



**Santa Cruz County Regional
Transportation Commission's
BICYCLE ADVISORY COMMITTEE**

MEETING AGENDA

Monday, May 13, 2024

5:30 pm to 8:00 pm

**In-Person Meeting
SCCRTC Office: 1101 Pacific Ave, Suite 250, Santa Cruz, CA**

Remote Participation

Remote participation for a) members of the public, b) nonvoting alternates, or c) voting Committee members unable to attend in person due to an emergency or for cause per AB 2449 (see p. 3 below for more information):

<https://us02web.zoom.us/j/85137976617?pwd=ZWh2NllkcFc1V0l0aTMvb1lpbktKdz09>

Online meeting ID: 851 3797 6617

Password: 672091

Dial-in: +1 669 900 9128 or +1 669 444 9171

COMMITTEE MEMBERSHIP

<u>Member</u>	<u>Alternate</u>	<u>Representing</u>
Scott Roseman	Corrina McFarlane	District 1
Aaron Robinson	John Hunt	District 2
Sally Arnold	Peter Scott	District 3
Anna Kammer	Steven Jonsson	District 4
Rick Hyman	Theresia Rogerson	District 5
Paula Bradley	Vacant	City of Capitola
Matt Farrell	Jae Riddle	City of Santa Cruz
Vacant	Vacant	City of Scotts Valley
Gina Cole	Drew Rogers	City of Watsonville
Matt Miller	Jennifer Villegas Moreno	Ecology Action/Bike To Work
Leo Jed	Kelly Curlett	Comm. Traffic Safety Coalition

The majority of the Committee constitutes a quorum for the transaction of business.

1. Call to Order
2. Introductions
3. Consider any AB 2449 requests by voting members to participate remotely.
4. Announcements – RTC staff

5. Oral communications – members and public

The Committee will receive oral communications during this time on items not on today’s agenda. Topics 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.

6. 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.

- 7. Approve draft minutes of the March 4, 2024, Bicycle Advisory Committee Meeting
- 8. Receive Summary of Hazard Reports
- 9. Approve recommendation to the RTC to approve Ecology Action’s Transportation Development Act (TDA) allocation request for \$72,000 for the Bike to Work/School Program

REGULAR AGENDA

- 10. Committee Elections for Chair and Vice Chair
- 11. Updates related to Committee functions – Committee members (oral updates)
- 12. TDA allocation request for \$156,000 for County Health Services Agency’s Vision Zero Program **Attachment 1c (Work Plan) revised 5/10/24**
- 13. Consider input to RTC staff regarding California Highway Design Manual update – Tommy Travers, Transportation Planner (oral report)
- 14. Adjourn

NEXT MEETING: The next Bicycle Committee meeting is scheduled for June 10, 2024, from 5:30pm to 8:00pm at the RTC offices. Members of the public and non-voting committee alternates may join remotely.

SERVICIOS DE TRADUCCIÓN/TRANSLATION SERVICES

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.)

HOW TO REACH US

Santa Cruz County Regional Transportation Commission | 1101 Pacific Avenue Ste. 250, Santa Cruz, CA 95060
phone: (831) 460-3200 | email: info@scrtc.org | website: www.scrtc.org

AGENDAS ONLINE

To receive email notification when the Bicycle Advisory Committee meeting agenda packets are posted on our website, visit <https://sccrtc.org/about/esubscriptions/> and choose “BAC Interest – Bicycle”

REMOTE PARTICIPATION –Committee Members (AB 2449)

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 up to two times per year due to an emergency or for cause according to requirements set forth in AB 2449, as long as a quorum of the committee is present in person at the RTC office. Committee alternates who are not voting are considered members of the public, not Committee members.

- *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 Committee 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

The public may participate in the meetings of the Regional Transportation Commission (RTC) and its committees in person or remotely via the provided Zoom link. If technical difficulties result in the loss of communication for remote participants, the RTC will work to restore the communication; however, the meeting will continue while efforts are being made to restore communication to the remote participants. Members of the public participating by Zoom are instructed to be on mute during the proceedings and to speak only when public comment is allowed, after requesting and receiving recognition from the Chair.

PARTICIPACIÓN REMOTA – El público

El público puede participar en las juntas de la Comisión Regional de Transporte (RTC) en persona o remotamente a través del enlace Zoom proporcionado. Si problemas técnicos resultan en la pérdida de comunicación con quienes participan remotamente, la RTC hará lo posible por restaurar la comunicación. Pero, la junta continuara mientras se hace lo posible por restaurar la comunicación con quienes participan remotamente.

ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES

The Santa Cruz County Regional Transportation Commission does not discriminate on the basis of disability and no person shall, by reason of a disability, be denied the benefits of its services, programs, or activities. This meeting location is an accessible facility. If you wish to attend this meeting and require special assistance in order to participate, please contact RTC staff at 460-3200 (CRS 800/735-2929) at least three working days in advance of this meeting to make arrangements. People with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those person affected, Please attend the meeting smoke and scent-free.

TITLE VI NOTICE

The RTC operates its programs and services without regard to race, color and national origin in accordance with Title VI of the Civil Rights Act. Any person believing to have been aggrieved by the RTC under Title VI may file a complaint with RTC by contacting the RTC at (831) 460-3212 or 1101 Pacific Avenue Ste. 250, Santa Cruz, CA, 95060 or online at www.sccrtc.org. A complaint may also be filed directly with the Federal Transit Administration to the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.



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

BICYCLE ADVISORY COMMITTEE

**MEETING
DRAFT MINUTES
Monday, March 4, 2024
6:00 pm to 8:30 pm**

This meeting was held in person at the RTC Offices, 1101 Pacific Ave, Suite 250, Santa Cruz.
Remote participation was via Zoom and followed AB 2449 requirements.

1. Call to Order: Chair Anna Kammer called the meeting to order at 6:03 pm.

2. Introductions

Members Present, in Person:

Scott Roseman, District 1
Aaron Robinson, District 2
John Hunt, District 2 (Alt.)
Sally Arnold, District 3
Anna Kammer, District 4 (Chair)
Theresia Rogerson, Dist. 5 (Alt.)
Paula Bradley, City of Capitola
Matt Farrell, City of Santa Cruz
Richard Masoner, City of Scotts Valley
Gina Cole, City of Watsonville (Vice Chair)
Drew Rogers, City of Watsonville (Alt.)
Matt Miller, Ecology Action
Leo Jed, CTSC
Kelly Curlett, CTSC (Alt.)

**Members Remote, Voting under Just
Cause or Emergency:**

None

Staff:

Tommy Travers, Transportation Planner
Stephanie Britt, Transportation Planning
Technician
Riley Gerbrandt, Associate Engineer

Members Remote, Not Voting:

Corrina McFarlane, District 1 (Alt.)
Steven Jonsson, District 4 (Alt.)
Rick Hyman, District 5

Unexcused Absences:

Excused Absences:

Peter Scott, District 3 (Alt.)
Grace Voss, City of Santa Cruz (Alt.)
Jennifer Villegas Moreno, Ecology Action
(Alt.)

Vacancies:

City Capitola – Alternate
City of Scotts Valley – Alternate

Guests:

Regina Valentine, AMBAG
Jae Riddle, Nomination pending
Kathy Jaqqi, Member of the public
Lola Quiroga, Member of the public

3. Considered any AB 2449 requests by voting members to participate remotely.

- None

4. Staff announcements

- Staff announced the upcoming Capitola Avenue overcrossing closure.

5. Oral communications

- Matt Miller announced the possible return of in-person “Bike to Work Day” in 2025
 - Theresia Rogerson announced that the Community Traffic Safety Coalition has created a subcommittee on e-bike safety.
 - Richard Masoner announced that he will no longer be a part of the committee after his term ends this month.
 - Anna Kammer announced the next Watsonville Vision Zero Task Force meeting, which will be March 5, 2024 from 10:30am to 12:00pm.
 - Rick Hyman summarized the 2021 presentation to the Committee regarding the downtown METRO transit center, especially regarding the Maple Paseo. Plans are now being considered by the City of Santa Cruz for a developer’s project including the portion of the paseo between Front Street and the Riverwalk.
6. Additions or deletions to consent and regular agendas
- None

CONSENT AGENDA

7. Approved draft minutes of the December 11, 2023, Bicycle Advisory Committee meeting.
8. Received Summary of Hazard Reports
- A Committee member suggested that issues related to e-bikes be captured in Hazard Reports, and that adding a time field to the form could be useful. Several members discussed increasing promotion of the existence of the Hazard Reports service, including via bike shops, law enforcement, newspapers, and Cruz511.
9. Recommended committee member nominations

Motion to approve the Consent Agenda (Arnold/Masoner).
 Passed unanimously with Scott Roseman, Aaron Robinson, Sally Arnold, Anna Kammer, Theresia Rogerson, Paula Bradley, Matt Farrell, Richard Masoner, Gina Cole, Matt Miller, and Leo Jed voting in favor.

REGULAR AGENDA

- 9A. Updates on Committee Functions
- None
10. Association of Monterey Bay Area Governments (AMBAG) Complete Streets Policy – Regina Valentine, AMBAG

Regina Valentine presented the final AMBAG Complete Streets Policy as a follow-up to her previous visit to the committee. The public comment period is from February 1, 2024 to March 15, 2024.

Committee comments:

- Discussion of how AMBAG’s complete streets policy differs from Caltrans’s.

11. Zero Emission Passenger Rail and Trial (ZEPRT) Project Preliminary Purpose and Need Statement – review and provide input – Riley Gerbrandt, Associate Engineer

Riley Gerbrandt presented the draft Purpose and Need Statement ZEPRT Project which proposes a new high-capacity passenger rail service and stations along the Santa Cruz Branch Rail Line. In his presentation he included the project schedule and next decision points of the environmental and preliminary engineering phase of the project.

Committee comments:

- Suggestions to change the Purpose and Need by making safety more prominent, discussing how bikes can be transported via rail to increase mobility, and emphasizing how the project could serve as an evacuation route.
- Suggestion to phase the construction of the project.
- Suggestion to separate the trail from the rail project.

12. Updates related to the Construction Zone Subcommittee – Committee members – Oral Report

Scott Roseman reviewed the purpose and the current membership of the Construction Zone Ad-hoc Subcommittee and provided the subcommittee's recent findings after meeting with local jurisdictions' public works departments. Paula Bradley provided information from her meetings with local jurisdictions as well. Discussion covered that fact that local jurisdictions' current policies are to use the state guidelines for traffic control; however, they have the ability to adopt their own traffic control requirements that are better than the state guidelines, as has been done in other jurisdictions.

Committee comments:

- Create a new best practices guide for traffic control that adequately accounts for bicyclist safety.
- Use San Mateo County's or the City of Palo Alto's traffic control plans as a model to create improved guidelines.
- Add requirements to major construction contracts that require submittal of adequate traffic control plans.
- Add "construction signage" to the RTC Hazard Report form.
- Request RTC or AMBAG staff research this topic further.
- Meet with RTC's Interagency Technical Advisory Committee to acquire insight on next steps.

Jae Riddle commented that the Committee could work with one of the jurisdictions to acquire sample traffic control plans for the committee to review and provide suggestions on.

13. Consider change to start time for future meetings – Tommy Travers, Transportation Planner – Oral Report

The Chair led a discussion to change the start time of future Committee meetings.

Motion to change the Committee start time to 5:30PM going forward (Farrell/Arnold).

Passed unanimously with Aaron Robinson, Sally Arnold, Anna Kammer, Theresia Rogerson, Paula Bradley, Matt Farrell, Richard Masoner, Gina Cole, Matt Miller, and Leo Jed voting in favor and Scott Roseman absent for the vote.

14. Adjourn

NEXT MEETING: The next Bicycle Committee meeting is scheduled for April 8, 2024, from 5:30pm to 8:00pm **in person at LOCATION TBD**. Members of the public and non-voting Committee alternates may join remotely.

Minutes respectfully prepared and submitted by:
Jason Thompson, Transportation Planning Technician

Bicycle Hazard Reports

May 13, 2024

Date	First Name	Last Name	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
04/04/24	Marty	Demare	Highway 1 between Santa Cruz and Davenport	N/A	Santa Cruz	Bike: Plant overgrowth or interference, Debris on shoulder or bikeway	eroded soil and overgrown vegetation are encroaching into the bike lane at several locations on northbound highway 1 between Santa Cruz and Davenport,	Katie Osekowsky (Caltrans) forwarded to Jonathan Wulff on 4/17/24	4/4/2024 and 4/17/24	<p>4/17/24 Jason Thompson: Hi Marty, Can you please provide some specifics on the locations that you mentioned in the hazard report below. I forwarded your report to Caltrans but they are wondering if you had any more info, for example cross streets or milepost markers since it is a large stretch.</p> <p>4/17/24 Marty Demare: Thank you for your response. I will make some notes when I ride that stretch tomorrow. I didn't try to get specific because there are numerous locations and one would think that CalTrans would just do the whole stretch.</p> <p>5/8/24 Jonathan Wulff: Thank you for your recent submission to the Customer Service Request System. The concern has been shared with the area Supervisor. Please note that Caltrans is engaged in fire safety brush clearing/mowing operations on a rotational basis which begins in the beginning of May and continues into August, but the concern has been shared so the location may be considered to be moved up in the schedule.</p>
03/27/24	Michael	Lewis	1028 7th Ave	Brommer St	Santa Cruz	Bike: Other	No parking red painted curb is faded and worn off and motorists park here for days at a time, blocking the bike lane.	DPW	3/27/2024	3/27/24 Ruby Zaragoza: Thank you for reporting this. I have cc'd our Road Maintenance division for review and response.
03/17/24	Bradley	Dunbaugh	Porter St On-Ramps	N/A	Capitola	Bike: Other	2nd request. I'm requesting for the second time feedback on the issue raised below: With the closure of the Capitola overpass for construction, the one "safe" route for bicyclists from Soquel Ave into Capitola will be removed for a period. Bicyclists using that route will now be using the Porter Street to Bay Ave route which will have even more vehicle congestion. This route is already unsafe. Drivers waiting at the Main Street light to cross Porter to reach the Highway One North on-ramp will often race from the left lane to beat the right lane traffic to the on-ramp and in their rush to be first will cut off bicycle traffic. With the increased congestion, more drivers will be waiting longer at the lights, lines will be longer, frustrations will mount, and the risk of accidents will increase. With safety being a primary concern, what is being done to protect bicyclists and pedestrians using the Main/Bay/Porter/Hwy 1 intersection with the increase in congestion that will occur during construction of the new Capitola Ave overpass? Please note that my first attempt to raise this issue was to the information email address.	Katie Osekowsky (Caltrans) Forwarded to Jonathan Wulff on 4/24/2024	3/21/2024	Complicated issue, more time requested for response.
03/11/24	Linda	Locklin	East Cliff Dr	Prospect St	Santa Cruz	Bike: Plant overgrowth or interference	East Cliff Drive, between Schwan Lake and Prospect. Santa Cruz County. bluff face vegetation and loose soil frombackyards above impede use of bike lane, very narrow for biking or pedestrians.	DPW	3/12/2024	3/12/24 Ruby Zaragoza: Thank you for reporting this. I will forward your email to our Road Maintenance division for review and response.

Bicycle Hazard Reports

May 13, 2024

Date	First Name	Last Name	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Response
02/25/24	Susan	Arnold	High St	Between UCSC East and West Campuses	Santa Cruz	Bike: Plant overgrowth or interference, Other	Most of the signs (speed limit, bike lane, no parking) signs are heavily obscured by plant growth between the east entrance and west entrance of UcsC (northbound High Street).	Dan Estranero, Joanna Edmonds	3/1/2024	3/20/24 Joanna Edmonds: Hi Susan, Thank you for sharing your concerns about the visibility of signage on High St. It sounds like the issues you are reporting are past Highview Rd. where High St. becomes Empire Grade. Is that correct? If so, that area is in the County of Santa Cruz's jurisdiction. Please let me know if you are concerned with signs along High St. between Highview Rd. and the Bay and High intersection and City Public Works staff will follow up with a site visit to identify any issues. I also wanted to share that you can report issues within City limits directly to the City of Santa Cruz at https://www.cityofsantacruz.com/how-do-i/report .
02/25/24	Samaporn	Levy	Old San Jose Rd	Oneil Ln	Soquel	Bike: Traffic signal problem	Left turn from southbound Soquel San Jose Rd onto O'Neill Ln at traffic signal is not detecting bikes. Not sure if this intersection uses cameras or loop detectors but the light is not changing for bikes currently.	DPW	3/1/2024	3/1/24 Ruby Zaragoza: Thank you for reporting this. I will forward your email to our Road Maintenance division for review and response. 4/17/24 Tim Nguyen: Rhythm Engineering monitored and confirmed proper detection and operation for all four approaches during different time frames, including day and night time. The reported false negatives might have been caused by a onetime issue which is no longer present. Cal-West (County signals maintenance) has also performed inspection and is finding no issues. I also called the RP (Sam Levy) to inform him of the update. He will contact me directly if there are future issues.
02/22/24	Chris	Nestlerode	East Cliff Dr	Twin Lakes	Live Oak	Bike: Rough pavement or potholes, Plant overgrowth or interference	On east cliff south of twin lakes beach there is a large pile of branches plus smaller bits of sand on the r bike lane on the curve which feels hazardous	DPW	2/23/2024	2/23/24 Ruby Zaragoza: Thank you for reporting this. I have included our Road Maintenance division for review and response. 2/26/24 DPW Road Dispatch: SR#24-000444 2/26/24 Ruby Zaragoza: A service request has been created. Please contact our Road Dispatch at 831-477-3999 for status updates. Use the SR# SR#24-000444.

TO: Bicycle Advisory Committee
FROM: Tommy Travers, Transportation Planner
RE: FY 24/25 Bike to Work/School TDA funding request

RECOMMENDATION

Staff recommends that the Committee:

1. Review the attached FY 24/25 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 \$72,000 in FY 24/25 Transportation Development Act (TDA) funds.
-

BACKGROUND

The RTC has supported the Bike to Work/School program for the more than 35 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, including Modo which focuses on active transportation. 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. The most recent budget increase was approved by RTC in 2022 to fund the program with \$72,000.

BTW's goals of increasing levels of bicycling in Santa Cruz County are consistent with goals in the RTC's Regional Transportation Plan, and the project provides an unparalleled level of bicycle promotion throughout the county on an ongoing basis.

Per the agreement with the RTC for receipt of TDA funds, the RTC has the opportunity to provide input or contingencies on funding or the work plan as part of any funding approval; therefore, the Committee should advise the RTC as to what changes or contingencies are recommended.

DISCUSSION

Ecology Action submitted a FY 24/25 Bike to Work TDA request letter and other required materials ([Attachment 1](#)) for Bicycle Committee and RTC review and approval. They anticipate holding in-person Bike/Walk to School events this fall and next spring, the return of an in-person Bike To Work Day event in May, and continuing general-public 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. Events including group rides, workshops, and e-bike demos will also be held,

similar to the previous fiscal year. The amount of \$72,000 has been budgeted in the RTC's FY 24/25 budget for the Bike to Work program.

The Transportation Development Act Claim form and the FY 24/25 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 2023 calendar year is also attached, as is the FY 24/25 budget. The requested amount represents less than half of BTW's annual budget which is \$155,000.

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

SUMMARY

Attached is a request from Ecology Action for TDA funding for the Bike to Work/School Program for \$72,000 in FY 24/25. Staff recommends that the Bicycle Advisory Committee provide input, including possible changes and contingencies, and recommend approval of the requested amount to the Regional Transportation Commission.

Attachments:

1. Letter and supplemental materials from Piet Canin, Ecology Action's Strategic Development Director
 - a. Letter
 - b. Previous year summary
 - c. Proposed scope of work
 - d. Proposed budget
 - e. Claim form



March 23, 2024

Mitch Weiss
Executive Director
SCCRTC
1101 Pacific Avenue, Suite 250
Santa Cruz, CA 95060

Dear Director Weiss,

Ecology Action (EA) is requesting \$72,000 in Transportation Development Act (TDA) funds for FY 2024-2025 to support the Santa Cruz County Bike to Work (BTW) and Walk and Roll to School (WRTS) program which includes Fall/Spring campaigns Bike Month and Biketober. The BTW program is one of the largest sustainable transportation campaigns in Santa Cruz County, providing critical opportunities to increase bike transportation, catalyze community scale behavior change, and provide bike encouragement to K-12 students and adults.

This foundational work allows Ecology Action to support the many current and soon-to-be bike improvements throughout the county including current sections of the Rail Trail in Santa Cruz and Watsonville, the expansion of a county wide ebike share service, local, regional and state ebike rebate programs, and various local jurisdictions' bike infrastructure projects. Plus, future improvements such as two bike and pedestrian bridges over highway one, Soquel Corridor bike improvements, and completion of sections of the Rail Trail.

Ecology Action has been delivering popular, inclusive encouragement bike programs for 37 years helping to foster the evolution of bike transportation in our coastal and mountain communities. We are well positioned to cultivate the accelerated adoption of bike transportation with improved access to e-bikes and bike sharing programs that equitably support underserved members of the county.

Since 2018, RTC has supported the piloting and growth of the Santa Cruz County bike challenge. After six successful years of that program with local funding, we were able to secure state funding through ATP to support it's continued delivery in Santa Cruz County. This leverage of ATP funding to keep the bike challenge going will enable us to use TDA funds to bring back a community favorite, Bike to Work Day.

To foster a strong sense of community and connection we are bringing back in-person Bike to Work (Every Where) breakfast stops throughout the county in a modified format. We will host breakfast sites in the four local cities of Watsonville, Capitola, Scotts Valley, and Santa Cruz as well as in unincorporated areas of Aptos and Live Oak. Our identity is rooted in Bike to Work Day which is likely the longest running such event in California! We have not hosted a Bike to Work Day since fall of 2019, so we are eager to reimagine what this event could look like for 2025. With our ongoing use of the bike challenge and Love to Ride to encourage ridership year-round, we're eager to see if restoring a Bike to



Workday type event (Bike to Wherever Day, Bike Day, Bike to Work Day, etc.) will offer new catalyzation of ridership. We also anticipate the initial return of a Bike to Work Day could be see a novel spike or a subdued response due to new hybrid work commute patterns, and are excited to test this event over the next few years to see how it interacts with our suite of programs and activities throughout the year to increase bike transportation ridership.

We have transitioned Bike to School Day to Walk and Roll to School Day to be more inclusive of all physical abilities and more modes of transportation. WRTS supports schools in the Pajaro Valley School district that have the highest turnout each season. The PVUSD serves a 95.5% Hispanic students and 80.7% of students are economically disadvantaged, which includes students eligible for Free and Reduced-Price Meals. WRTS also supports schools in unincorporated areas Freedom Elementary, Soquel Elementary School, Santa Cruz Gardens, New Brighton Middle, Main Street Elementary, Aptos Junior High School.

Our active transportation brand, Modo, enhances our mission of equitably providing community climate solutions in high GHG emitting sectors like transportation. Modo was launched in 2023 to create a more inclusive, multi culturally resonant brand as we expand and deepen our work of bringing active transportation for all Santa Cruz County residents.

We will continue to leverage online platforms to strengthen our behavior change message, provide the social infrastructure for individuals and large employers alike to participate in a common challenge, and continue to track and try to respond to the barriers community members face to riding more often. We will also leverage additional grant funding to build on the foundational countywide funding we receive for TDA, and be able to target equity priority communities with focused bike education and encouragement events throughout the year in areas like the Beach Flats, Live Oak, and Watsonville.

The Bike to Work program continues to leverage RTC funding with approximately \$80,000 in cash and in-kind product support. We also partner with local businesses, public agencies, and community organizations and groups to amplify and support our work.

Ecology Action is sincerely grateful to the RTC for your continued support and consideration of this \$72,000 allocation request for FY 24/25 to support our community bike programs.

Sincerely,

A handwritten signature in black ink, appearing to read "Piet Canin".

Piet Canin
Strategic Development Director
Ecology Action



Ecology Action's Bike to Work/Bike Campaign Program 2023 Results

Program Summary

Ecology Action has continued to provide both digital and in person activities to provide flexible programming options for participation. Our community bike programs continue to recruit new commuters, encourage students to choose active forms of transportation, and engage more businesses every year.

Alongside physical infrastructure improvements like the rail trail and enhanced on street bike facilities that local jurisdictions are putting in place, Ecology Action's programming actively provides the social infrastructure to get more locals biking and biking more often for transportation. Our Bike Month events, bike challenge, group rides, and Walk and Roll to School Day help provide active transportation resources and opportunities to build habits and become regular bike riders.

2023 Accomplishments

Bike Challenge (May Bike Month + Biketober)

- 1,927 riders - those who logged one ride or more (6% increase from 2022)
- 179 active workplaces (4% decrease from 2022, due to consolidating departments into orgs)
- 107 new to biking sign ups (5% increase from 2022)
- 107,014 total bike trips (9% increase from 2022)
- 39,029 transport trips (13% increase from 2022)
- 1,330,211 miles biked overall (3% increase from 2022)
- 36% transportation trips (1% increase from 2022)
- 163,850 lbs CO2 saved (6% increase from 2022)

Bike Month + Biketober Activities (other than Bike Challenges)

- 14 activities
- 3,202 Spring Bike and Walk to School participants
- 3,394 Fall Walk and Roll to School participants

Ecology Action worked with partner public agencies, local community-based organizations, and businesses/employers to host in person events like Walk & Roll to School Days for grade schools throughout the county and created and piloted a new low stress bike route and group ride in the City of Scotts Valley. We now have low stress bike routes for our community rides established in the City of Watsonville, City of Scotts Valley, and three routes between Aptos Village and the westside of Santa Cruz, with routes that go through the City of Capitola.

As of March 2024, the Santa Cruz Love to Ride platform has 5,358 people registered, including 717 new riders, and 312 workplaces. Since the start of the pilot program in 2018 these participants have recorded over 448,454 bike trips, covering over 5.5 million miles. This community continues to grow and provide a reliable and durable platform for expanding cycling in Santa Cruz County. We leverage several Love to Ride platform features to foster and support safe and regular cycling for everyday trips and build community in the process, and later this year expect to have a new app-based mapping feature offer insights on heatmaps and route stress in Santa Cruz County.



Bike To Work Program Scope of Work FY 24-25

Ecology Action's (EA) Bike To Work (BTW) Program turns 38 in the Spring of 2025, 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. The BTW program is one of the largest public sustainable transportation campaigns in Santa Cruz County, providing critical opportunities to increase bike transportation, catalyze community scale behavior change, and provide bike encouragement from K-12 students to adults.

As we move back to an in-person first approach to activities, we'll take the first step in bringing back a reimagined in-person Bike to Work Day event. The specific name of the event, whether it's Bike Day or Bike to Wherever Day, will be researched and tested. The spirit of the event will be inspired by decades of Bike to Work Day events with live, pop up breakfast sites and mini street/neighborhood fairs that will enhance our community building efforts and support people integrating bike transportation into their daily lives. We'll aim to host breakfast sites across the county, in 15-minute bike sheds of population centers including all four cities of Watsonville, Capitola, Scotts Valley, and Santa Cruz as well as unincorporated areas of Aptos and Live Oak.

In addition to inspiring the end state behavior of biking for transportation, the return of Bike to Work Day will offer a host of other benefits. Local agencies will have opportunities to reach community members and share about transportation projects and plans. Community based organizations will be able to share about their programs and services. Go Santa Cruz County can reach commuters. Local police departments and county health can offer supportive education on e-bike safety and rules of the road. Ecology Action staff can help outreach about programs like local, regional, and statewide e-bike incentives. In addition to these specific benefits, the magic and spark that this event has created for decades can help reignite the curiosity and positive disruption these large scale events can provide to change transportation behavior.

Our FY 24/25 programs will continue advancing active transportation across Santa Cruz County with a range of encouragement, education, and support activities with both online and in-person components.

We use a mix of online platforms and in person activities to enhance our behavior change message and resources to meet the ever-changing needs of our community. We'll leverage this funding with ATP grants to provide a robust suite of offerings to Santa Cruz County residents and workers.



Ecology Action's main Bike to Work program components are:

- 1) Fall Walk/Roll to School Day (in person).
- 2) Spring Walk/Roll to School Day (in person).
- 3) Fall Biketober, which features fun, inclusive, positive, and educational bicycle activities ranging from rides to workshops, ebike demo events, and collaborations with local organizations. (October)
- 4) Spring Bike Month, which features fun, inclusive, positive, and educational bicycle activities ranging from rides to workshops, ebike demo events, and collaborations with local organizations. (May)
- 5) Spring Bike to Wherever Days breakfast stations throughout the county. (May)
- 6) Ongoing support targeting new and regular bike commuters via digital communications including electronic newsletters and social media
- 7) In addition to tips and content to support new and intermediate riders, we'll also include regular updates and highlight new bike infrastructure projects that will have a positive impact on local commuters (i.e. Rail Trail, Chanticleer Bike/Ped bridge, new striping/bike lane additions etc.)

Fall Biketober October 2024

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 Biketober featuring a variety of in person and on the bike activities
- Implement Fall Walk & Roll to School Day at K-12th grade schools throughout the County.
- Conduct comprehensive promotional campaign including print ads, online ads, electronic newsletters, website, social media, and hardcopy flyer distribution.
- Create original artwork and campaign visuals
- Coordinate Walk & Roll to School efforts with bike safety presentations conducted by EA's Bike Safe Youth Bike Safety program
- Conduct outreach to school teachers, administrators and parents to continue to expand student participation.
- Recruit, train, and coordinate volunteers for 35-40 school sites across the county for Walk & Roll to School.
- Continue to innovate programming to engage new audiences and test new programs and initiatives to inspire bike ridership.

Performance Goals for Fall Biketober, 2024

- Increase participation levels by 5% for fall activities, Walk and Roll to School.



- Place hundreds of campaign posters at local businesses and locations around the community
- Develop and send targeted emails to over 6,000 participants with campaign information
- Create bilingual Walk and Roll to School and Biketober assets.

Spring Bike Month May 2025

Work Schedule/Tasks:

EA staff will coordinate the 38th annual Santa Cruz County Spring Bike Month, which will include Bike to Wherever Day, Bike Month, Bike Month Challenge and Spring Bike Transportation Campaign for work, school and health activities that includes that includes Walk and Roll to School. The main objective will be to continue to promote bicycling for transportation for trips that replace single occupancy vehicle trips.

The following are tasks to be completed:

- Conduct in person, Bike to Wherever Days at breakfast sites throughout the county.
- Implement a Spring Bike Month featuring a variety of in person and on the bike activities
- Implement Spring Walk & Roll to School Day at K-12th grade schools throughout the County.
- Work with large employers to offer incentives and encourage participation in Bike to Wherever Day.
- Promote bike commuting resources and safety tips through social and web platforms
- 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, digital 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 original artwork and other campaign assets
- Coordinate with bike safety presentations conducted by EA’s Bike Safe Youth Bike & Walk Safety Education Team
- Promote Bike Month, bringing in partnerships with additional agencies and businesses to promote Bike Month activities and bike resources throughout the year.
- Recruit, train, and coordinate volunteers for 35-40 school sites across the county
- Continue efforts in South County to improve outreach to underrepresented populations.



Performance Goals for the Spring Bike Month, 2025

- Increase participation by 5% from the previous spring Walk and Roll to School Day and Bike Month activities/events.
- See an in-person participation of 1000 community members on Spring Bike to Wherever Day
- Place hundreds of campaign posters at local businesses and locations around the community.
- Develop and send targeted emails to over 6,000 participants with campaign information
- Create bilingual Walk and Roll to School and Bike Month campaign assets

**EA's Bike to Work/School 24/25 Budget -
\$72,000 TDA Funds**

	SCCRTC	Match*
Personnel		
Senior Program Specialist	\$ 16,000.00	\$ 7,000.00
Program Specialist	\$ 34,000.00	\$ 18,000.00
Marketing Staff	\$ 22,000.00	\$ 12,000.00
Material*		
Other Direct Costs:		
Incentives		\$ 15,000.00
Advertising + Promotion		\$ 11,000.00
Food + Beverage		\$ 15,000.00
Misc material/supplies/mileage		\$ 5,000.00
Total	\$ 72,000.00	\$ 83,000.00
TOTAL PROJECT BUDGET		\$ 155,000.00
<p><i>* Local business and public agencies donations annually contribute approximately \$80,000 in cash and in kind products.</i></p>		

- 7) In addition to tips and content to support new and intermediate riders, we'll also include regular updates and highlight new bike infrastructure projects that will have a positive impact on local commuters (i.e. Rail Trail, Chanticleer Bike/Ped bridge, new striping/bike lane additions etc.)

9. 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.

10. 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.

Biking also offers a low cost means for shorter trips, therefore buffering everyone from rising gas prices, and with local, regional and soon to come state ebike rebates, ebikes are more affordable. And ebikes extend the travel range of riders with less effort therefore making cycling more attractive to a greater number of locals.

11. Project Productivity Goals for this fiscal year:

- a. Measures of performance, success or completion to be used to evaluate project/program (ex. increase use of facility/service, decrease collisions, etc.):

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, walk, roll (non car trips) to school. Our Bike Month Challenge uses bike trip and mileage tracking apps to quantify bike commuter/transportation trips. We also survey program participants. 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 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.

- b. Number of people to be served/anticipated number of users of project/program (ex. number of new or maintained bike miles; number of people served/rides provided):

We anticipate 7,000-10,000 people will participate directly in the program.

12. Consistency and relationship with the Regional Transportation Plan (RTP) - Is program/project listed in the RTP and/or consistent with a specific RTP Goal/Policy? Project RTC #26

13. 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, especially those walking, skateboarding, scooting, (non-car trips) to school for our newly named Walk & Roll to School Day.

14. Estimated Project Cost/Budget, including other funding sources, and Schedule: *(attach project budget). Specialized Transportation Claims require 10% local match or other performance standard. Local match can take the form of fares, donations, agency charges, grants, revenue sharing and other non-restricted sources. In kind services many NOT apply toward the local match. In lieu of a 10% match performance standard, the Volunteer Center performance standard is to provide 4,000 rides per year.*

What is the total project cost? \$155,000.

Is project fully funded? No.

What will TDA (and STA, if applicable) funds be used on (ex. operations, administration, brochures, engineering, construction)? Staff to operate the numerous activities that direct engage grade school students, college students, families, adults and seniors.

15. Preferred Method and Schedule for TDA-LTF fund distribution *(see RTC Rules and Regulations for details and requirements. Note if funds are distributed in advance of use, agencies will be required to subsequently provide documentation of actual expenditures.):*

a. Bike/Ped: Cities/County: Up to 90% upon initiation of work OR 100% upon project completion
 HSA/BTW: Quarterly disbursement OR Semi-annual disbursement

b. CTSA: Quarterly disbursement, with up to 35% in first quarter, and the remaining quarterly payments being one-third of the remaining claim amount;
 OR Quarterly disbursement

c. Volunteer Center: Full approved claim amount in the first quarter

d. SCMTD: Quarterly disbursement

16. TDA Eligibility:

	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Form of approval _____ (eg resolution, work program, budget, other document) If "NO," provide the approximate date approval is anticipated. _____	YES
B. Has this project previously received TDA funding? If yes, date RTC approved: <u>May, 2023</u>	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? (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

	Committees at their April 2024 meetings.
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: http://www.dot.ca.gov).	
F. For Article 4 transit claims: Does operator meet Article 4 eligibility requirements? i. Farebox recovery ratio? and/or, ii. 50 percent expenditure rule as an older operator, defined as service starting prior to 1974?	

May

Bike/Ped (Article 8) Only

17. Project Cost/Budget, including other funding sources, and Schedule: (complete “24a” or “24b”)

a. Capital Projects (Bicycle projects: Bicycle Advisory Committee or RTC must approve the final project design plans prior to construction; see RTC Rules & Regulations)

	Planning	Environmental	Design/Engineering	ROW	Construction	Other*	Contingency	Total
SCHEDULE (Month/Yr) Completion Date /								
Total Cost/Phase								
\$TDA Requested (this claim)								
Prior TDA:								
Source 3:								
Source 4:								
Unsecured/ additional need**								

*Please describe what is included in “Other”:

b. 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/Year)	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						

SCMTD, CTSA, Bike to Work, HSA, Volunteer Center Only – PLEASE KEEP ANSWERS BRIEF

18. Improving Program Efficiency/Productivity

- 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.

To increase program visibility, engagement and impact, we continue to use a new branding for all of our active transportation programs – under the heading of Modo. Modo allows us to better communicate and connect with a wide audience throughout Santa Cruz County including grade school students in Watsonville, university students at UCSC, seniors in Live Oak and residents of all ages, backgrounds, abilities and mobility needs throughout the county. This branding eliminates industry inside jargon to make our widespread programs more accessible.

EA works 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 37 years of success to generate non-TDA cash donations from local businesses, individuals and public agencies. Last year the program raised over \$50,000 in cash donations and \$20,000 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 Active Transportation, local foundations, and applicable funders.

- Goals for next fiscal year (ex. identify opportunities to maximize economies of scale, planned productivity improvements). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:

We'll bring back in-person Bike to Work Day events (with potential new name for wider appeal) to engage more residents with community building live interaction.

For the upcoming fiscal year, EA will engage more people by hosting in person activities while growing a robust and active online community. We are all starved for positive, safe and fun personal interaction, and fortunately biking offers this connection. EA will provide inviting and inclusive venues for these type of gatherings that build community which in turn fosters sustained bike transportation.

EA will leverage the re-introduction and expansion of ebikeshare to reach more residents by highlight an ebike scheme that eliminates the purchase cost, secure storage and maintenance expense barriers of owning a quality ebike. We will work with BCycle and the local host jurisdiction to educate county residents on the basics of ebikeshare and its benefits. We will also leverage our program to promote the soon to be launched statewide ebike rebate program.

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.

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

We are bringing back and revising our core Bike to Work Day offering as an in person community gathering activity, possibly branded as Bike to Wherever Day to reflect the new paradigm of remote work. Fewer people are going to the work and the bike can replace other types of regular trips.

20. Schedule of regular progress reports including an evaluation at the end of the year:

SCMD – April each year

- Specialized Transportation: Quarterly¹ to E/D TAC, RTC _____ (Months/Year)
 HSA/BTW: Bicycle Committee _April, 2024_ (Month, year); RTC May, 2024 (Month, year)

SCMTD, CTSA and Volunteer Center Only

21. a. Are these transportation services responding to transportation needs not otherwise being met within the community or jurisdiction of the claimant?

b. Does the project meet an unmet transit need from the most recently approved RTC **Unmet Paratransit and Transit Needs List**? Describe.

CTSA and Volunteer Center (Article 8) Only

22. Where appropriate, are these specialized transportation services coordinated with other transportation services, including METRO service? Describe.

23. Provide performance information, as pertinent, which demonstrate service efficiency and effectiveness, such as: verification of the operating cost per passenger, operating cost per vehicle service hour, passengers per vehicle service hour, passengers per vehicle service mile, and vehicle service hours per employee for last fiscal year (definitions available in Section 99247 of TDA Guidelines). (99246d, per Performance Audits)

a. *Volunteer Center, only:* provide a minimum 4,000 rides per year

24. Discuss the needs and types of the passengers being served, the employment of part-time drivers and the contracting with common carriers of persons operating under a franchise or license to provide services during peak hours, as defined in subdivision (a) of Section 99260.2. (99246d, per 2010 Performance Audit)

SCMTD, CTSA, Volunteer Center & RTC Only

25. List the recommendations provided in the last TDA Triennial Performance Audit and your progress toward meeting them.

- Describe the work your agency has undertaken to implement each performance audit recommendation and the steps it will take to fully implement the recommendation.
- For any recommendations that have not been implemented, explain why the recommendation has not been implemented and describe the work your agency will undertake to implement each performance audit recommendation.
- Describe any problems encountered in implementing individual recommendations.

SCMTD Only

26. TDA Article 4 Eligibility Compliance – *Provide documentation for 50% expenditure limitation (PUC Section 99268.1).*

50 percent expenditure limitation

(use if LTF is below 50 percent of operating costs; if LTF is greater than 50% of operating costs, provide farebox recovery ratio)

¹ If feasible, the quarterly TDA reports submitted by Community Bridges for Lift Line as the Consolidated Transportation Services Agency (CTSA) should include on-time performance of the service.

Vehicle on-time arrival to pick up a passenger at the scheduled time is an important measure of operational effectiveness and customer service.

- Overall operating cost for fiscal year: \$ _____
- TDA-LTF claim: \$ _____
- TDA percent of operating cost: _____%
- Source of information: (e.g. audited financial statements, budget, etc)

27. Did the SCMTD operating budget increase over 15% from the prior fiscal year?

If the answer is yes, please provide a statement identifying and substantiating the reason or need for the increase in the transit operating budget in excess of 15% above the preceding year, and identify substantial increases or decreases in the scope of operations or capital provisions for major new service - (transit claimants only, if applicable).

28. Operating statistics/Performance Measures (*attach list of operating statistics that compare current fiscal year to date to last three full fiscal year.; *TDA required performance indicators*)

- Annual passengers
 - Rides/passenger trips provided by type (student, senior, adult, pass holders, etc, or however stat's kept) and amount of TDA \$ used for each type of ride
- Annual service hours
- Passengers per vehicle service hour*
- Annual service miles
- # of fixed-route miles
- Service Area – square miles
- Service Area Population
- Passengers per vehicle service mile*
- Average passengers per weekday
- Total operating costs
 - Paratransit operating costs
 - Fixed route transit operating costs
- Operating cost per vehicle service hour*
- Total operating cost per ride*
- Average Farebox Revenue per passenger (describe what is included)
- Farebox Recovery Ratio (%): $\text{Total Fare Revenue} + \text{Local support revenues} \div \text{total operating costs}$
- # of FTE employees (all employees, not just drivers)
- Vehicle Service hours/Employee*
- # of routes
- Average route length
- Average travel times/rider
- # of bus stops
- # of vehicles in operation
- # of monthly bus passes in circulation
- Max vehicles in service at any time:
- Hours of service:
- Approximate # of unduplicated passengers
- Cost per unit of service plus text about long range plans to make/keep this low
- Funds and percentage spent on administration/overhead/grantee allocation/etc
- Actual financials compared with budget
- Actual number of rides provided compared with goal and text about whether goal was met and why/why not
- Other statistics or performance metrics used

Definitions:

- a) "Operating cost" means all costs in the operating expense object classes exclusive of the costs in the depreciation and amortization expense object class of the uniform system of accounts and records adopted by the Controller pursuant to Section 99243. "Operating cost" excludes all subsidies for commuter rail services operated on railroad lines under the jurisdiction of the

Federal Railroad Administration, all direct costs for providing charter services, all vehicles lease costs, and principal and interest payments on capital projects funded with certificates of participation.

- b) *"Operating cost per passenger," means the operating cost divided by the total passengers.*
- c) *"Operating cost per vehicle service hour," means the operating cost divided by the vehicle service hours.*
- d) *"Passengers per vehicle service hour" means the total passengers divided by the vehicle service hours.*
- e) *"Passengers per vehicle service mile" means the total passengers divided by the vehicle service miles.*
- f) *"Total passengers" means the number of boarding passengers, whether revenue producing or not, carried by the public transportation system.*
- g) *"Transit vehicle" means a vehicle, including, but not limited to, one operated on rails or tracks, which is used for public transportation services funded, in whole or in part, under this chapter.*
- h) *"Vehicle service hours" means the total number of hours that each transit vehicle is in revenue service, including layover time.*
- i) *"Vehicle service miles" means the total number of miles that each transit vehicle is in revenue service.*
- j) *"Vehicle service hours per employee" means the vehicle service hours divided by the number of employees employed in connection with the public transportation system, based on the assumption that 2,000 person-hours of work in one year constitute one employee. The count of employees shall also include those individuals employed by the operator, which provide services to the agency of the operator responsible for the operation of the public transportation system even though not employed in that agency.*

Documentation to Include with Your Claim (all TDA Claims):**All Claims**

- A letter of transmittal addressed to the SCCRTC Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- Statement from the TDA Eligible Claimant indicating its role and responsibilities.

Article 8 Bicycle/Pedestrian Claims

- Evidence of environmental review for capital projects

Article 8 Bicycle/Pedestrian Claims sponsored by RTC (Bike to Work, HSA)

- A budget including the name (for key personnel), classification, actual hourly rate, and billing rate for labor (later changes must be approved in writing by RTC TDA coordinator in advance of billing period and should not result in a reduction in scope identified in this claim).
- Approved indirect cost ratio in effect, if planning to use TDA for indirect costs. Indirect costs are only eligible if the organization has a current ICAP approved by Caltrans for the period covering when expenditures are incurred.

All Transit and Specialized Transportation Claims (SCMTD, CTSA, and Volunteer Center)

- A copy of the operating and capital budgets for the coming fiscal year
- Description of capital projects, including timeframe over which project will be funded and implemented
- Operating Plan for current and upcoming activities (can be within project/program description)
- TDA Standard Assurances Checklist

Article 4 Transit Claims

- A certification from the California Highway Patrol (completed within the last 13 months) indicating that the operator is in compliance with Section 1808.1 of the Vehicle Code.
- Other Certifications

Local Agency Certification:

This TDA Claim has been prepared in accordance with the SCCRTC's Budget, SCCRTC's Rules and Regulations, and Caltrans TDA Guidebook (<http://www.dot.ca.gov/hq/MassTrans/State-TDA.html>). I certify that the information provided in this form is accurate and correct. I understand that if the required information has not been provided this form may be returned and the funding allocation may be delayed.

PROOF OF EXPENDITURES: Claimant acknowledges it is required to submit all expenditure backup as well as evidence of other funding used for project to RTC, to RTC's satisfaction, before receiving periodic disbursement or disbursement upon project completion.

CERTIFIED FISCAL AUDIT: Claimant certifies that it has submitted a satisfactory, independent fiscal audit, with the required certification statement, to SCCRTC and to the State Controller's Office, pursuant to PUC 99245 and CCR 6664 for the prior fiscal year (project year minus two). Claimant assures that this audit requirement will be completed for the current fiscal year (project year minus one). *This requirement does not apply to new transit operators nor Bike to Work or HSA claims submitted through the SCCRTC.*

Signature



Title: _____ Director of Development _____ Date: March 27, 2024

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TO: Bicycle Advisory Committee
FROM: Tommy Travers and Maxwell Friedman, Transportation Planners
RE: Officer Elections

RECOMMENDATION

Staff recommends that the Bicycle Committee nominate and vote for a Chair and Vice-Chair to serve for the next two years.

DISCUSSION

In accordance with the RTC Rules & Regulations, Committee elections will be held every two years starting with the April 9, 2018 meeting. Staff recommends that Committee members consider whether they are interested in serving in either one of these capacities. Interested members should be familiar with Rosenberg's Rules of Order, be willing to facilitate the meetings in a diplomatic and constructive manner, and have some history of the Bicycle Advisory Committee and its workings. Nominations should be made by Committee members at the meeting and then voting will occur.

The SCCRTC's Rules and Regulations provides the following information regarding officers' duties:

A Chairperson and Vice Chairperson for each Committee shall be elected to serve for a term of one or two years. The Chairperson shall preside at all meetings of the Committee. The Chairperson shall maintain order and decorum at the meetings, decide all questions of order, and announce the Committee's decisions. The Vice Chairperson shall perform the duties of the Chairperson in his or her absence. In the event both officers are absent from the Committee, the majority of quorum may appoint a presiding officer for that meeting. All officers shall continue in their respective offices until their successors have been elected and have assumed office.

The Chair and Vice-Chair provide assistance to each other in their duties and should be available to write letters on the Committee's behalf and to attend occasional meetings.

SUMMARY

Staff recommends that the Committee hold elections for a Chair and Vice-Chair to serve the Committee through May 2026.

TO: Bicycle Advisory Committee and Elderly & Disabled Transportation Advisory Committee

FROM: Johnny Esteban and Tommy Travers, Transportation Planners

RE: FY 24/25 TDA Funding Request for the Vizion Zero Program

RECOMMENDATIONS

Staff recommends that the Committee:

1. Review the attached FY 24/25 Vizion Zero Program funding requests, work plans and budgets from the County Health Services Agency and provide input; and
 2. Recommend that the Regional Transportation Commission approve \$156,000 in FY 24/25 Transportation Development Act funds for the program.
-

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. The most recent budget increase was approved by RTC in 2023 to fund the two programs with a combined \$156,000. For FY 23/24, RTC approved a budget including funding for a suite of programs called the Vision Zero Program, which combines the transportation safety work of the HSA into a unified program.

Per the agreement between the RTC and HSA for receipt of TDA funds, the RTC and Advisory Committees have the opportunity to provide input or contingencies on funding or the work plan as part of any funding approval; therefore, the Committee should advise the RTC as to what changes or contingencies are recommended.

DISCUSSION

The County HSA submitted a cover letter and a FY 24/25 TDA claim form, work plan, and budget for Advisory Committee and RTC review and approval. The FY 24/25 funding request for this program is \$156,000.

The work plan, claim form, and budget are for the County HSA's Vision Zero Program, which merged the ongoing work of the Ride N Stride Bicycle and Pedestrian School Education Program (RnS) with the CTSC since both programs include education and overlapping objectives; the primary benefit would be administrative efficiencies.

The Vision Zero Program encompasses the work from the previously separate RnS and CTSC programs under one claim. The former includes staff costs to present lessons on bicycle and pedestrian safety to elementary school students. The latter 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. HSA staff continue to be involved with implementation of that plan, providing some support for the Watsonville Vision Zero Task Force. The CTSC continues to update their 2-year Vision Zero Work Plan for coordination with other jurisdictions for future plans, and staff occasionally meets with other jurisdictions.

Progress Reports for the Ride N Stride and CTSC programs for calendar year 2023 have been included in this packet.

In total, the amount requested for the Vision Zero Program does not exceed the \$156,000 currently available in the RTC budget. HSA will provide a total of \$204,000 in matching funds to the requested allocation, including in-kind contributions.

Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year, 2) Advisory Committees review and recommendation, and 3) RTC review and approval scheduled for the June RTC meeting.

The agreement between the RTC and County HSA for the Vision Zero Program 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 Vision Zero Program for \$156,000 in FY 24/25. Staff recommends that the Committee provide input and recommend approval of the requested amount to the RTC.

Attachments:

1. Letter from Andrea Solano, Health Services Manager with supporting documents
 - a. Letter
 - b. TDA Claim Form FY 24-25
 - c. Vision Zero Program Work Plan
 - d. Proposed Budget FY 24-25
 - e. CTSC Biannual Report 1, Jul-Dec 2023
 - f. CTSC Biannual Report 2, Jan-Jun 2023
 - g. RnS Biannual Report 1, Jul-Dec 2023
 - h. RnS Biannual Report 2, Jan-Jun 2023

COMMUNITY TRAFFIC SAFETY COALITION



May 2, 2024

Mitch Weiss, Interim Executive Director
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue
Santa Cruz, CA 95060-3911

Regarding: FY 2024-2025 TDA Request for the Vision Zero program

Dear Mr. Weiss:

The Santa Cruz County Health Services Agency (HSA) provides Safe & Active Transportation programming through its Community Traffic Safety Coalition (CTSC) and their Vision Zero Work Plan. HSA is requesting \$156,000 in TDA funding to support staffing and project implementation for the attached first year of the Vision Zero Work Plan FYs 24-26. HSA will provide at least \$204,000 in personnel match through other grant funding, HSA program management, fiscal and administrative support, and/or community in-kind contributions, for a total Vision Zero budget of \$360,000 for FY 2024-25.

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 developed a two-year work plan for FYs 2024-2026 that continues to support the current Vision Zero jurisdictions of Watsonville, Santa Cruz, Scotts Valley and the County. CTSC staff work with coalition members to advocate for Vision Zero policies that aim to eliminate all traffic related fatalities and serious injuries.

The Vision Zero Work Plan incorporates ongoing programs, such as Ride n' Stride, which provides bilingual bicycle and pedestrian safety education to elementary school students. Additional programs include Bicycle Traffic School, Child Passenger Safety, Traffic Calming, and Helmet Fit & Distribution. Program staff work through these programs to conduct outreach efforts and provide safety education and equipment, such as bicycle helmets, to low-income residents in underserved areas throughout the county.

Enclosed you will find the Transportation Development Act (TDA) Local Transportation Funds Claim form, two-year work plan, and budget for this program. I attest to the accuracy of this claim and all its accompanying documentation. Every effort has been made to ensure that the Vision Zero work plan reflects 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,

Andrea Solano

Andrea Solano, MPH
Health Services Manager
County of Santa Cruz Health Services Agency
(831) 454-4304 andrea.solano@santacruzcountyca.gov

Transportation Development Act (TDA) CLAIM FORM

Submit a separate form for each project.

This form has been developed in an effort to standardize information required from TDA recipients, based on TDA Statute, RTC Rules and Regulations, and/or RTC board requests.

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 (CTCS) - Vision Zero
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. Funding requested this claim: TDA– Local Transportation Funds (LTF) \$156,000
STA (transit/paratransit only) \$ _____
5. Fiscal Year (FY) for which funds are claimed: FY 2024/2025 ____
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims:
 Article 8 Bicycle and/or Pedestrian Facility
 Article 4 Public Transportation
 Article 8 Specialized Transportation via city sponsor
 Article 3 & 8 TDA Admin or Planning
7. Contact Person/Project Manager
Name: Theresia Rogerson _____
Telephone Number: 831-454-4312 E-mail: theresia.rogerson@santacruzcountyca.gov

Secondary Contact (in event primary not available): Andrea Solano
Telephone Number: 831-454-4304 _____ E-mail: andrea.solano@santacruzcountyca.gov _____
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks):
See attached **CTSC Vision Zero Work Plan for FY 2024-2026**
9. 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, communities, or neighborhoods may be targeted for traffic safety activities.
10. 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) Santa Cruz County experiences higher rates of bicycle and pedestrian involved fatal and injury collisions than other comparison cities across the state and the pandemic exacerbated this (Please see attached **CTSC Vision Zero Work Plan for FY 2024-2026** for crash statistics and rankings). To address this, the CTSC adopted Vision Zero in 2016 as a new approach to our traffic safety work. 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. This program aligns with the mission of the CTSC, which is to prevent traffic-related injuries and fatalities for all road users, with a focus on people biking and walking. The CTSC therefore provides a forum for various agencies and individuals to share information, address issues, collaborate on solutions, and act as a resource for its members and the community. The CTSC envisions safe, accessible and equitable transportation for all in Santa Cruz County.

11. Project Productivity Goals for this fiscal year:
- Measures of performance, success or completion to be used to evaluate project/program (ex. increase use of facility/service, decrease collisions, etc.): Please see attached **CTSC Vision Zero Work Plan for FY 2024-2026**.
 - Number of people to be served/anticipated number of users of project/program (ex. number of new or maintained bike miles; number of people served/rides provided): The target audience for Vision Zero policy adoption in the CTSC 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. Please also see the “Centering Equity” section of the work plan on how our programs aim to prioritize underserved, at-risk, and disadvantaged communities through our policy work and direct service. Through a variety of program activities, such as outreach and education, several thousand people are reached directly each year.
12. Consistency and relationship with the Regional Transportation Plan (RTP) - Is program/project listed in the RTP and/or consistent with a specific RTP Goal/Policy? Programmed into the 2045 RTP under project #CO50 as well as Target 2.A.1 in Goal #2.
13. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): The 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. The aim of the attached two-year Vision Zero work plan is to develop policies and projects that use a Safe System approach while encouraging active forms of transportation.
14. Estimated Project Cost/Budget, including other funding sources, and Schedule: *(attach project budget). Specialized Transportation Claims require 10% local match or other performance standard. Local match can take the form of fares, donations, agency charges, grants, revenue sharing and other non-restricted sources. In kind services many NOT apply toward the local match. In lieu of a 10% match performance standard, the Volunteer Center performance standard is to provide 4,000 rides per year.*

What is the total project cost? \$360,000

Is project fully funded? No, additional grant funding is sought each year to match TDA funding.

What will TDA (and STA, if applicable) funds be used on (ex. operations, administration, brochures, engineering, construction)? TDA funds are used for personnel, travel and materials needed to implement the program. Please see attached Community Traffic Safety Coalition Budget for FY 2024-25.

15. Preferred Method and Schedule for TDA-LTF fund distribution *(see RTC Rules and Regulations for details and requirements. Note if funds are distributed in advance of use, agencies will be required to subsequently provide documentation of actual expenditures.):*
- Bike/Ped: Cities/County: Up to 90% upon initiation of work OR 100% upon project completion
HSA/BTW: Quarterly disbursement OR Semi-annual disbursement
 - CTSA: Quarterly disbursement, with up to 35% in first quarter, and the remaining quarterly payments being one-third of the remaining claim amount;
OR Quarterly disbursement
 - Volunteer Center: Full approved claim amount in the first quarter
 - SCMTD: Quarterly disbursement

16. TDA Eligibility:	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Form of approval _____ (eg resolution, work program, budget, other document) If "NO," provide the approximate date approval is anticipated. _____	Yes
B. Has this project previously received TDA funding? If yes, date RTC approved: _____	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? (If an agency other than the Claimant is to maintain the facility provide its name: _____)	N/A
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).	No
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: http://www.dot.ca.gov).	N/A
F. For Article 4 transit claims: Does operator meet Article 4 eligibility requirements? i. Farebox recovery ratio? and/or, ii. 50 percent expenditure rule as an older operator, defined as service starting prior to 1974?	N/A

Bike/Ped (Article 8) Only

17. Project Cost/Budget, including other funding sources, and Schedule: (complete "24a" or "24b")

a. Capital Projects (Bicycle projects: Bicycle Advisory Committee or RTC must approve the final project design plans prior to construction; see RTC Rules & Regulations)

	Planning	Environmental	Design/Engineering	ROW	Construction	Other*	Contingency	Total
SCHEDULE (Month/Yr) Completion Date /								
Total Cost/Phase								
\$TDA Requested (this claim)								
Prior TDA:								
Source 3:								
Source 4:								
Unsecured/ additional need**								

*Please describe what is included in "Other":

b. 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.

Please see attached Community Traffic Safety Coalition Budget for FY 2024-25.

Work Element/Activity/Task	SCHEDULE (Month/Year)	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						

SCMTD, CTSA, Bike to Work, HSA, Volunteer Center Only – PLEASE KEEP ANSWERS BRIEF

18. Improving Program Efficiency/Productivity

- 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, planned productivity improvements). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:

CTSC staff will continue to participate in all Vision Zero jurisdictions as needed to support them in creating task forces and action plans, as well as encourage other jurisdictions to adopt Vision Zero. The City of Watsonville now staffs the Watsonville Vision Zero Task Force (WVZTF). This has allowed CTSC staff to shift more attention to our second Vision Zero city, Santa Cruz, as well as to begin working with new Vision Zero jurisdictions, Scotts Valley and the County, that adopted Vision Zero resolutions in 2022. All CTSC Vision Zero activities use a combination of funding sources, partnerships, and volunteer contributions, which has increased participation in both Coalition and Task Force meetings, as well as subcommittees formed to work on special projects. HSA has been successful in receiving competitive state Office of Traffic Safety funding for bicycle, pedestrian and child passenger safety for a number of years and was recently awarded state Active Transportation Program Cycle 6 funding for non-infrastructure work in several Watsonville schools and broader community. In 2022, HSA assisted County Development & Infrastructure in being awarded a federal Safe Streets & Roads for All (SS4A) grant to develop Vision Zero action plans for the County and Scotts Valley as well as update Watsonville’s plan. HSA has successfully used TDA allocations from RTC to leverage additional funding and will focus this next year on using these new funds to ensure continued success and benefits to the community through CTSC Vision Zero programming.

19. What is different from last year’s program/claim?

CTSC staff continue to transition away from supporting Vision Zero jurisdictions as they become more self-sufficient. While CTSC staff will continue to participate in the Watsonville Vision Zero Task Force (WVZTF), more time will be focused on assisting the City of Santa Cruz in creating their own task force for Vision Zero with public health as a key stakeholder and in developing a Vision Zero Action Plan. With Vision Zero policies now in place in Scotts Valley and the County, CTSC staff will support these jurisdictions and encourage the remaining jurisdictions to adopt Vision Zero. The CTSC will continue to provide leadership for Vision Zero data collection & analysis, action plan development, and project implementation with staff and leadership in each jurisdiction. 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 utilizing a Safe System approach.

20. Schedule of regular progress reports including an evaluation at the end of the year:
- SCMD – April each year
- Specialized Transportation: Quarterly¹ to E/D TAC, RTC _____ (Months/Year)
- HSA/BTW: Bicycle Committee (annually or as requested); RTC (annually or as requested)

SCMTD, CTSA and Volunteer Center Only

21. a. Are these transportation services responding to transportation needs not otherwise being met within the community or jurisdiction of the claimant?
- b. Does the project meet an unmet transit need from the most recently approved RTC **Unmet Paratransit and Transit Needs List**? Describe.

CTSA and Volunteer Center (Article 8) Only

22. Where appropriate, are these specialized transportation services coordinated with other transportation services, including METRO service? Describe.
23. Provide performance information, as pertinent, which demonstrate service efficiency and effectiveness, such as: verification of the operating cost per passenger, operating cost per vehicle service hour, passengers per vehicle service hour, passengers per vehicle service mile, and vehicle service hours per employee for last fiscal year (definitions available in Section 99247 of TDA Guidelines). (99246d, per Performance Audits)
- a. *Volunteer Center, only:* provide a minimum 4,000 rides per year
24. Discuss the needs and types of the passengers being served, the employment of part-time drivers and the contracting with common carriers of persons operating under a franchise or license to provide services during peak hours, as defined in subdivision (a) of Section 99260.2. (99246d, per 2010 Performance Audit)

SCMTD, CTSA, Volunteer Center & RTC Only

25. List the recommendations provided in the last TDA Triennial Performance Audit and your progress toward meeting them.
- Describe the work your agency has undertaken to implement each performance audit recommendation and the steps it will take to fully implement the recommendation.
 - For any recommendations that have not been implemented, explain why the recommendation has not been implemented and describe the work your agency will undertake to implement each performance audit recommendation.
 - Describe any problems encountered in implementing individual recommendations.

SCMTD Only

26. TDA Article 4 Eligibility Compliance – Provide documentation for 50% expenditure limitation (PUC Section 99268.1).
- 50 percent expenditure limitation**
(use if LTF is below 50 percent of operating costs; if LTF is greater than 50% of operating costs, provide farebox recovery ratio)
- Overall operating cost for fiscal year: \$ _____
 - TDA-LTF claim: \$ _____

¹ If feasible, the quarterly TDA reports submitted by Community Bridges for Lift Line as the Consolidated Transportation Services Agency (CTSA) should include on-time performance of the service. Vehicle on-time arrival to pick up a passenger at the scheduled time is an important measure of operational effectiveness and customer service.

- TDA percent of operating cost: %
- Source of information: *(e.g. audited financial statements, budget, etc)*

27. Did the SCMTD operating budget increase over 15% from the prior fiscal year?

If the answer is yes, please provide a statement identifying and substantiating the reason or need for the increase in the transit operating budget in excess of 15% above the preceding year, and identify substantial increases or decreases in the scope of operations or capital provisions for major new service - (transit claimants only, if applicable).

28. Operating statistics/Performance Measures *(attach list of operating statistics that compare current fiscal year to date to last three full fiscal year.; *TDA required performance indicators)*

- Annual passengers
 - Rides/passenger trips provided by type (student, senior, adult, pass holders, etc, or however stat's kept) and amount of TDA \$ used for each type of ride
- Annual service hours
- Passengers per vehicle service hour*
- Annual service miles
- # of fixed-route miles
- Service Area – square miles
- Service Area Population
- Passengers per vehicle service mile*
- Average passengers per weekday
- Total operating costs
 - Paratransit operating costs
 - Fixed route transit operating costs
- Operating cost per vehicle service hour*
- Total operating cost per ride*
- Average Farebox Revenue per passenger (describe what is included)
- Farebox Recovery Ratio (%): $\text{Total Fare Revenue} + \text{Local support revenues} \div \text{total operating costs}$
- # of FTE employees (all employees, not just drivers)
- Vehicle Service hours/Employee*
- # of routes
- Average route length
- Average travel times/rider
- # of bus stops
- # of vehicles in operation
- # of monthly bus passes in circulation
- Max vehicles in service at any time:
- Hours of service:
- Approximate # of unduplicated passengers
- Cost per unit of service plus text about long range plans to make/keep this low
- Funds and percentage spent on administration/overhead/grantee allocation/etc
- Actual financials compared with budget
- Actual number of rides provided compared with goal and text about whether goal was met and why/why not
- Other statistics or performance metrics used

Definitions:

- a) "Operating cost" means all costs in the operating expense object classes exclusive of the costs in the depreciation and amortization expense object class of the uniform system of accounts and records adopted by the Controller pursuant to Section 99243. "Operating cost" excludes all subsidies for commuter rail services operated on railroad lines under the jurisdiction of the Federal Railroad Administration, all direct costs for providing charter services, all vehicles lease costs, and principal and interest payments on capital projects funded with certificates of participation.

- b) *"Operating cost per passenger," means the operating cost divided by the total passengers.*
- c) *"Operating cost per vehicle service hour," means the operating cost divided by the vehicle service hours.*
- d) *"Passengers per vehicle service hour" means the total passengers divided by the vehicle service hours.*
- e) *"Passengers per vehicle service mile" means the total passengers divided by the vehicle service miles.*
- f) *"Total passengers" means the number of boarding passengers, whether revenue producing or not, carried by the public transportation system.*
- g) *"Transit vehicle" means a vehicle, including, but not limited to, one operated on rails or tracks, which is used for public transportation services funded, in whole or in part, under this chapter.*
- h) *"Vehicle service hours" means the total number of hours that each transit vehicle is in revenue service, including layover time.*
- i) *"Vehicle service miles" means the total number of miles that each transit vehicle is in revenue service.*
- j) *"Vehicle service hours per employee" means the vehicle service hours divided by the number of employees employed in connection with the public transportation system, based on the assumption that 2,000 person-hours of work in one year constitute one employee. The count of employees shall also include those individuals employed by the operator, which provide services to the agency of the operator responsible for the operation of the public transportation system even though not employed in that agency.*

Documentation to Include with Your Claim (all TDA Claims):**All Claims**

- A letter of transmittal addressed to the SCCRTC Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- Statement from the TDA Eligible Claimant indicating its role and responsibilities.

Article 8 Bicycle/Pedestrian Claims

- Evidence of environmental review for capital projects

Article 8 Bicycle/Pedestrian Claims sponsored by RTC (Bike to Work, HSA)

- A budget including the name (for key personnel), classification, actual hourly rate, and billing rate for labor (later changes must be approved in writing by RTC TDA coordinator in advance of billing period and should not result in a reduction in scope identified in this claim).
- Approved indirect cost ratio in effect, if planning to use TDA for indirect costs. Indirect costs are only eligible if the organization has a current ICAP approved by Caltrans for the period covering when expenditures are incurred.

All Transit and Specialized Transportation Claims (SCMTD, CTSA, and Volunteer Center)

- A copy of the operating and capital budgets for the coming fiscal year
- Description of capital projects, including timeframe over which project will be funded and implemented
- Operating Plan for current and upcoming activities (can be within project/program description)
- TDA Standard Assurances Checklist

Article 4 Transit Claims

- A certification from the California Highway Patrol (completed within the last 13 months) indicating that the operator is in compliance with Section 1808.1 of the Vehicle Code.
- Other Certifications

Local Agency Certification:

This TDA Claim has been prepared in accordance with the SCCRTC's Budget, SCCRTC's Rules and Regulations, and Caltrans TDA Guidebook (<http://www.dot.ca.gov/hq/MassTrans/State-TDA.html>). I certify that the information provided in this form is accurate and correct. I understand that if the required information has not been provided this form may be returned and the funding allocation may be delayed.

PROOF OF EXPENDITURES: Claimant acknowledges it is required to submit all expenditure backup as well as evidence of other funding used for project to RTC, to RTC's satisfaction, before receiving periodic disbursement or disbursement upon project completion.

CERTIFIED FISCAL AUDIT: Claimant certifies that it has submitted a satisfactory, independent fiscal audit, with the required certification statement, to SCCRTC and to the State Controller's Office, pursuant to PUC 99245 and CCR 6664 for the prior fiscal year (project year minus two). Claimant assures that this audit requirement will be completed for the current fiscal year (project year minus one). *This requirement does not apply to new transit operators nor Bike to Work or HSA claims submitted through the SCCRTC.*

Signature Andrea Solano Title: Health Services Manager Date: May 2, 2024

COMMUNITY TRAFFIC SAFETY COALITION

of SANTA CRUZ COUNTY



www.sctrafficsafety.org ♦ www.facebook.com/sctrafficsafety ♦ CTSC@santacruzcounty.us ♦ (831) 454-7551

CTSC Vision Zero Work Plan

Fiscal Years 2024-2026

CTSC Vision and Mission

The Community Traffic Safety Coalition (CTSC) of Santa Cruz County envisions safe, accessible, and equitable transportation for all. The mission of the CTSC is to prevent traffic-related injuries and fatalities for all road users, with a focus on people bicycling and walking. The vision and mission of CTSC align with Vision Zero. Vision Zero is an international policy that aims to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all.

To help achieve our vision and mission, the CTSC supported the cities of Watsonville, Santa Cruz, and Scotts Valley, along with unincorporated Santa Cruz County, in passing Vision Zero policies to eliminate traffic-related fatalities and severe injuries by 2030. The CTSC has adopted the Safe System Approach to help jurisdictions reach this goal more effectively. Many countries have adopted this approach to achieve Vision Zero, including the U.S. Department of Transportation (see appendix A for more information on the Safe System Approach).

Vision Zero Needs Statement

From our data analysis and community engagement, we know that traffic violence is a serious problem in our county. The high number of reported pedestrian and cyclist injuries and fatalities over the years is what led the CTSC to Vision Zero. As our coalition and community partners move to increase and enhance active transportation in our community, safety for our cyclists and pedestrians is more important than ever.

According to the most recent 2021 California Office of Traffic Safety (OTS) crash rankings, Santa Cruz County ranked in the top 10 for 7 different crash categories compared to 58 similarly sized California counties. For the bicycle categories, the county ranked 2nd for the overall number of bicyclist injuries/fatalities and 6th for bicyclist injuries/fatalities for people under the age of 15. For pedestrian involved collisions, the county ranked 5th for overall pedestrian injuries/fatalities, 7th for pedestrian injuries/fatalities for those under the age of 15, and 10th for pedestrian injuries/fatalities for those ages 65 and older. Additionally, Santa Cruz County ranked 10th for injuries/fatalities among motorcyclists, and 7th for injuries/fatalities among vehicle drivers under the age of 21 that had been drinking ([CA OTS rankings](#)).

In comparison to 105 California cities in 2021, the City of Santa Cruz (in the north part of the county) ranked 3rd for the number of bicyclist injuries/fatalities. The City of Watsonville (in the south part of the county) ranked 2nd for the overall number of pedestrian injuries/fatalities and 7th for the number of pedestrian injuries/fatalities for people under the age of 15. In comparison to 76 similarly sized

cities, the City of Capitola (near the middle of the county) ranked 1st for the number of pedestrian injuries/fatalities for those ages 65 and older.

The [UC Berkeley SafeTREC's Transportation Injury Mapping System](#) (TIMS) shows the number of people killed or seriously injured in Santa Cruz County in the 3-year period from 2020 to 2022 increased slightly to 158.3 people on average as compared to 155.3 people on average from 2017 to 2019. Statewide trends for the same 3-year periods (2020-2022 compared to 2017-2019) also show an increasing trend for those killed or seriously injured in traffic related collisions from 16,890 to 18,573, respectively.

In review of local media reports during the six-month period between July and December 2023, CTSC staff documented a total of 19 traffic collisions involving serious injuries and/or fatalities. All but one of those crashes involved a motor vehicle. While the majority of fatalities and serious injuries occurred among vehicle drivers and/or passengers, one motorcyclist and two pedestrians were killed, and four pedestrians were seriously injured.

Centering Equity

At its core, Vision Zero emphasizes that all people have a right to move about their communities safely. We cannot meet that goal without acknowledging and addressing racial and socioeconomic disparities in the transportation system. These disparities in transportation are evident across communities worldwide.

Throughout the nation, Vision Zero's data-driven analysis reveals a concentration of traffic safety issues that suggest racialized patterns of disinvestment and neglect. Between 2015 and 2019, the Governor's Highway Safety Association found that the rate of traffic deaths per 100,000 was 146 for American Indians/Alaskan Natives and 69 for African Americans compared to 58 for the total United States population ("[An Analysis of Traffic Fatalities by Race and Ethnicity](#)"). A study done by Dangerous by Design found that between 2016-2020, people of color, particularly Native and Black Americans, were more likely to die while walking than any other race or ethnic group ([Dangerous by Design 2022](#)).

Locally, we see that the impact of crashes is also not felt equally in our county. A study done by the CTSC in 2017 found that more than half of Santa Cruz County's fatal and life changing injury crashes occur on only 6% of our streets. More than half of these dangerous streets are located in low-income neighborhoods (sctrafficsafety.org/visionzero).

There is tremendous income disparity in Santa Cruz County. According to the 2018-2022 U.S. Census, 12.5% of Santa Cruz County residents were living in poverty while the median household income was \$104,409 (census.gov/quickfacts). Santa Cruz County also has high rates of homelessness. The 2022-2023 Grand Jury Report stated that Santa Cruz County "has more homeless people per capita than anywhere else in California; some 2,300 of our residents are without housing" ([Grand Jury Report 2022-2023](#)). Because unhoused individuals often live in dangerous locations, most notably along high-speed roadways, they also shoulder a disproportionate share of traffic-related injuries and fatalities ([Casualties of the Streets, Austin American Stateman, 2015](#)).

The CTSC will continue to focus traffic safety efforts on communities that are disproportionately impacted by traffic violence, including lower-income areas and school districts, unhoused individuals, people of color, and migrant and seasonal farmworkers. We will utilize newly developed equity data tools, such as the [USDOT Equitable Transportation Community \(ETC\) Explorer](#) and the [Caltrans Transportation Equity Index \(EQI\)](#), to gain greater insight into the impacts of inequity on transportation in our county. Our coalition is now in its eighth year of Vision Zero work, and this plan will continue that work with an emphasis on equity into 2026.

Vision Zero Work Plan Objectives and Activities for Fiscal Years 2024-2026

GOAL: Promote and support Vision Zero policies, task forces, and action plans in all jurisdictions throughout the county utilizing the Safe System Approach.

Currently, 4 out of 5 jurisdictions within Santa Cruz County have adopted Vision Zero. The City of Watsonville passed a Vision Zero policy in 2018, formed the Watsonville Vision Zero Task Force in 2020, and developed their first Vision Zero Action Plan in 2021. The City of Santa Cruz adopted Vision Zero in 2019. Unincorporated Santa Cruz County (“the County”) and the City of Scotts Valley passed resolutions in August 2022, and the County received federal Safe Streets & Roads for All (SS4A) funding in 2023 to develop new Vision Zero Action Plans for both jurisdictions. Watsonville is also included in the SS4A grant to update their Action Plan. The City of Capitola is interested in adopting a Vision Zero resolution as well.

The CTSC will continue to promote Vision Zero adoption and implementation within jurisdictions, with a focus on jurisdictions that have yet to fully adopt this approach. The CTSC plays an advocacy role in supporting the jurisdictions in implementing Vision Zero, as well as developing and maintaining collaborative relationships for other grant funded traffic safety programs that support Vision Zero. Unlike each of the county’s jurisdictions, the CTSC can neither create nor implement Vision Zero policies, task forces, or action plans (see Appendix B for more information on the CTSC’s roles and responsibilities).

The CTSC will maintain and enhance countywide Vision Zero collaboration and support across jurisdictions through the below objectives, which align with the 5 elements of the Safe System Approach: Safer People, Safer Roads, Safer Vehicles, Safer Speeds and Post-Crash Care.

Primary Objectives

Safer People: Encourage safe, responsible behavior by road users and create conditions that prioritize their ability to reach their destination unharmed.

- Continue the Child Passenger Safety (CPS) program to educate low-income parents and caregivers on properly securing young passengers in their vehicles and distribute car seats through CPS technicians when grant funding is available.
- Continue offering quarterly Bicycle Traffic School classes taught by CTSC staff’s League Cycling Instructors (LCI) to provide a diversion program for bicycle traffic violators and educate interested members of the public on bicycle safety.

- Continue the Ride n' Stride program to provide safe walking and biking presentations in English and Spanish to elementary schools and parent/caregiver groups throughout the county, with an emphasis on lower-income school districts.
- Coordinate the distribution of properly fitted bicycle helmets and reflective items at schools, community events, and through established helmet fit sites throughout the county, with a focus on communities lacking resources, such as unhoused persons and lower-income individuals and families.
- Maintain the [CTSC web page](#) to promote our traffic safety programs and Vision Zero efforts.
- Participate in the regional Street Smarts campaign to bring awareness and education about road safety issues to the public.
- Develop educational materials and meet with PIOs and the media to promote the use of the words “crash” and “collision” over ~~accident~~, to shift the public perception that these events are unavoidable to the reality that they are unacceptable and preventable.
- Provide educational materials about shared- and micro-mobility programs and options to the community.
- Collaborate with the County Substance Use Disorders Services (SUDS) programs on DUI/impaired driving prevention.
- Share timely traffic safety news, events, and PSAs on the [CTSC Facebook page](#) to generate greater awareness and understanding around traffic safety.
- Promote the [CTSC YouTube channel](#) that includes video playlists for bike safety, distracted driving, and child passenger safety resources.
- Offer educational materials in English, Spanish and indigenous languages spoken within the community (e.g. Mixteco, Triqui, and Zapoteco) when possible.
- Host events for elected officials and relevant government staff to experience traveling through the county using active modes of transportation.
- Develop questions for candidates running for office regarding safe and active transportation.

Safer Roads: Design roadway environments to mitigate human mistakes and reduce the chances of severe injury and death to facilitate safe travel by the most vulnerable road users (e.g. pedestrians and cyclists). The role of the CTSC is to support and advocate for local jurisdictions to design and build roadway improvements that increase safety for all road users.

- Assist in collecting all relevant crash and safety data (quantitative and anecdotal) when evaluating problem areas and traffic situations.
- Include community members and community feedback when jurisdictions are designing traffic safety systems.
- Incorporate systems-level changes that allow for consideration of project impacts on those using active transportation.
- Provide opportunities for community members and advocates to provide input to decision makers during planning stages of infrastructure projects.

- Advocate for planning and engineering efforts that incorporate a Safe Systems Approach, such as reducing speeds by narrowing travel lanes.
- Promote protected or separated bicycle and pedestrian facilities.
- Conduct or contribute to a crash data analysis focused on arterials for each jurisdiction.
- Encourage funding and land use planning that increases opportunities for more active and sustainable forms of transportation.
- Advocate for the Dutch model of roundabouts in place of signalized intersections to improve traffic flow and safety.
- Advocate for the implementation of traffic calming infrastructure (e.g speed bumps, raised crosswalks, bulbouts, street trees, and chicanes) to increase road safety.
- Advocate for Pedestrian Hybrid Beacons to increase pedestrian safety.
- Advocate for utilizing pop-up infrastructure demonstration projects prior to design and construction of permanent road improvements.
- Complete bicycle and pedestrian safety audits to proactively identify dangerous road locations that can inform jurisdictions of high priority areas for road safety improvements.
- Advocate for more visible roads at night through improved lighting and striping.

Safer Vehicles: Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

- Provide input on local, state, or federal policies and designs that make vehicles safer, such as collision avoidance systems and connected vehicle technology.
- Keep informed about the latest car seat and vehicle restraint system safety technology and recall information.
- Advocate for appropriate safety measures, such as installing lateral protective devices (LPDs), also known as side guards, for local jurisdictions and private fleets with large commercial vehicles.
- Continue providing free car seats and car seat inspections to lower-income families through the CPS program to help ensure greater vehicle safety for young occupants.
- Advocate for improved safety features on large vehicles with limited visibility in the front of the vehicle.

Safer Speeds: Promote safer speeds in all roadway environments through a combination of roadway design, speed-limit setting, education, and enforcement.

- Continue the Trash Can Sticker traffic calming program to slow traffic on residential streets in the City of Santa Cruz and explore expanding the program to residents in other cities and unincorporated Santa Cruz County.

- Continue the PACE Car Sticker traffic calming program to interested residents in all local jurisdictions to slow traffic on residential streets.
- Implement creative projects to slow down traffic and reduce the potential for crashes to cause serious injuries and fatalities.
- Engage with the local government to address traffic speed issues that community members experience.
- Support projects that slow vehicle speeds and protect cyclists and pedestrians.
- Work with jurisdictions to acquire funding to implement temporary projects that slow vehicle speeds.
- Find research reports on effective measures to slow down drivers and share with local jurisdictions.
- Advocate for installing cameras at busy intersections to capture red-light running and speeding, especially at school zones and high-crash locations.

Post-Crash Care: Enhance the survivability of crashes through expedient access to emergency medical care. Enhance trauma support to crash victims and generate greater awareness of crashes and the impact they have on communities.

- Post online acknowledgements and response to lives lost and those severely injured.
- Maintain a current local database of serious injury and fatality crashes reported by the media and community members.
- Share quarterly crash reports with elected officials to highlight the magnitude of the traffic safety problem in Santa Cruz County.
- Involve multiple stakeholders, such as media and road safety advocates, to review factors that contribute to local serious injury and fatal crashes.
- Communicate with PIOs and the media to change the narrative around crashes to look past individual behaviors, avoid victim blaming, and include other collision factors, such as road design.
- Assist in identifying the built environment factors that impact crash dynamics and increase understanding that the designers of those systems hold responsibility as well.
- Work with law enforcement agencies to share local crash data and report on traffic citation trends.
- Assist jurisdictions in developing a plan to respond to fatal and severe injury crashes.
- Participate in the World Day of Remembrance for Road Traffic Victims or other annual memorial events.
- Develop and explore resources to support families who have been impacted by traffic violence, including resources from Families for Safest Streets
<https://www.familiesforsafeststreets.org/>

-
- Reach out to crash survivors and individuals who have lost loved ones to hear their stories and engage them in generating greater awareness to humanize these traumatic experiences.

Appendix A

The Safe System Approach

The Safe System Approach incorporates the following 6 principles:

1. **Death and Serious Injuries are Unacceptable.** A Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries.
2. **Humans Make Mistakes.** People will inevitably make mistakes and make decisions that can lead or contribute to crashes, but the transportation system can be designed and operated to accommodate certain types and levels of human mistakes in order to avoid death and serious injuries when a crash occurs.
3. **Humans are Vulnerable.** Human bodies have physical limits for tolerating crash forces before death or serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates those physical human vulnerabilities.
4. **Responsibility is Shared.** All stakeholders—including government at all levels, industry, non-profit/advocacy, researchers, and the general public—are vital to preventing fatalities and serious injuries on our roadways.
5. **Safety is Proactive.** Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and reacting afterwards.
6. **Redundancy is Crucial.** Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people.

Unlike prior approaches that prioritize human behavior and place most of the blame on the individuals involved in a crash, the Safe System Approach works by building and reinforcing multiple layers of protection to prevent crashes from happening and minimizing harm to individuals when crashes occur. This holistic approach incorporates the following 5 objectives to achieve zero traffic deaths and serious injuries:

Safer People: Encourage safe, responsible behavior by road users and create conditions that prioritize their ability to reach their destination unharmed.

Safer Roads: Design roadway environments to mitigate human mistakes and reduce the chances of severe injury and death to facilitate safe travel by the most vulnerable road users.

Safer Vehicles: Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

Safer Speeds: Promote safer speeds in all roadway environments through a combination of roadway design, speed-limit setting, education, and enforcement.

Post-Crash Care: Enhance the survivability of crashes through expedient access to emergency medical care. Enhance trauma support to crash victims and generate greater awareness of crashes and the impact they have on communities.



<https://www.transportation.gov/NRSS/SafeSystem>

Appendix B

CTSC Roles and Responsibilities

The coalition staff are employed by the County of Santa Cruz Health Services Agency (HSA) in the Public Health Division and are 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 responsible for facilitating coalition meetings, providing expertise and guidance to coalition staff, and signing coalition letters.

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 also 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 and Facebook page, and traffic related injury and fatality surveillance.

**Community Traffic Safety Coalition
Vision Zero Budget, TDA FY 2024-25**

Line Item	TDA Budget	HSA Match	Total Project Costs
Personnel (Salary + Benefits)			
Health Educator(s) , 1.0 FTE	75,000	56,500	131,500
Health Program Specialist(s), 1.0 FTE	75,000	58,500	133,500
Program Manager/Support Staff		89,000	89,000
Subtotal Personnel	150,000	204,000	354,000
Travel/Mileage	1,000		1,000
Direct Costs			
Project Implementation	5,000		5,000
Totals	\$156,000	\$204,000	\$360,000

CTSC's Vision Zero programs include:

- Ride n' Stride
- Child Passenger Safety
- Bicycle Traffic School
- Helmet Fit & Distribution program
- Traffic Calming program
- Website, FB Page, YouTube channel
- Match for ATP, OTS, SS4A, other grants

**BIANNUAL PROGRESS REPORT
TRANSPORTATION DEVELOPMENT ACT FUNDS**

**Fiscal Year 23-24 First BIENNIAL PERIOD
July 1, 2023 – December 31, 2023**

Project Title: Community Traffic Safety Coalition
Agency: Santa Cruz County Health Services Agency
Project Contact: Kelly Curlett, 831-454-5277, kelly.curlett@santacruzcountyca.gov

Vision Zero Work Plan Activities Progress

Primary work plan objectives:

1. Continue to assist the City of Watsonville in Vision Zero Action Plan implementation.
2. Assist the City of Santa Cruz in developing a Vision Zero Task Force and Action Plan.
3. Promote Vision Zero adoption and implementation in all other jurisdictions.
4. Develop and maintain countywide Vision Zero collaboration and support.

Progress on activities for each objective:

Currently, 4 out of 5 jurisdictions within the county have adopted Vision Zero. The City of Watsonville passed a Vision Zero policy in 2018, formed the Watsonville Vision Zero Task Force in 2020, and developed their first Vision Zero Action Plan in 2021. The City of Santa Cruz adopted Vision Zero in 2019. The County and City of Scotts Valley passed resolutions in August 2022, and the County received federal Safe Streets & Roads for All (SS4A) funding in 2023 to develop new Vision Zero Action Plans for both jurisdictions. Watsonville is also included in the SS4A grant to update their Action Plan. The City of Capitola and UCSC are also interested in adopting Vision Zero resolutions.

1) Continue to assist City of Watsonville in Vision Zero Action Plan implementation.

- Presented on the Safe System Approach at the July 5th Watsonville Vision Zero Taskforce (WVZTF) meeting. The presentation reviewed the six principles of the Safe System Approach, the most recent crash data for Watsonville, and equitable approaches towards traffic safety.
- Discussed plans for collaborating at the World Day of Remembrance for Traffic Victims event on November 19th at both the September 5th and November 7th WVZTF meetings.

2) Assist the City of Santa Cruz in developing a Vision Zero Task Force and Action Plan.

- Met with community advocates from the City of Santa Cruz to plan how to move forward with developing a Vision Zero Task Force and Action Plan within the City.

- Held a meeting with the City of Santa Cruz Public Works Director, Transportation Manager, Public Works staff, and the City Manager to discuss Vision Zero. The discussion reviewed how to move forward with Vision Zero and how CTSC staff and community advocates can collaborate with City staff to support road safety initiatives.
- Conducted outreach to City staff to gauge their interest in collaborating on a joint application for the federal SS4A grant application. The City opted to apply separately.

3) Promote Vision Zero adoption and implementation in all other jurisdictions.

- CTSC staff reached out to community partners to establish collaborative opportunities throughout the biannual period as follows:
 - Month of September—Held meetings with the Watsonville Senior Center to discuss holding focus groups with seniors to identify barriers to active and public transportation.
 - December 11th—Contacted the following community partners: UCSC Student Health Services and UCSC law enforcement, City of Santa Cruz Public Works, Santa Cruz Police Department, Santa Cruz County Regional Transportation Commission (SCRTC), Ecology Action, and the local e-bike share program (BCycle), to establish a subcommittee to address rising e-bike injuries in the county.
 - December 27th—Contacted London Nelson Community Center to discuss collaborative walks and pedestrian safety presentations with older adults.
 - December 28th—Contacted the City of Santa Cruz Police Department to schedule a time to share information and resources on the County’s Bicycle Traffic School and Child Passenger Safety programs with traffic enforcement team.

4) Develop and maintain countywide Vision Zero collaboration and support.

- Discussed reinstating an Annual State of Biking and Walking Report, as well as bicycle and pedestrian legislative updates, at the August 1st CTSC meeting.
- Collaborated with coalition members to develop the Fiscal Year 2024-2026 Vision Zero Work Plan that details how the coalition will implement its Safe System Approach objectives at both the October 2nd and December 5th CTSC meetings.

This objective is divided into categories aligned with the five Safe Systems elements, as follows:

Safer People:

- Developed and shared 9 social media posts to the CTSC Facebook page for National Pedestrian Safety Month during October. Posts included information on the impact of vehicle speed to pedestrian safety, Walk & Roll to School Day, the proposed local Coastal Rail Trail, newly activated Pedestrian Hybrid Beacons, Ride n’ Stride safety classes, and Halloween safety. The posts reached 1,492 individuals, including 9 shares, 45 likes and reactions, and 191 plays for an original video.
- Observed a Ride n’ Stride presentation to better understand the implementation of this pedestrian and bike safety program for school-aged children on October 26th.
- Reached a total of 649 individuals through community events and presentations and distributed 451 reflective items during the fiscal period. Reflective arm bands were provided to adults and reflective slap bracelets were provided to children.

- Ordered 185 helmets for distribution at community-based helmet fitting sites, as well as 100 bike light sets for distribution to community-based organizations serving unhoused residents.
- Conducted bicycle helmet usage surveys at four locations throughout the county (2 in Watsonville, 1 in Santa Cruz, and 1 in Live Oak) from November 27th to December 4th. The 40 cyclists observed at the two Watsonville sites had a helmet use rate of about 13%, while approximately 62% of the 165 cyclists observed in the Live Oak/Santa Cruz area were wearing helmets. The overall helmet use rate was 37%.
- Created an informational flyer “Tips for Pedestrians and Cyclists to Increase Visibility and Safety” to share on the CTSC Facebook page and distribute at community events.

Safer Roads:

- Met with City of Fremont staff on July 28th to discuss how Fremont implements cost-effective Vision Zero safety improvements on their roads. Some methods include implementing updates in conjunction with the pavement maintenance program. As pavement maintenance work occurred, improvements such as high visibility crosswalks and road diets were implemented to prioritize safety.
- Participated in the October 3rd RTC Bicycle Advisory Committee meeting and learned from Ecology Action about a recent visit by the Dutch Cycling Embassy. The Embassy shared best practices for bicycle infrastructure, such as implementing roundabouts in place of four-way stop intersections and colored asphalt based on mode of travel (red asphalt for car zones and green asphalt for bicycle zones).
- Participated in the December 7th Bicycle Advisory Committee meeting which included a discussion around the Resource Conservation District of Santa Cruz County’s work to develop climate change resilience plans for a few areas of Highway 1.

Safer Vehicles:

- Monitored legislation at the national level on vehicle safety standards and crash avoidance technology.
- Reviewed list of recalls for car seats and restraint systems on vehicles as part of the Child Passenger Safety (CPS) program each time our CPS technician meets with a family to inspect or install a car seat or booster seat.

Safer Speeds:

- Coalition members discussed safety concerns regarding e-bikes, especially teens riding at unsafe speeds, at the October 2nd CTSC meeting. The Coalition is seeking to implement an e-bike safety subcommittee to address this growing concern.
- Ordered 350 traffic calming trash can stickers to continue to provide to community members throughout the City of Santa Cruz.

Post-Crash Care:

- Connected with individuals from Walk San Francisco in August to discuss how they approach post-crash care within their jurisdiction. CTSC staff learned that they have a

post-crash care guide with local resources, including steps victims and their families can take after being involved in a crash. CTSC staff reviewed the documents and will begin compiling local resources available in our county.

- Collaborated with the WVZTF on their World Day of Remembrance Walk on November 19th to honor those who have been killed or seriously injured due to traffic violence in Watsonville. This collaboration allows the CTSC and City Public Works staff to consider improvements to post-crash care within the City of Watsonville.
- Collected and recorded information from media sources on fatal and serious crashes throughout the county and shared these at each CTSC meeting.

CTSC Media Coverage

Santa Cruz Sentinel – October 22, 2023

Pedestrian beacons activated on Mission Street in Santa Cruz

This article announces the activation of two pedestrian hybrid beacons along one of the busiest corridors in the City of Santa Cruz. The installation of the beacons was largely due to advocacy efforts of members of the CTSC.

Link: <https://www.santacruzsentinel.com/2023/10/22/pedestrian-beacons-activated-on-mission-street-in-santa-cruz/?fbclid=IwAR00xl7Y6AiBEiqOH5KIKY9FrpE-KNnGEO5H1eNS3xH3BzcjtbP3APWJI24>

Santa Cruz Local – October 11, 2023

Downtown Watsonville plan adopted to add housing, shops, walkability

This article announces the adoption of the Downtown Watsonville Specific Plan that involved advocacy efforts by the WVZTF. The plan includes improvements to sidewalks, crosswalks, bike lanes, and bus shelters to encourage alternatives to driving, in addition to traffic flow changes on some streets to improve connectivity and make streets safer for walkers.

Link: <https://santacruzlocal.org/2023/10/11/downtown-watsonville-plan-adopted-to-add-housing-shops-walkability/>

CTSC Letters of Support

- 1) **July 10, 2023** – Sent a letter to the Secretary of the United States Department of Transportation in support of the City of Santa Cruz’s application for the Safe Streets and Roads for All (SS4A) program to complete an Active Transportation Plan through a Vision Zero lens for the City of Santa Cruz.
- 2) **December 18, 2023** – Sent a letter to the California State Coastal Conservancy in support of the Santa Cruz County Regional Transportation Commission’s Monterey Bay Sanctuary Trail (MBSST) Segment 5/North Coast Trail grant application. The letter addressed the

CTSC's support of expanding the transportation network and increasing access along the California coast, as well as enhancing safety for bicyclists and pedestrians.

Webinars, Conferences, and Trainings Attended

California Traffic Safety Summit – November 7th and 8th

Hosted by the California Office of Traffic Safety (OTS) and AAA, this two-day conference at the Hyatt Regency in Orange County brought together highway safety, public health, law enforcement, and business leaders from across the state to address the ongoing roadway crisis. The summit theme was "Responding to the Crisis Together: Prioritizing Safety and Achieving Equitable Outcomes." Presenters delivered data-driven, evidenced-based strategies focused on vulnerable road users, impaired driving, equity in transportation safety, and other traffic safety priorities. General sessions focused on the pedestrian safety crisis and impaired driving problem at the local, state, and national level. CTSC staff participated in workshops focused on the Safe System Approach, equity in traffic enforcement, traffic safety culture, child occupant protection, and how to reach and support underserved communities.

Toolkit for Safe Speed Limit Setting: New Flexibility under California State Law – January 18th

Hosted by the Active Transportation Resource Center (ATRC) and in collaboration with Caltrans, UC Berkeley's SafeTREC, and Rock Miller, this webinar discussed the relationship between speed and safety, current allowances for speed limit reductions under California state law, and tips to help jurisdictions move forward with setting safer speed limits. The webinar discussed the two recently passed state laws (AB 43 and AB 1938) that allow local jurisdictions to lower speed limits on locally controlled streets, including setting speed limits to 20 mph in business activity districts and allowing speed limits to be reduced below the 85th percentile in areas with a high volume of pedestrians and/or bicyclists.

Ongoing CTSC Programs

Bicycle Traffic School (BTS) – BTS two-hour classes are now offered quarterly and are taught by CTSC staff's League Cycling Instructors (LCI), which is a certification from the League of American Bicyclists (LAB). The two-hour classes continue to be taught virtually after transitioning to this format during the pandemic. 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 staff held one class on Thursday, September 21st with one court referred attendee and five members of the public. Another class was held on Thursday, November 30th for three court referred attendees and eight non-ticketed community members.

Traffic Calming Programs - In an effort to slow traffic on residential streets, CTSC offers both a Trash Can Sticker and PACE Car stickers for community members to use when speeding is an issue in their neighborhood. The Trash Can Sticker is a sticker developed by CTSC 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 PACE Car 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. The more Pace car drivers in a neighborhood, the more effectively the program works to slow traffic. Anyone who is interested in requesting a Trash Can or Pace Car sticker may go to the Order/Comment Form of the CTSC website at www.sctrafficsafety.org

Child Passenger Safety (CPS) Program – CTSC staff also coordinate the county's CPS program that consists of community education and outreach, technician training and support, and car seat installation and checkup events. Weekly support meetings for CPS technicians as well as quarterly stakeholder meetings are held to coordinate events, share resources, and discuss how best to serve low-income families in need of car seat inspections and education. Additional grant funding is secured annually for this program to cover staff time and to purchase car seats.

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 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 includes video playlists for bike safety, distracted driving, and child passenger safety resources. Our website outlines information on CTSC meetings, Vision Zero, BTS, and our other programs, such as Ride n' Stride.

Please find the February 16, 2024 invoice and supporting documentation for TDA funds for the period July – December 2023 attached.

**BIANNUAL PROGRESS REPORT
TRANSPORTATION DEVELOPMENT ACT FUNDS**

**FY 22-23 SECOND Biannual Period
Jan 1, 2023 – June 30, 2023**

Project Title: Community Traffic Safety Coalition

Agency: Santa Cruz County Health Services Agency

Project Contact: Theresa Rogerson 831-454-4312 theresia.rogerson@santacruzcounty.us

Vision Zero Work Plan Activities Progress

Primary work plan objectives:

1. Continue to assist the City of Watsonville in Vision Zero Action Plan implementation.
2. Assist the City of Santa Cruz in developing a Vision Zero Task Force and Action Plan.
3. Promote Vision Zero adoption and implementation in all other jurisdictions.
4. Develop and maintain countywide Vision Zero collaboration and support.

Progress on activities for each objective:

1) Continue to assist City of Watsonville in Vision Zero Action Plan implementation.

- Met with new Public Works Senior Engineer to help orient them to Vision Zero and the Watsonville Vision Zero Task Force.
- Transitioned responsibility of meeting notes and facilitation to City of Watsonville staff.
- Reached out to the national Walk Friendly Community Program staff to discover the application would be released to the public in late 2023. CTSC staff continued to coordinate a subcommittee to compile preliminary answers for the application. Staff met monthly beginning February 2023.
- Participated in the first meeting on April 12th of the City of Watsonville’s Technical Advisory Committee for the General Plan Update.
- Worked with Ecology Action to successfully apply for an Active Transportation Program Cycle 6 award. The 4-year non-infrastructure project will be focused on 12 Watsonville school communities with hopes of work beginning in Fall 2023. CTSC staff will assist with community engagement programming with seniors as well as creation of traffic gardens and pop-up temporary projects.

2) Assist the City of Santa Cruz in developing a Vision Zero Task Force and Action Plan.

- Met with community advocates to debrief on a meeting held with City of Santa Cruz Public Works and City Manager’s staff on Vision Zero, to strategize on how to move forward with Vision Zero activities within the City of Santa Cruz.
- Met with the new Transportation Manager for the City of Santa Cruz on January 30th to discuss the importance of a standalone Vision Zero Action Plan.

- Invited the Transportation Planner from City of Santa Cruz to present to the coalition on the revamped countywide Bike Share program.
- Attended the City of Santa Cruz and University of California, Santa Cruz bike share kickoff.
- Created a presentation on the CTSC's Bicycle Traffic School and Child Passenger Safety program for the Santa Cruz Police Department. A conflict arose with the officer's training schedule and the presentation will be rescheduled at a future date.

3) Promote Vision Zero adoption and implementation in all other jurisdictions.

- Prepared and delivered 4 presentations for community partners regarding Vision Zero and coalition work. A list of the presentations are as follows:
 - March 22nd – Presented to the Go for Health (GFH) Collaborative on Vision Zero in the South County area. The presentation included general information on Vision Zero, the history of Vision Zero in Watsonville, and the connections between transportation, traffic safety, and health.
 - April 10th – Presented to RTC's Bicycle Advisory Committee on the TDA funded CTSC Workplan objectives, Vision Zero jurisdiction updates, and CTSC programmatic updates.
 - April 20th – Presented to RTC's Interagency Technical Advisory Committee (ITAC) on best practices for Vision Zero and the Safe System Approach, the Health Services Agency (HSA) Safe & Active Transportation programming, health indicator data sources, and potential non-infrastructure grant opportunities.
 - June 9th – Presented at the South County Triage Meeting of health care providers to update the group on upcoming projects in the South County area, including updating the Watsonville Vision Zero Action Plan through the federal Safe Streets and Roads for All (SS4A) funding, and the successful state Active Transportation Program (ATP) Cycle 6 awards.
 - An additional slide deck was created for the Santa Cruz Police Department (SCPD) with information on the Bicycle Traffic School and Child Passenger Safety programs, but the presentation had to be rescheduled. CTSC staff continue to work with SCPD to find a presentation date during future training.
- Held meetings with community partners to establish collaboration opportunities throughout the upcoming fiscal period. Meeting dates, partner organizations, and activities are listed below:
 - January 30th – Met with staff of the Nueva Vista Community Resource Center to discuss collaborative walks and rides from their center in the Beach Flats neighborhood. This meeting helped staff plan the Summer Fun Ride series and a group walk with their community members to discuss local walking trails and other resources.
 - February 2nd – Met with staff of the Watsonville Nature Center and Ecology Action to discuss future walking and biking events that would occur throughout the County, and more specifically South County. This meeting helped connect CTSC staff with new Ecology Action staff and provided information about the Family Fun Festival at Freedom Elementary, which CTSC staff participated in. Nature Center

staff also provided dates for future walks and bike rides that CTSC staff planned to participate in.

- February 9th and May 18th – Participated in two Santa Cruz County ParkRx Advisory meetings. CTSC staff helped provide insight on the connections between safe and active transportation and local parks. Link: www.parkrxsantacruzcounty.org
- February 24th – Met with the Community Bike Collective (CBC) to discuss collaborative bike rides, helmet distribution opportunities, and restarting the Watsonville Bike Party monthly rides. CTSC staff began planning for helmet distribution and ride assistance at the April Watsonville Bike Party and helmet distribution at CBC’s Watsonville Adventure Camp and Girl’s Adventure Camp.
- March 2nd – Attended the Watsonville Nature Center Exhibit Design Seminar. CTSC staff provided feedback on how they envisioned working with the new center and what collaborative events they may host there in the future. Opportunities included hosting Vision Zero seminars and workshops at the new center since it was located centrally in Watsonville.
- Met with CHP officers regarding their OTS grant award to better understand how we can support them and work together to create safer transportation in the unincorporated County. CTSC staff also requested to be added to the CHP PIO mailing list to receive press releases.
- Met with Monterey County Transportation Agency staff to provide guidance and assistance with their SS4A application.
- Continued communication with the County Community Development & Infrastructure (CDI) regarding the next steps for the County SS4A grant program.

4) Develop and maintain countywide Vision Zero collaboration and support.

CTSC staff utilized TDA funding to purchase items that will improve the effectiveness of programming and meetings. CTSC staff gained the necessary permissions from HSA to purchase two Zoom licenses that will improve the collaborative nature of coalition meetings and make meetings more user friendly for online attendees. To improve the community outreach capability of the coalition, staff purchased an event canopy, a new table, chairs, wagon to carry materials, and tablecloth to utilize at community events. This objective is divided into categories aligned with the five Safe Systems elements, as follows:

Safer People:

- Developed and shared 11 social media posts to the CTSC Facebook page and the Santa Cruz County Public Health page throughout May for Bike Month. Posts included information on how to be safe and predictable when biking, biking events hosted by local organizations, information on the California helmet law and how to properly fit helmets, reasons why drivers may see cyclists taking the lane, and biking etiquette on shared-use trails. The posts have reached 2,604 individuals, including 5 comments, 19 shares, and 126 likes and reactions.
- Observed a Ride n’ Stride classroom presentation and Ecology Action Walk Smart walking field trip on May 18th to better understand the implementation of these pedestrian and bike safety programs for school-aged children.

- Distributed 715 reflective items at 9 events to community members throughout Santa Cruz County. Reflective arm bands were provided for adults, reflective slap bracelets were provided for children, and bike light sets were distributed through the Harm Reduction Coalition in both North and South County to improve safety for unhoused individuals.
- Met with law enforcement officers from the California Highway Patrol, Santa Cruz Police Department, and Watsonville Police Department to discuss bicycle traffic school. CTSC staff distributed bicycle traffic school and child passenger safety information cards to officers to give cyclists and motorists in their jurisdictions.

Safer Roads:

- Connected teachers from Calabasas Elementary to County CDI staff to check-in on the status of pedestrian and cycling infrastructure in their area after hosting their first Walk/Roll to School Day event. The lead teacher voiced her concerns about the families being reluctant to allow students to walk or bike to school due to safety concerns in the surrounding area.
- Provided the Bicycle and Pedestrian Construction Safety Guidelines document at the May 2023 RTC Bicycle Advisory Committee meeting for discussion on how to keep construction zones safe for cyclists and pedestrians. After the meeting, CTSC staff joined a subcommittee to learn more about compliance by jurisdictions throughout the county in maintaining safety standards in construction zones.

Safer Vehicles:

- Led a CTSC subcommittee in researching e-bike and micro-mobility device laws, regulations, and safety practices. The subcommittee researched the topics of education, infrastructure, and enforcement of micro-mobility devices. Further information is shared below:
 - Various educational programs are offered for micro-mobility device users including an Introduction to e-Bikes Course and e-Bike Rebate Course through Ecology Action, County Public Health's Bike Traffic School, and educational presentations on bicycle and pedestrian safety offered through the Ride n' Stride and Bike Smart/Walk Smart programs.
 - Infrastructure changes specifically for e-bikes and other micro-mobility devices would be difficult, but overall active transportation infrastructure improvements would be helpful in encouraging safe behaviors.
 - E-bikes and other devices provide a sense of freedom to many groups that should be celebrated. Enforcement should focus on safe behaviors, rather than removing access to them.
- Began developing an informational sheet that includes educational resources, safety information, laws/regulations associated with e-bikes and other micro-mobility devices, and pre-existing local resources to be shared with local bike shops throughout the county.

Safer Speeds:

- Met with local CHP officer to discuss implementation of their OTS grant to conduct bicycle/pedestrian safety enforcement and education.

- Continued to distribute PACE car and trash can traffic calming stickers to individuals and neighborhoods as requested through the sctrafficsafety.org website.
- Provided updates to CTSC members on legislation to pilot speed cameras that is moving through the legislative process.

Post-Crash Care:

- Began researching new tools to pull crash data, such as the California Strategic Highway Safety Plan Crash Data Dashboard. This new site allows data to be visualized easily in graphs and tables utilizing data from the Fatality Analysis Reporting System (FARS) and Statewide Integrated Traffic Records System (SWITRS). Link: <https://shsp.dot.ca.gov/>
- Conducted research on post-fatality protocols in the City of San Francisco to incorporate relevant strategies here. Scheduled a meeting with Walk San Francisco staff to understand strategies and barriers their group faced when developing these protocols. Link: https://www.sfdph.org/dph/files/EHSdocs/PHEs/VisionZero/Vision_Zero_Traffic_Fatality_Protocol.pdf
- Gathered more information about the Bay Area Families for Safe Streets branch, which is a group of individuals who have been impacted by traffic violence. Link: <https://walksf.org/families-for-safe-streets/>

CTSC Media Coverage

US Department of Transportation – February 1st, 2023

Biden-Harris Administration Announces Historic \$800 Million for More than 500 Projects to Improve Roads at the Local Level and Tackle National Traffic Fatalities

The article outlines the US Department of Transportation’s awardee list for the inaugural Safe Streets and Roads for All (SS4A) grant program. This competitive grant program provides \$5 billion over 5 years for regional, local, and tribal initiatives to prevent deaths and serious injuries on the nation’s roadways. The County of Santa Cruz CDI department was awarded just under \$688,000 to develop comprehensive road safety action plans in the unincorporated County, the City of Scotts Valley, and to update the Vision Zero Action Plan in the City of Watsonville.

Link: <https://www.transportation.gov/briefing-room/biden-harris-administration-announces-historic-800-million-more-500-projects-improve>

CTSC Letters of Support

- 1) February 21st, 2023 – Sent a letter to the City of Santa Cruz in support of the SS4A application to update their Active Transportation Plan. The letter addressed the CTSC’s support to include Vision Zero language in the plan and a shared vision of accessibility to active transportation for all in the City of Santa Cruz.
- 2) March 6th, 2023 – Sent a letter to the RTC in support of their proposal to prepare a Rural Highways Safety Plan. The letter expressed the CTSC’s support of a comprehensive safety action plan for the rural highways throughout Santa Cruz County.

- 3) March 8th, 2023 – Sent a letter to the City of Watsonville Public Works & Utilities Department in support of their Vision Zero Corridor Study application, which would place an emphasis on work being conducted on high injury corridors to prevent fatal and serious injury crashes.

Webinars, Conferences, and Trainings Attended

Safe Routes to School Plans and Policies – January 24th

Hosted by the Safe Routes Partnership, this webinar focused on adoption of Safe Routes to School plans and policies for long-term sustainability. The session discussed how to incorporate Safe Routes into existing plans and policies instead of adopting standalone plans which could be more burdensome.

The Walk Audit: An Effective Tool for Community Change – February 14th

Hosted by America Walks and the AARP, this webinar discussed utilization of walk audits to engage the public, build awareness of the importance of walkable design, identify specific pedestrian safety issues, and advocate and advance policy with a community-focus. The webinar specifically discussed the AARP walk audit tool and how to use it. CTSC staff plan to use this tool in future walk audits.

Fundamentals of Vision Zero Action Planning: Overview of Key Steps & Strategies – February 23rd

This webinar was the first installment of the Vision Zero Network’s Fundamentals of Vision Zero Action Planning webinar series. The webinar reviewed the six critical elements for communities of all sizes to include when developing a strong Vision Zero Action Plan. The presenters reviewed the Safe Systems Approach, commitments to collaborations, the importance of data and contextualizing disparities, commitments to equity, road design and safe speeds, and utilization of strong metrics.

Safe Streets and Roads for All Grant Agreement Webinar – March 14th

Hosted by the United States Department of Transportation (DOT) Federal Highway Administration (FHWA), this webinar discussed the grant agreement requirements for jurisdictions awarded SS4A funding. CTSC staff attended to assist County CDI staff in understanding what would be required of partner applicants.

Building a Safe System Foundation for your Action Plan – March 23rd

This was the second installment of the Vision Zero Network’s Fundamentals of Vision Zero Action planning webinar series. This webinar did a deep dive into the Safe Systems Approach and how to effectively develop an action plan with this framework.

Equity in Roadway Safety Leadership Forum – April 17th

Hosted by the Federal Highway Association, this panel brought together stakeholders from various federal and state government organizations to discuss the importance of equity and collaboration in roadway safety work. Leadership from the CDC, FHWA, USDOT, and CalTrans

shared their experiences in embedding equity into their work.

Critical Collaborations and Commitments – April 19th

The third installment of the Vision Zero Network's Fundamentals of Vision Zero Action Planning webinar series covered the critical collaborations important in developing strong action plans. Their organization discussed the importance of developing strong relationships with key stakeholders outside of the transportation realm, including elected officials, public health, community advocates, and many others. They reviewed examples from successful Vision Zero cities throughout the country that have created strong relationships through their taskforces.

The Role of Language in Traffic Safety Culture – April 20th

Hosted by the Road to Zero Coalition, this panel brought together experts from academia and the transportation sector to review how language plays a role in the way we view traffic safety. The panel discussed the history and practice of using the word 'accident' when referring to traffic crashes and the impact it has on perceptions of serious injuries and fatalities on our roadways.

Ongoing CTSC Programs

Bicycle Traffic School (BTS) – BTS two-hour classes are now offered quarterly and are taught by CTSC staff's League Cycling Instructors (LCI), which is a certification from the League of American Bicyclists (LAB). The two-hour classes continue to be taught virtually after transitioning to this format during the pandemic. 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 staff held one class on Saturday, February 25th with three court referred attendees and one class on Thursday, May 25th for one court referred attendee and three non-ticketed community members.

Traffic Calming Programs - In an effort to slow traffic on residential streets, CTSC offers both a Trash Can Sticker and PACE Car stickers for community members to use when speeding is an issue in their neighborhood. The Trash Can Sticker is a sticker developed by CTSC 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 PACE Car 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. The more Pace car drivers in a neighborhood, the more effectively the program works to slow traffic. Anyone who is interested in requesting a Trash Can or Pace Car sticker may go to the Order/Comment Form on the CTSC website at www.sctrafficsafety.org

Child Passenger Safety (CPS) Program – CTSC staff also coordinate the county's CPS program that consists of community education and outreach, technician training and support, and car seat installation and checkup events. Weekly support meetings for CPS technicians as well as quarterly stakeholder meetings are held to coordinate events, share resources, and discuss how best to serve low-income families in need of car seat inspections and education. Additional grant funding is secured annually for this program to cover staff time and to purchase car seats for low-income families.

CTSC Website, Facebook Page and YouTube Channel – CTSC staff maintains an active social media presence through the website, Facebook page, and YouTube channel. The Facebook page at www.facebook.com/sctrafficsafety is used to share timely traffic safety related news and events, promote safe behaviors, and air targeted PSAs. The YouTube channel at www.youtube.com/sctrafficsafety includes video playlists for bike safety, distracted driving, and child passenger safety resources. Our website at www.sctrafficsafety.org outlines information on CTSC meetings, Vision Zero, BTS, and our other programs, such as Ride n’ Stride and Child Passenger Safety.

Please find the August 2, 2023 invoice and supporting documentation for TDA funds for the period January – June 2023 attached.

BIANNUAL PROGRESS REPORT
TRANSPORTATION DEVELOPMENT ACT FUNDS

FIRST BIANNUAL PERIOD
July 1 – December 31, 2023

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@santacruzcountyca.gov

Progress on Fiscal Year 2023/24 Objectives and Activities during this biannual period:

- 1. 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.**

During this 1st biannual period from July through December 2023, Ride n’ Stride (RnS) staff continued teaching in-person bicycle and pedestrian safety presentations for TK-5th grade elementary school students. In total, staff conducted 16 combination bicycle and pedestrian safety classroom education sessions for 306 elementary students at 6 elementary schools (Radcliff, Starlight, Landmark, Ann Soldo, Del Mar, and Linscott). Educational materials were distributed to students including activity books, reflective wrist bands, free helmet site locations, and best practices for biking and walking safely. A total of **6** schools, **16** classrooms, and **306** elementary aged students were reached this 1st biannual period.

RnS staff work closely with Ecology Action’s youth education Let’s Modo team to coordinate distribution of bicycle and pedestrian safety education in schools throughout the county at the beginning of each school semester. Our goal is to collaboratively reach as many schools and classrooms as possible and avoid duplication of services. Funding and promotion of programming is targeted first to low-income communities by identifying schools with a high percentage of students receiving Free and Reduced Price Meals. All schools served by RnS this biannual period were located in Watsonville and staff will plan to also serve schools in Live Oak in the next biannual period.

- 2. Conduct at least 4 traffic safety presentations to parents and caregivers through schools, community agencies and neighborhood groups to promote safe bicycling and walking.**

On October 11th, RnS staff presented to parents and youth at Radcliff Elementary’s Afterschool Program reaching 16 individuals (7 adults and 9 children). RnS staff provided a presentation in Spanish on bike and pedestrian safety, including best practices when walking with children and

how to become a pedestrian advocate. On November 28th, RnS staff collaborated with the Watsonville Nature Center to provide a bilingual pedestrian safety presentation to 10 older adults from the Watsonville Senior Center, many of whom serve as caregivers for young children in their families. RnS staff assisted in leading a low stress walk with the participants and provided them with walking maps of Watsonville and traffic safety tips throughout the walk, with an emphasis on tips to use with youth in their families. A total of **2** traffic safety presentations were conducted this 1st biannual period reaching **17** parents/caregivers as well as **9** children.

3. Participate in at least 3 school or community events to provide traffic safety information and promote safe bicycling and walking.

On July 20th RnS staff attended the Nueva Vista Community Resource Center's Summer Fun bike ride, giving a safety presentation to 8 children on helmet safety and safe cycling practices in the Beach Flats neighborhood of Santa Cruz. On July 24th, RnS staff participated in the Summer Bike Camp hosted by the Community Bike Collective in Watsonville. Staff gave a bicycle safety presentation that reached 13 children. On August 2nd, RnS staff participated in National Night Out hosted by the Watsonville Police Department, RnS staff reached 47 individuals with bicycle/pedestrian safety information, including distribution of reflective items to 13 children and 4 adults. On August 7th, RnS staff participated in the Girl's Adventure Camp hosted by the Community Bike Collective in Watsonville conducting a bicycle safety presentation that reached 6 children. On September 27th, RnS staff participated in the Watsonville Cabrillo College Fall Health Festival reaching a total of 32 community members with bike and pedestrian safety education, including fitting 4 helmets, distributing 32 reflective arm bands, as well as other bike and pedestrian safety educational materials. On November 3rd, RnS staff participated in the Radcliff Fall Festival at Radcliff Elementary School in Watsonville. Staff reached 160 community members (110 children and 50 adults) with bilingual bicycle and pedestrian educational materials. RnS staff distributed 110 reflective slap bracelets to children and 50 arm bands to adults. A total of **6** community outreach events were conducted this 1st biannual period reaching **266** community members.

4. Work with the Community Traffic Safety Coalition (CTSC), Helmet Fit Sites, and community partners to coordinate distribution and proper fitting of at least 200 bike helmets to students and other community members.

On July 20th, RnS staff distributed 8 helmets to the Nueva Vista Community Resource Center that were fit by the Community Bike Collective for use in their summer fun ride series. An additional 14 helmets were left with the Nueva Vista Community Resource Center to be distributed by trained staff/volunteers to their community members in need. On July 24th, RnS staff distributed 44 helmets to the Community Bike Collective for their Bike Camp in Watsonville. Of the 44 helmets, RnS staff fit 11 helmets for youth at the camp. The remaining helmets will be distributed to future participants, as well as to community members in need. On August 7th, RnS staff distributed 20 helmets to the Community Bike Collective for their Girl's

Adventure Camp in Watsonville. Of the 20 helmets, RnS staff fit 6 helmets for youth at the camp. On August 15th, RnS staff supplied the Community Bike Collective with 30 helmets for their free bike giveaway (in partnership with the Housing Authority). On August 31st, RnS staff distributed 22 helmets to the Head Start preschool which will be used on site for children riding bikes/scooters. On September 7th, RnS staff distributed 156 helmets to Ecology Action which were then distributed as follows: Bay View Elementary – 60, Landmark Elementary – 60, Go Santa Cruz Bike Repair – 2, Neary Lagoon Apartments – 9, and Mar Vista Elementary – 25. On September 19th, RnS staff distributed an additional 14 helmets to the Head Start preschool which will be used on site for children riding bikes/scooters. Lastly, on September 27th, RnS staff distributed and fit 4 helmets for community members in need at the Watsonville Cabrillo College Fall Health Festival. A total of **312** helmets were distributed this biannual period.

5. Further develop elementary school bilingual curriculum based on grade level, in both virtual and in-person formats, including student and teacher resources and child-to-adult interventions.

RnS staff continue to adapt age specific power point presentations as well as bilingual resources including an educational flyer on how to properly fit a helmet, which will be passed out during presentations and community events. Additionally, RnS staff updated their bilingual promotional outreach flyer to deliver to schools and teachers throughout the county. RnS staff also adapted the power point presentations to a monolingual Spanish format in an effort to meet the needs of English language learners in school. A focus during this biannual period has been on further developing interactive and engaging educational content for TK-1st grade students.

6. Participate in the fall and spring Bike/Walk to School events, bike rodeos, walking field trips, and other bike/pedestrian safety activities, as staff time permits.

On October 12th, RnS staff participated in the fall Bike/Walk to School Day through Walk & Roll to School Day hosted by Ecology Action. RnS staff helped support a total of 375 students at the following elementary schools in Watsonville: Mintie White (66 students) and MacQuiddy (135 students), as well as in the following elementary school in Santa Cruz: Westlake (174 students). Staff assisted with event set up and supply delivery to schools, as well as checking students in and distributing healthy snacks. In total, RnS staff were able to participate in one fall Bike/Walk to School event this 1st biannual period reaching **375** students.

7. Participate in traffic safety meetings, such as the CTSC, Watsonville Vision Zero Task Force, as staffing capacity and other program priorities allow.

RnS staff participated in the Watsonville Vision Zero Task Force (WVZTF) on July 5th. The WVZTF meeting agenda items included reviewing progress on action plan priority projects such as the bike/walk friendly community awards, traffic safety media campaign, pedestrian safety zones,

funding, data analysis, and traffic calming. Additional meeting agenda items included a presentation from County Public Health on the Safe Systems Approach, as well as member and guest announcements/updates. RnS staff participated in the Community Traffic Safety Coalition (CTSC) meeting on August 1st. The CTSC meeting agenda items included discussion around reinstating an Annual State of Biking and Walking Report, bike and pedestrian legislative updates, and other regular agenda items (review and approval of prior minutes, CTSC staff report, review of recent crashes, and member/guest announcements). RnS staff participated in the CTSC meeting on October 3rd. The CTSC meeting agenda items included a discussion on the Vision Zero FY 2024-2026 Work Plan development, as well as an opportunity for community members to share news, voice their concerns on traffic safety issues, and discuss recent traffic crashes. Lastly, RnS staff participated in the CTSC meeting on December 5th. The CTSC meeting agenda items included a CTSC staff report, review of recent crashes, a discussion on the Vision Zero FY 2024-2026 Work Plan, as well as member/guest announcements and updates.

8. Further develop program evaluations for teachers and pre/post-tests for students, in both virtual and in-person formats, and continue reporting bike and pedestrian observational survey results among children and youth if conducted.

The RnS program has continued to focus on education and outreach to reach as many schools and community members as possible throughout this reporting period. Given that all schools have resumed in-person teaching, there has not been a need for a virtual format of program evaluations for teachers. A total of 5 evaluations were received from teachers this biannual period, with all responding that the presentations were extremely effective in the following categories: age appropriate, pedestrian discussion, engagement of students, and quality of visuals. A few anecdotes from teachers' feedback on the RnS presentations: "The pacing was great, and the information was age appropriate." Another highlight: "My students thoroughly enjoyed the presentation, they were engaged and participating. Very effective presentation."

RnS staff also administered pre/post-tests for students in person. A total of 21 tests were collected from students in one elementary school. Overall, the tests showed a 10% improvement in knowledge gain post-presentation versus prior.

Plans for work to be done next TDA biannual period:

The new RnS bilingual Health Program Specialist (HPS) staff who joined the team in March 2023 has been fully trained and is the only staff currently implementing the RnS program. They have also been trained as a Child Passenger Safety (CPS) technician to inspect and install car seats in our countywide CPS program. A job recruitment will begin for another bilingual HPS that will work half time in the Safe & Active Transportation programs, including RnS. While the recruitment is taking place, an extra help (temp) staff will be brought on board.

Future plans are to improve RnS evaluation assessments by offering teachers additional resources, such as bicycle and pedestrian safety classroom curriculum as well as links to videos and other educational materials they can share in class. RnS staff also plan to simplify the current format of the RnS pre/post quizzes by reducing the amount of clarifying questions, changing the format of the quizzes to multiple choice, and condensing the size of the quiz to a half sheet of paper.

RnS staff will continue to work with elementary schools and several community agencies this Spring to provide parents and caregivers with traffic safety information, including best practices for safe biking and walking, as well as providing resources, such as free helmets through Helmet Fit Sites.

Please find the February 16, 2024 invoice and supporting documentation for TDA funds for the biannual period July - December 2023 attached.

BIANNUAL PROGRESS REPORT
TRANSPORTATION DEVELOPMENT ACT FUNDS

SECOND BIENNIAL PERIOD
January 1 – June 30, 2023

Project Title: Ride n’ Stride Bicycle and Pedestrian Education Program

Agency: Santa Cruz County Health Services Agency (HSA)

Project Contact: Theresia Rogerson 831-454-4312 theresia.rogerson@santacruzcounty.us

Progress on FY 2022/23 Objectives and Activities during this biennial period:

- 1. 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.**

During this 2nd biennial period from January through June 2023, Ride n’ Stride (RnS) staff continued in-person bicycle and pedestrian safety presentations for preschool and K-5th grade elementary school students. In total, staff conducted 23 combination bicycle and pedestrian safety classroom education sessions for 553 elementary students at 4 elementary schools (Santa Cruz Gardens, Main Street, Valencia, and Ohlone) and 2 charter schools (Watsonville Prep and Linscott) during this six month period. Educational materials were distributed to students including activity books, reflective wrist bands, free helmet site locations, and best practices for biking and walking safely. In addition, HSA subcontracted with Ecology Action through a state Office of Traffic Safety (OTS) grant to provide Bike Smart and Walk Smart safety presentations. From January through June, Ecology Action conducted 19 presentations reaching 495 students at 5 elementary schools (Tierra Pacifica, Mar Vista, Brook Knoll, Bradley, and Alianza). Over this biennial period, a total of 42 sessions were conducted, reaching **1,048** elementary students at 9 schools. Overall, in FY 22-23 a total of **1,472** students were reached with **61** classroom sessions at **13** schools throughout the county. This is less than the 2,000 students the program aims to reach in a school year due to the staffing shortage in the first biennial period and school closures in the beginning of 2023 due to the winter flooding and river levee breach declared as a federal emergency.

- 2. Conduct at least 4 traffic safety presentations to parents and caregivers through schools, community agencies and neighborhood groups to promote safe bicycling and walking.**

On June 2nd RnS staff conducted a monolingual Spanish presentation on pedestrian and bicycle safety at the Pajaro Valley Unified School District (PVUSD) Family Engagement and Wellness Center in collaboration with the Community Action Board (CAB) in Watsonville, including best

practices when walking with children and how to become a pedestrian advocate, reaching 8 parents and caregivers. Overall for FY 22-23, a total of 4 traffic safety presentations were conducted reaching 69 parents and caregivers.

3. Participate in at least 3 school or community events to provide traffic safety information and promote safe bicycling and walking.

On April 15th RnS staff participated in the Family Fun Festival coordinated by Ecology Action at Freedom Elementary School and reached a total of 68 individuals, including distribution of reflective items such as slap wraps and arm bands to 27 adults and 41 children. In total during FY 22-23, RnS staff participated in 8 community outreach events reaching 1,474 community members.

4. Work with the Community Traffic Safety Coalition (CTSC), Helmet Fit Sites, and community partners to coordinate distribution and proper fitting of at least 200 bike helmets to students and other community members.

On February 3rd RnS staff participated in the Transit Equity Bike Ride and fit and supplied a total of 3 helmets to attendees. On February 3rd RnS staff supplied the Bike Church, a local Helmet Fit Site, with 37 helmets for community members. On March 23rd, RnS staff supplied the Community Bike Collective (CBC), a local Helmet Fit Site, with 21 helmets for community members. On April 28th RnS staff fit and distributed 15 helmets for riders at the Watsonville Bike Party bike ride. On June 15th RnS staff distributed 7 helmets to the Nueva Vista Community Resource Center that were fit and distributed by the CBC for use in their summer fun ride series. On June 20th RnS staff re-supplied the Bike Church Helmet Fit Site with another 40 helmets. On June 29th RnS staff distributed 5 helmets to the Nueva Vista Community Resource Center that were fit by the CBC for use in their summer fun ride series. A total of **128** helmets were distributed this 2nd biannual period. Throughout FY 22-23, a total of 266 helmets were fit and distributed this year by RnS staff or through trained staff and volunteers at Helmet Fit Sites.

5. Further develop elementary school bilingual curriculum based on grade level, in both virtual and in-person formats, including student and teacher resources and child-to-adult interventions.

RnS staff continue to adapt age specific power point presentations as well as bilingual resources, including an educational flyer on how to properly fit and wear a helmet, which is being distributed during presentations and community events. Additionally, RnS staff updated their bilingual promotional outreach flyer for distribution to schools and teachers in the new school year. RnS staff also ordered educational bicycle and pedestrian safety coloring booklets as well as bilingual mood pencils with an imprinted safety message in an effort to reinforce safety messaging at school presentations.

6. Participate in the fall and spring Bike/Walk to School events, bike rodeos, walking field trips, and other bike/pedestrian safety activities, as staff time permits.

On May 11th, RnS staff participated in the spring Walk & Roll to School Day at Calabasas Elementary School in Watsonville hosted by Ecology Action, reaching a total of 125 students during this event. RnS staff assisted with event set up and supply delivery to schools, as well as checking students in and distributing healthy snacks as they arrived in the morning on foot or wheels. RnS staff also provided reflective slap wraps and reflective drawstring bags for 5 children who helped coordinate the Walk & Roll to School Day. On May 12th RnS staff volunteered to help at two of Ecology Action's walking field trips at Bradley Elementary. Similarly, on May 18th RnS staff volunteered to help at another one of Ecology Action's walking field trips at Radcliff Elementary. Over the entire FY 22-23, RnS staff participated in 2 Walk & Roll to School Day events, 1 bike rodeo, and 3 walking field trips.

7. Participate in traffic safety meetings, such as the CTSC, Watsonville Vision Zero Task Force, as staffing capacity and other program priorities allow.

RnS staff participated in the Watsonville Vision Zero Task Force (WVZTF) meeting on May 2nd providing an overview and update on the Child Passenger Safety (CPS) program. The WVZTF meeting agenda items included reviewing progress on Vision Zero Action Plan priority projects, such as the the traffic safety media campaign, pedestrian safety zones, and the Neighborhood Traffic Calming program. On May 25th the new RnS staff attended a virtual Bicycle Traffic School (BTS) class and as a result, were able to increase their awareness of bike traffic school teaching points, as well as gain an understanding of the most dangerous behaviors that put cyclists at risk. RnS also staff participated in the Community Traffic Safety Coalition (CTSC) meeting on June 6th giving a staff report on the RnS and CPS programs. The CTSC meeting agenda items included a review of recent crashes and discussion of focus areas for the remaining CTSC FY Vision Zero workplan. Overall, Rns staff participated in 5 traffic safety meetings/classes over the FY 22-23.

8. Further develop program evaluations for teachers and pre/post-tests for students, in both virtual and in-person formats, and continue reporting bike and pedestrian observational survey results among children and youth if conducted.

The RnS program received a total of 8 evaluations from teachers this biannual period with all responding that the presentations were age appropriate, engaging, and that the topics and visuals were very effective. RnS staff also administered pre and post-tests for students in person and data collection for this reporting period was further streamlined through the use of the Microsoft Excel formula function to help auto-calculate survey results. A total of 35 pre-tests and 37 post-tests were collected from students in two classrooms this biannual period.

Overall, the tests showed an average of a 9% improvement in knowledge gain. For FY 22-23, a total of 18 teacher evaluations, 108 pre-tests, and 109 post-tests were received.

Plans for work to be done next TDA biannual period:

The RnS Health Program Specialist (HPS) extra help staff served their last day in the Safe & Active Transportation (SAT) programs in March to take a promotion into a permanent position in the CalFresh Healthy Living program as a Health Educator. A new RnS HPS staff was hired in March to fill the permanent position vacated in September 2022. The team will continue to orient and train the new RnS staff in the next fiscal year.

In addition, RnS staff aims to further develop and expand methods of administering pre- and post-tests for classroom presentations, as well as teacher surveys, in an effort to obtain more consistent program evaluation data. The team will look at further customizing curriculum for each grade level and creating an interactive assembly presentation. RnS staff will also continue developing relationships with schools and community agencies to provide parents and caregivers with traffic safety information, including best practices for safe biking and walking, as well as providing resources, such as free helmets through Helmet Fit Sites.

Please find the August 2, 2023 invoice and supporting documentation for TDA funds for the period January – June 2023 attached.