

DRAFT
Santa Cruz Area TMA
CMAQ Evaluation
July 1, 2004-April 30, 2005

Introduction

The Santa Cruz Area Transportation Management Association (TMA) is a nonprofit public benefit corporation that was formed in 1990 as a membership organization of local employers working together to promote and encourage more efficient use of the transportation system and to focus on reducing single occupancy vehicle trips. To Date 21 Santa Cruz County employers are TMA members providing benefits for 7,815 employees. TMA services ease the financial burden of purchasing a commuter bike, and provides those using alternative transportation with a ride home in case of an emergency. TMA Staff sits on various committees to assist in making travel safer, and to improve infrastructures and services for cyclist. The TMA's programs are consistent with the Santa Cruz Regional Transportation Commissions 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.

Executive Summary

In outreach efforts the TMA staff attended various health fairs and festivals, new employee orientations, Electric Bike Safety Training classes, and Bike To Work displaying informational materials on sustainable, alternative modes of transportation, designed to make biking, walking, riding the bus, carpooling, vanpooling, and telecommuting more accessible, convenient, and attractive. TMA staff continued to administer the Zero Interest Bike Loan program, the ERH program, the CALWORKS ERH program, the Discounted Bus Pass program, assisted Ecology Action in running their Electric Bike Commuter Incentive program, and participated in Bike To Work Week events.

Additionally the Air District awarded a grant to expand the ERH program county-wide.

Bike Smart, Youth Bicycle Safety program joined the TMA in August 2004. Bike Smart is a fully foundation-funded program that works with Santa Cruz County and community organizations to teach children seven through twelve bicycle safety awareness and skills.

PROGRAMS

(A) Zero-Interest Bike Loans to Employees of TMA Member Businesses/Agencies.

This program provides no-interest bike loans of up to \$750 to employees, senior citizens and people with disabilities wishing to ease the financial burden of purchasing a bike. Over 6,000 employees have access to this program of which approximately 50 commuters take advantage each year.

Tasks and Outcomes for July 1, 2004-April, 2005:

TASKS	OUTCOMES
Promote program through festivals and fairs, pamphlets, emails, new employee orientations, the TMA website, word of mouth, and through local businesses.	35 emails, 375 pamphlets, 50 flyers, 420 posters, produced and distributed through fall Bike to Work, at one new employee orientation with the County of Santa Cruz, through contact with existing TMA members, at the Electric Bike Safety Training workshops, and at bike shops and businesses throughout the county, through health fairs at Cabrillo College, Live Oak Family Center, Plantronics, through the UCSC Fall Festival, Earth Day, The Sea Otter Classic, and The Day Of The Child.
Process and approve applications.	Processed 14 new loan applications, approved 11 loans. Distributed Bike Loan packets to employers as needed. Answered questions from clients regarding the loan process and assisted clients with completing application forms.
Set up payment process with participants and track payments.	Disbursed 18 loans averaging \$725.00 Per loan. Processed loan paperwork, tracked payments from loan recipients. Invoiced

	participants whose employers do not use automatic payroll deductions.
Distribute bike safety and rules of the road literature to all bike loan recipients.	Distributed bike safety information pamphlets and bike maps to all 18 recipients.
Mail follow up surveys to Participants to track their miles, bike usage and types of trips.	Mailed paid off surveys to 20 clients. Entered survey information in to database.

Overall Outcomes

- a. Increased awareness of program.
- b. Maintained consistent participation in 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, and for senior and disabled residence of Santa Cruz County.

(B) Discounted Bus Passes to Employees of TMA Member Businesses/Agencies.

This program provides discounted bus passes to member employees. Over 6,000 employees have access to this program of which approximately 60 commuters take advantage each year.

Tasks and Outcomes for FY 04/05:

TASKS	OUTCOMES
Promote program through pamphlets, emails, new employee orientations, special events, word of mouth, and the TMA website.	35 emails, 375 pamphlets, 50 flyers, 420 posters, produced and distributed through fall Bike to Work, at one new employee orientation with the County of Santa Cruz, through contact with existing TMA members, at the Electric Bike Safety Training workshops, and at bike shops and businesses throughout the county, through health fairs at Cabrillo College, Live Oak Family Center, Plantronics, through the UCSC Fall Festival, Earth Day, The Sea Otter Classic and The Day Of The Child.
Sell and distributed discounted bus passes.	Purchased monthly passes, distributed 31 passes and tracked program progress.

Overall Outcomes

- a. Increased awareness of program.
- b. 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 Fairs at both the main campus and in Watsonville, the Earth Day Festival, the Watsonville Strawberry Festival, the Live Oak Family center, the UCSC Fall Festival, Earth Day, The Sea Otter Classic, and The Day Of The Child. 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 04/05:

TASKS	OUTCOMES
Attend and set up TMA information booths at special events, and at new employee orientations. Distribute promotional materials at the Electric Bike Safety training classes, at local businesses and shops, and through Bike To Work events.	35 emails, 375 pamphlets, 50 flyers, 420 posters, produced and distributed through fall Bike to Work, at one new employee orientation with the County of Santa Cruz, through contact with existing TMA members, at the Electric Bike Safety Training workshops, and at bike shops and businesses throughout the county, through health fairs at Cabrillo College, Live Oak Family Center, Plantronics, through the UCSC Fall Festival, Earth Day, The Sea Otter Classic, and The Day Of The Child.
Engage event participants, answer their transportation questions, and give away product incentives as they become available. Participate in raffles.	Spoke to, and distributed hand-outs to over 375 people, including students, parents, teachers, employees and employers, senior citizens, and people with disabilities. Gave away bike tire pumps, bicycle helmets, T-shirts, and stickers.
Update and improve booth display and presentation materials.	Updated booth materials and oral presentation materials to be used for new employee orientations and at special events. Updated and created brochures and pamphlets including, Tips For Winter Bike Riding, the Bicycle Licensing contact list, Information on Bicycle Insurance, the

	<p>Transportation Resource Directory, the Alternative Transportation Resource Packets, and the TMA website.</p>
<p>Attend /participate in various community meetings and do outreach to promote modes of sustainable transportation. Update TMA members on important issues regarding transportation in the County.</p>	<p>Regularly attended the following SCCRTC meetings: Transportation Policy workshop meetings, Bicycle Advisory committee meetings, Measure J expenditure plan committee meetings, Elderly and Disabled Advisory committee meetings, ITAC Advisory meetings, and Commission meetings. Attended United Way community shareholders monthly meetings on childhood obesity, Injected the sustainable transportation message into a countywide health issue. Attended monthly Community Safety Coalition meetings. Attended city of Santa Cruz Transportation Commission meeting to comment on the proposed Coast Hotel two- way bike lane plan. Provided comments to the City of Santa Cruz Public Works on the Beach St. bike lanes. Followed the development of 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 proposition 116 updates. Attended Friends of the Rail Trail meetings and set up bicycling related email list serve. Sent out emails updates on bike projects, events and plans to the local Bike Industry, groups and individuals. Sent out emails announcing the completion and opening ceremony for the San Lorenzo River Parkway Laurel / Third St. project.</p>
<p>Recruit TMA members, targeting downtown businesses, and non-profit organizations.</p>	<p>Made on-site visits to Jamba Juice, Noahs Bagels and Kianti’s Pasta Bar. Offered the Salvation Army, Cruzio, and the Good Will a limited membership at no cost.</p> <p>Provided seven TMA benefit packets, that include TMA Transportation Guides, Commuter Resource Guides, True Cost of Driving brochures, Bikes on Buses pamphlets, Bicycle Safety and Traffic</p>

	<p>pamphlets, SCCRTC Bikeways maps, Commute Solutions brochures on Bicycling and Vanpooling, and Road Rage Preventions guides. 35 bike loan applications, 35 ERH applications and vouchers.</p> <p>The non-profit organizations did not receive ERH benefits with their limited membership, but may choose to pay for the service if they would like to use it in the future.</p>
<p>Plan Recruitment of additional non-profit organizations.</p>	<p>Printed non-profit list through the Human Care Alliance. Set schedule through June to visit three each month.</p>

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.

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 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 and the Community:

This program will provide 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, bicycle security, and decreasing trips made in single occupied automobiles.

Tasks and Outcomes for FY 04/05:

TASKS	OUTCOMES
Promote Bicycle Security.	Assisted New Leaf market and Dr. Roitz chiropractic office with Bike Secure applications for bike lockers and racks. Wrote to Trader Joes explaining why their current bike racks on Front St. were not the best and better racks were available through the Bike Secure program.
Provide miscellaneous technical assistance to TMA members as requested, including onsite employee trainings.	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. Conducted three onsite employee trainings, distributed TMA materials and educated new members on how to use our services.

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, which must leave work unexpectedly for a personal or family emergency. This service is crucial for switching and keeping commuters in sustainable, alternative travel modes. Not many alternative transportation commuters use the ERH program, but it provides an important backup for those concerned with the inflexibility of carpool, vanpool, and bus schedules.

Tasks and Outcomes for FY 04/05:

TASKS	OUTCOMES
Promote program through new employee orientations and recruitment, literature distribution, and the TMA website.	Promoted the ERH program through one new employee orientation with the County of Santa Cruz, at three onsite new member trainings, through the TMA's Transportation Guide, and on the TMA website.
Distribute and process applications. Print and distribute vouchers.	Distributed 35 applications and vouchers. No new printing was needed.
Process vouchers.	Processed 59 vouchers, totaling \$1689.25 and 1762.24 in miles.

Overall Outcomes

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

Activities Planned For 5/1/05-6/30/05

- 1. Onsite recruitment visits for local non-profits and downtown businesses.**
- 2. Implementation of the Air District ERH countywide program.**
- 3. Spring Bike To Work/Bike To School.**