



BIKE-TO-WORK

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Bicycle for a cleaner, healthier, & less congested Santa Cruz County

Attachment 2- Exhibit A

January 18, 2005

Chairperson Ellen Pirie
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue
Santa Cruz, CA 95060

Dear Chairperson Pirie and Commissioners:

Santa Cruz County Bike to Work (BTW) is requesting \$40,000 of TDA funds for FY 2005-2006 to support an important portion of our programs. The Commission's allotment has proven crucial for the continuing success and expansion of our programs aimed at increasing bicycle commuting. Last year 7,180 residents participated in our spring and fall Bike to Work/School Day events. The Bike to School program had the greatest participation with 5,061 kids, teenagers, teachers and parents biking to school.

Why it's a Viable Program

The past year's quality services and programs are largely due to the ability to pay permanent staff to solicit, coordinate and support the large amount of in-kind services, products, and volunteers for BTW. At the current funding level BTW has improved both the quality and quantity of its effort. Our effectiveness is illustrated on the attached program summary and survey data comparison.

BTW has successfully demonstrated, through careful measurement and evaluation, to be a viable and progressive program. *School participation, which is the major subset of BTW participants— with 5,061 school students biking last year – helps reduce unnecessary and dangerous automobile congestion and provides daily exercise to school students.* BTW activities contribute to a healthier community: less air, noise, and run-off pollution, safer streets, and healthy individuals.

With SCCRTC support, BTW uses a multi-faceted program approach to reach out and change the behavior of non-bike commuters, novice bike commuters and experienced bike commuters. We use positive, fun and interactive methods to encourage commuters to try bicycling, to commute by bicycle more frequently, and to bicycle safely and responsibly.

This year we continued to make inroads to the county's growing Latino population as we printed our event poster in Spanish as well as English, ran radio ads with Spanish language stations, and

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used grassroots outreach to the Latino community in Watsonville. We added a third breakfast site in Watsonville and staffed booths at Watsonville special events.

Broad-base Support

BTW leveraged a considerable amount of private and public money to extend SCCRTC's funding. We generated \$21,450 in cash from local businesses and public agencies, plus \$70,000 of in-kind services and product donations in 2004. Over 75 businesses and public agencies, plus 100 individuals volunteered time, contributed to this community effort.

BTW is a steppingstone to becoming a frequent bike commuter

Bike To Work's impact on bike commuting trends reaches beyond the popular Bike To Work/School Days. After these biannual events participants will more likely continue to bike because they've experienced the benefits of biking and have successfully overcome any barriers. They realize it doesn't take that long, it makes them feel healthier, they don't have to hassle or pay for parking, and they save money on gasoline. Bike To Work/School Day is a steppingstone for recruiting year round bike commuters. Getting someone to bike to work and therefore experience it first-hand is so much more powerful than simply telling someone it's a good thing to do.

Throughout the year, we also provide resources such as our new *Tips for Winter Bike Riding* pamphlet, our web bike commuter resource guide, and email updates on bike commuting news.

Conclusion and Summary

Santa Cruz County Bike to Work (BTW) has successfully utilized past funds received from the SCCRTC. We are requesting \$40,000 for FY 2005-2006 to support BTW's successful programs. Bike to Work (and School) continues to be a viable and significant program. The program not only contributes to the betterment of our entire community by reducing pollution and promoting sustainable forms of transportation but also improves the health and well being of its individuals.

Sincerely,



Piet Canin
Bike to Work Program Director

Community Traffic Safety Coalition Bicycle and Pedestrian Education Work Plan for FY 2005-06

The Community Traffic Safety Coalition is requesting funds to continue supporting a bilingual staff person for the Bicycle and Pedestrian Safety Education Program. Although community volunteers conduct some of the presentations, a bilingual staff person conducts the overwhelming majority of the presentations. In addition, a health educator is required for a few hours each week to coordinate the community volunteer speakers bureau.

The goal of the program is to reduce deaths and injuries among young bicyclists and pedestrians in the County of Santa Cruz through safety education. We anticipate that the skills taught to children in elementary schools will carry into their adulthood making them responsible road users. Also, we hope that the students pass along what they learned to their parents, siblings and friends. The Health Services Agency (HSA) is the only agency that provides this ongoing service to Santa Cruz County Schools and other community agencies (neighborhood groups, pre-schools, after school care programs) when requested. ***Since 1995, 90% of Santa Cruz County Public Elementary Schools have been reached, providing safety education to approximately 25,663 students.***

In order to continue this program at its current capacity during FY 05-06, we are requesting \$46,724. This would enable us to reach a minimum of 50% public elementary schools, approximately 3,000 students, and over 100 classrooms in a year.

The bike curriculum consists of a 40-minute presentation that targets grades 3-6. The pedestrian curriculum, which targets K-3, consists of a 25-minute presentation. During the 03-04 school year, a total of 3,899 students received bike & pedestrian safety presentations. There were 2,194 presentations given on bike safety and 1,705 on pedestrian safety, which totaled 183 class presentations conducted throughout Santa Cruz County. The test results of student knowledge taken before and after the bike safety presentations demonstrated an average increase of 27%.

Objectives for FY 05-06:

- Conduct bicycle and pedestrian safety presentations in at least 50% of public elementary schools in the County during the school year (August – June).
- Provide safety presentations to at least 5 community agencies (preschools, after school programs, neighborhood groups) as requested.
- Participate in a minimum of 3 community events.
- Conduct random pre and post-tests to evaluate increase in knowledge of bicycle safety in at least 10 elementary schools from grades 3rd through 5th.
- Conduct helmet observation surveys in at least 4 schools in North & South County in which bicycle safety presentations had been provided.
- Assist at least one elementary school in implementing a low-cost helmet program.
- Continue to recruit and train volunteers on a yearly basis to help conduct safety presentations.

The presentations staff has given to elementary students may have contributed to some positive trends in bicycle and pedestrian injuries for Santa Cruz County. Pedestrians age 14 and under had a decrease in injuries from 2002 to 2003. In 2002, this age group comprised 20% of all pedestrian injuries, in 2003 this number dropped to 15%. The

number of bicyclists injured age 14 and under went from 26 in 2002 to 15 in 2003. Although these positive trends are promising, there is still work that needs to be done. The data also shows:

- Seven pedestrians were killed in 2003. Five of which were in South County.
- Sixty three percent of bicyclists who were injured or killed did not wear a helmet.
- Overall, there was an increase in both bicycle and pedestrian injuries from 2002 to 2003.

The CTSC strongly supports having a bilingual staff person to help reduce injuries for bicyclists and pedestrians of all ages.

**Bicycle and Pedestrian Education Program
Budget for FY 2005-2006**

Line Item	TDA	Match
Personnel (Salary + 35% Benefits)		
Senior Health Educator (.10 FTE)		8,828.00
Health Educator (.20 FTE)	13,100.00	
Bilingual Health Program Specialist (.50FTE)	30,424.00	
Typist Clerk (.14FTE)		8,326.00
Senior Health Services Manager (.035FTE)		4,123.00
Overhead (15% of Personnel)		11,685.15
Travel/Mileage	1,500.00	
Direct Costs		
Printing/Office Supplies	1,000.00	
Project Implementation	700.00	
In-Kind		13,761.85
Total	46,724.00	46,724.00
Total Budget	93,448.00	