

Santa Cruz Area Transportation Management Association
CMAQ Evaluation
FY 2003/04

Introduction

The Santa Cruz Area Transportation Management Association began as a consortium of major employers in 1991, primarily in response to countywide and statewide efforts to implement Trip Reduction Ordinances. These ordinances would have required that employers participate in programs to decrease the use of single-occupant vehicles for employee trips to and from work. The SCATMA conducted surveys among the employees of its business members to report the level of use of modes of transportation other than single occupied autos and to encourage greater use of these modes.

Since 1991, the mission and membership of the SCATMA has changed because of the state's rejection of Trip Reduction Ordinances and the economy. SCATMA's business membership has declined from a peak of approximately 43 employers/9,033 employees, (23% employees of local government, 33% employees of higher education, 44% employees of private local businesses), to its current membership of 18 employers/7,751 employees, (25% employees of local government, 38% employees of higher education and 37% employees of private local businesses).

In recent years, the SCATMA has shifted its focus to connecting local employers and their employees to all of the regional alternative transportation options available to them. The SCATMA implements several of these programs directly, providing incentives and technical assistance toward getting residents out of their single occupied autos. These programs are:

- Bike To Work
- Electric Bike Incentives/Safety Training (in cooperation with Ecology Action)
- Discounted Bus Passes
- Emergency Ride Home Cab Vouchers
- Interest-Free Bike Loans
- Neighborhood Electric Vehicle Subsidies
- Miscellaneous technical assistance to TMA employer-members in developing, implementing and/or promoting alternative transportation options to their employees

SCATMA also promotes the services of the Bike Buddy Program, the Metro, the Community Traffic Safety Coalition and Commute Solutions/Don't Drive One in Five, both programs of the Santa Cruz County Regional Transportation Commission. We work with a local coalition of bicycle industry businesses to promote cycling in all forms, including commuting, racing and recreational cycling. Lastly, we participate in various public meetings to promote adoption of policies that improve mobility, access and air quality, and generally improve the management of our existing alternative transportation modes. The SCATMA's programs are consistent with the Santa Cruz County Regional Transportation Commission's purposes as follows:

1. Adopt policies to improve mobility, access and air quality.
2. Inform business and the public about alternatives to driving alone and the need to better manage our existing transportation system.

3. Conduct programs to encourage the use of alternative transportation modes.

PROGRAMS

(A) Zero-Interest Bike Loans to Employees of TMA Employer-Members

This program provides no-interest bike loans of up to \$750 to employees wishing to ease the financial burden of purchasing a bike. Over 7,751 employees have access to this program of which approximately 50 commuters take advantage each year.

Tasks and Outcomes for FY 03/04:

TASKS	OUTCOMES
Promoted program through pamphlets, emails, new employee orientations and recruitment, mailers, & the TMA website.	26 emails, 56 pamphlets, & 75 mailers produced and distributed through Bike to Work week events, at one new employee orientation with the County of Santa Cruz, through contact with existing TMA members, at the monthly Electric Bike Safety Training workshops, via the TMA website and through the TMA's two Sustainable Transportation Workshops held in January and February.
Processed and approved applications	Processed 27 new loan applications, approved 18 loans. Distributed Bike Loan packets to employers as needed. Answered questions from clients regarding the loan process.
Set up payment process with participants and tracked payments.	Disbursed 15 loans averaging \$627.00 Per loan. Processed loan paperwork, and tracked payments from loan recipients using the ACH banking system and payments from employers using payroll deduction.
Distributed bike safety and rules of the road literature to all bike loan recipients.	Distributed bike safety information pamphlets and bike maps to all 15 recipients.
Mailed follow up surveys to Participants to track their miles bikes, bike usage and types of trips.	Mailed follow up surveys and a congratulations letter to 25 clients when their loans were paid off. Entered information in to database.

Overall Outcomes

- a. Increased awareness of the program.
- b. Maintained consistent participation in the program.
- c. Increased awareness of bike safety measures and rules of the road.
- d. Replaced single occupancy vehicle (SOV) trips with bicycle trips.
- e. Increased awareness of safe biking techniques and rules of the road.
- f. Eliminated financial barriers for purchasing a bicycle for TMA member employees.

(B) Discounted Bus Passes to Employees of TMA Member Businesses/Agencies.
 This program provides discounted bus passes to member employees. Over 7,751 employees have access to this program of which approximately 150 commuters take advantage each year.

Tasks and Outcomes for FY 03/04:

TASKS	OUTCOMES
Promoted program through pamphlets, emails, new employee orientations and recruitment, mailers, & the TMA website.	Sent emails, faxes and made phone calls to 14 existing participants informing them of changes to the Bus Pass program. Sent out a brief survey via fax and email to existing clients to gather information on the future of the program, Followed up with phone calls to all clients.
Sold and distributed discounted bus passes.	Reinstated the Discount Bus Pass Program 2/1/2004. Sold bus passes to 6 clients.

Overall Outcomes

- a. Increased awareness of the program.
- b. Reinstated the program after a 6 month hiatus.
- c. Ensured the program is self-sustaining by selling the passes at cost.

(C) General community outreach and networking with various community committees to promote modes of sustainable transportation.

This program disseminates information on modes of sustainable transportation available in the County to businesses, public and private agencies, and individuals through a variety of channels. The TMA sets up and staffs information display booths at as many as ten community events each year. These events include Threshold Inc.'s Health Fair, the Cabrillo College Health Fair (provided booth space for Commute Solutions), the Earth Day Festival at San Lorenzo Park, and the Watsonville Strawberry Festival. The information booths feature TMA programs, Commute Solution programs, RTC literature such as *the True Cost of Driving*, and the County Bikeway Map, in addition to transportation information from the City of Santa Cruz and other local agencies. Additionally, the TMA gives presentations to new Santa Cruz County employees, the Kiwanis Club, and the Rotary Club.

Tasks and Outcomes for FY 03/04:

TASKS	OUTCOMES
<p>Attended and set up TMA information booth at up to 10 special events throughout the year.</p>	<p>Eight Festivals and Fair events attended throughout Santa Cruz County. Included are the above mentioned as well as the Downtown Business Assoc. Sidewalk festival, the Seaside Company Health fair, Tour de Fat Bike festival, the National Bike Greenway fair, UCSC's Fall festival, and the Downtown Farmer's Market.</p> <p>Hosted the fifth annual fall Bike to Work/School Day, Oct. 3. Realized the highest attended fall with 3,574 participants.</p>
<p>Engaged event participants, answer their transportation questions, and gave away product incentives as they became available.</p>	<p>Talked to 2880 of people. Types and number of product incentives given away—50 blinking bike safety lights; 500 stickers; 300 sport bars.</p>
<p>Updated and improved booth display and presentation materials.</p>	<p>Updated booth materials. Developed a Power Point presentation, and oral presentation materials to be used for TMA workshops, new employee orientations and for special events. Updated and created brochures and pamphlets including the TMA Transportation Guide, the Transportation Resource Directory, the Alternative Transportation Resource Packets, and the TMA website.</p>
<p>Gave presentations to new Santa Cruz County employees, the Kiwanis Club, and the Rotary Club.</p>	<p>Held One new employee orientations for the County of Santa Cruz with 40 attendees present. Presented to the Santa Cruz Sunrise Rotary Club and the SC Kiwanis.</p>
<p>Used email lists, mailing lists, and Bike to Work network to disseminate information regarding TMA programs.</p>	<p>Developed a TMA mailer promoting TMA programs to City of Santa Cruz employees to be distributed by the City Transportation Planner. Posted One in Five posters, Sent out email to some 500 established contacts regarding the Commute Solution Idol contest. Sent out invitations for the TMA's Alternative Transportation Workshops to 24 current members, and 12 Bike To Work</p>

	supporters.
<p>Participated on various community committees and do outreach to promote modes of sustainable transportation.</p>	<p>Attended United Way community shareholders monthly meetings on childhood obesity, Injected the sustainable transportation message into a county-wide health issue. Attended RTC bike committee meetings. Staff attended monthly Community Traffic Safety Coalition meetings as the Coalitions' co-chair, Researched the city of San Jose's Get Street Smart safety program and promotions for possible implementation in Santa Cruz. Attended California Bicycle Coalition's 2-day Walk/Bike Conference in Oakland Ca.</p> <p>Researched information on the RTC proposal for tourist train service from Capitola to Aptos and distributed information to the Bike to Work and Bike Industry email list regarding the RTC's public meeting on this service.</p> <p>Wrote TMA ERH and website promotion letter to the Sentinel editor published in paper on 12/28/03. Letter also promoted RTC's Don't Drive 1 in 5 program.</p>
<p>Recruited TMA members, targeting small and medium size businesses. Worked with existing databases from Ecology Action's Business Waste Reduction and Right Lights Programs to recruit environmentally minded local businesses.</p>	<p>Planned January Sustainable Transportation Workshop to update current members on alternative transportation programs offered by the TMA, SCCRTC and other agencies. Geared towards all TMA employer members and transportation shareholders. Followed up invitations to all 24 invitees with phone calls.</p> <p>Held the TMA Sustainable Transportation Workshop January 21. 13 Members attended, representing over 3,300 employees. Met with current TMA members to secure their renewal and met</p>

	<p>with 2 potential new members. All 13 attendees filled out a workshop survey providing the TMA with valuable feedback used to improve future workshops.</p> <p>Planned February Workshop for potential new members. Made changes to the Power Point and the oral presentation to gear towards potential new members. Sent out invitations to 45 business owners using the Ecology Actions Right Light and Business Waste Reduction databases. Held the TMA workshop on February 25. 12 business organization representatives attended the workshop representing 3,100 employees. All attendees filled out workshop surveys.</p>
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Overall Outcomes

- a. Increased awareness of TMA program and services among member employees, community groups and the general public.
- b. Increased awareness of and access to alternative modes of transportation.
- c. Recruited new members.

Networking and Committee Participation

TMA works with and supports the following committees and groups to increase awareness of and access to alternative modes of transportation, to assist in making travel safer for pedestrians, bicyclists and motorists, and to improve infrastructure and services for cyclists:

A. Community Traffic Safety Coalition Member: The coalition mission is to reduce traffic-related injuries, while promoting the use of alternative modes of transportation. The primary focus is on bicycle and pedestrian safety issues.

B. RTC's Bike Committee Member: The Bike Committee makes recommendations on bicycle projects in Santa Cruz County and advocates for better biking conditions.

C. AMBAG- Transportation and Air Quality Region-Wide Joint Marketing Group.

D. Cities of Capitola and Watsonville- The TMA works collaboratively with city staff on developing and supporting sustainable transportation activities especially through the Bike To Work events.

E. Tri-County Bike to Work Campaign: The Spring Bike to Work promotional campaign is coordinated jointly by Santa Cruz, San Benito, and Monterey counties to increase outreach, share staff expertise and reduce costs.

F. City of Santa Cruz Public Works Department: The TMA works collaboratively with the PWD to promote each other's respective transportation programs.

G. Commute Solutions: TMA staff distributes Commute Solution program information and brochures.

H. Pajaro Valley TMA- The Santa Cruz Area TMA works collaboratively with PV TMA staff on developing and supporting sustainable transportation activities.

(D) Miscellaneous Technical Assistance to TMA Members

This program provides various kinds of technical assistance, specific trainings and outreach and other services to the TMA's business and local government members, all toward the general goals of promoting alternative forms of transportation and decreasing trips made in single occupied automobiles.

Tasks and Outcomes for FY 03/04:

TASKS	OUTCOMES
Coordinated three membership meetings from November through June of 2004.	<p>Held two Alternative Transportation Workshops (December 03, and January 04) with a total of 25 participants in the meetings. Did onsite meetings with 6 new member businesses. The third AT workshop will occur on May 11th.</p> <p>Increased awareness and access to alternative modes of transportation. Distributed TMA program materials.</p>
<p>Revise the existing "Transportation Guide", reprint and distribute to all TMA member employees.</p> <p>Provide miscellaneous technical assistance to TMA members as requested, including onsite employee trainings.</p>	<p>25 guides distributed to existing members and potential new members.</p> <p>Provided assistance to all participants as requested regarding the Bike Loan process and applications, the ERH voucher program, the Bus Pass program, upcoming events, and directed those with questions on other modes of alternative transportation to the correct agencies.</p> <p>Conducted one onsite employee training, distributed TMA materials and educated new members on how to use our services.</p>

Overall Outcomes

- a. Increased awareness of and access to alternative modes of transportation in the County.

- b. Increased awareness of TMA programs and services.

(E) Emergency/Guaranteed Ride Home (ERH/GRH) Vouchers to TMA Members. This program provides a free taxi ride home for anyone using alternative transportation, who must leave work unexpectedly for a personal or family emergency. This service is crucial for switching and keeping commuters in sustainable, alternative travel modes. Less than 1% of alternative transportation commuters use the ERH/GRH program, but it provides an important backup for those concerned with the inflexibility of carpool, vanpool, and bus schedules.

Tasks and Outcomes for FY 03/04:

TASKS	OUTCOMES
Promoted program through new employee orientations and recruitment, literature distribution, and the TMA website.	Promoted the ERH program at two Alternative Transportation workshops, through one new employee orientation with the County of Santa Cruz, at one onsite new member training, through the TMA's Transportation Guide, and on the TMA website.
Distributed and processed applications. Print and distribute vouchers.	1135 employees registered for the program, 30 this fiscal year.
Processed vouchers and invoices.	45 participants used vouchers since July of 2003 averaging \$37.00 per ride

Overall Outcomes

- a. Increased awareness of ERH service.
- b. Increased use of alternative modes of transportation.

Activities Planned For 4/1/2004-6/30/2004

1. Onsite Alternative Transportation Workshop at Cabrillo College.
2. Alternative Transportation Workshop for Potential new members
3. Spring Bike To Work/Bike To School

Company	City of Santa Cruz	Company	City of Scotts Valley
# of employees	669Employees	# of employees	65Employees
Company	SCCRTC	Company	Santa Cruz Metro
# of employees	14Employees	# of employees	300Employees
Company	Santa Cruz Seaside Co.	Company	Geo. H. Wilson
# of employees	170Employees	# of employees	85Employees
Company	City of Capitola	Company	UCSC TAPS
# of employees	63Employees	# of employees	2650Employees
Company	County of Santa Cruz - Dept of GS	Company	Coast Commercial Bank
# of employees	2067Employees	# of employees	130Employees
Company	Ecology Action	Company	Santa Cruz Montessori School
# of employees	24Employees	# of employees	33Employees
Company	Santa Cruz Credit Union	Company	The Spokesman
# of employees	35Employees	# of employees	11Employees
Company	Cabrillo College	Company	Santa Cruz Museum Association
# of employees	504Employees	# of employees	3Employees
Company	Streetlight records	Company	Seagate
# of employees	24Employees	# of employees	904Employees

Total Employees 7751

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