billing			\$19,571.74			\$42,876.90	777	\$62,448.64
Consultants/Contractors								\$0.00
Mileage						\$150.00		\$150.00
Supplies								\$0.00
Other Expenses								\$0.00
Totals:			\$19,571.74			\$43,026.90		\$62,598.64
Task 3: Outreach and Promotion								
Staff Time								
Matt Miller	25	\$86.46	\$2,161.50	15	\$92.51	\$1,387.65	40	\$3,549.15
Rachel Peterson	15	\$119.01	\$1,785.15	15	\$127.34	\$1,910.10	30	\$3,695.25
Angela Rocchio	15	\$74.22	\$1,113.30	25	\$79.41	\$1,985.25	40	\$3,098.55
Jennifer Moreno	25	\$64.97	\$1,624.25	70	\$69.52	\$4,866.40	95	\$6,490.65
Staff Time Billing			\$6,684.20			\$10,149.40	205	\$16,833.60
Consultants/Contractors								\$0.00
Mileage								\$0.00
Supplies						\$325.48		\$325.48
Other Expenses								\$0.00
Totals:			\$6,684.20			\$10,474.88		\$17,159.08

Task 4: Admin, Evaluation, and Reporting							
Staff Time							
Matt Miller	10	\$86.46	\$864.60	30	\$92.51	\$2,775.30	\$3,639.90
Jamie Alonzo	10	\$172.91	\$1,729.10	10	\$185.01	\$1,850.10	\$3,579.20
Kira Ticus	8	\$112.26	\$898.08	8	\$120.12	\$960.96	\$1,859.04
Staff Time Billing			\$3,491.78			\$5,586.36	\$7,219.10
Consultants/Contractors							\$0.00
Mileage							\$0.00
Supplies							\$0.00
Other Expenses							\$0.00
Totals:			\$3,491.78			\$5,586.36	\$7,219.10

Annual Summary and Annual Rates							
	2023			2024			
Staff Name	Hours	Billing Rate	Totals	Hours	Projected Billing Rate	Totals	Total Hours
Matt Miller	135	\$86.46	\$11,672	145	\$92.51	\$13,414	280
Tawn Kennedy	5	\$76.25	\$381	0	\$81.59	\$0	5
Courtney Faulkner	65	\$126.62	\$8,230	70	\$135.49	\$9,484	135
Jennifer Moreno	122	\$64.97	\$7,926	315	\$69.52	\$21,899	437
Tatiana Burdiak	15	\$168.82	\$2,532	0	\$180.64	\$0	15
Sarah Seward	5	\$185.01	\$925	0	\$197.96	\$0	5
Kira Ticus	8	\$112.26	\$898	8	\$120.12	\$961	16
Piet Canin	10	\$122.61	\$1,226	0	\$131.19	\$0	10
Angela Rocchio	160	\$74.22	\$11,875	275	\$79.41	\$21,838	435
Rachel Peterson	35	\$119.01	\$4,165	25	\$127.34	\$3,184	60
Jamie Alonzo	10	\$172.91	\$1,729	10	\$185.01	\$1,850	20
Staff Time Billing	570		\$51,561	848		\$72,629	1418
Consultants/Contractors			\$0.00			\$0.00	
Mileage			\$0.00			\$150.00	
Supplies			\$0.00			\$325.48	
Other Expenses			\$0.00			\$500.00	
Totals:			\$51,561.17			\$73,604.84	\$125,166.01

Summary	
EA Staff Total	\$124,190.53
Consultants/Contractors	\$0.00
Mileage	\$150.00
Supplies	\$325.48
Other Expenses	\$500.00
Total	\$125,166.01
Grant Amount	\$125,000.00
Under/Over	-\$166.01

E. CERTIFICATION AND ASSURANCES

As authorized representative for my agency, I hereby certify that the information contained in this application, including required attachments, is accurate and hereby certify the following:

Project:	Go Santa Cruz County Bicycle Incentives Program	INITIALS
1	The project implementing agency possesses legal authority to nominate projects and to finance, acquire, construct, and/or implement the proposed project;	AN
2	This project is among the highest priorities for this agency;	AN
3	The proposed transportation investments have received the full review and vetting required by law;	AN
4	Such investments are an appropriate use of taxpayer dollars. The agency shall adhere to principles and policies that ensure government oversight and management of the contracting process to ensure taxpayer funds are spent wisely; contracts are not wasteful, inefficient, or subject to misuse; unnecessary no-bid and cost-plus contracts are avoided; and contracts are awarded according to the best interests of California taxpayers;	AN
5	The agency will maintain and operate the property acquired, developed, rehabilitated, or restored for the life of the resultant facility(ies) or activity. I understand that with the approval of the California Department of Transportation, the Administering Agency or its successors in interest in the property may transfer the responsibility to maintain and operate the property;	AN
6	If these new funds are used to replace funds previously committed to this project, the agency will maintain its effort with regard to redirecting those funds to similar transportation projects;	AN
7	The agency will give RTC and California Department of Transportation's representative access to and the right to examine all records, books, papers, or documents related to the project;	AN
8	Work on the project shall commence within a reasonable time after receipt of notification that funds have been approved, allocated or obligated, as applicable, and that the project will be carried to completion with reasonable diligence;	AN
9	The agency will comply where applicable with provisions of the California Environmental Quality Act, the National Environmental Policy Act, the Americans with Disabilities Act, the Secretary of the Interior's Standards and Guidelines for Archaeology and Historic Preservation, and any other federal, state, and/or local laws, rules and/or regulations;	AN
10	The agency shall comply with all reporting requirements outlined by FHWA, FTA, RTC, Caltrans, the California Transportation Commission (CTC) or state statute, as applicable;	AN
11	The agency will commit the funds necessary to ensure this project is fully funded.	AN

Implementing Agency Representative:

Signed  **Date** 10/25/2023

Printed (Name and Title) Amy Naranjo, Transportation Planner

Implementing Agency SCCRTC

Project Sponsor – if different

Signed _____ **Date** _____

Printed (Name and Title) Enter Name/Title

Sponsor Agency Enter Sponsoring Agency Name