

# **CMAQ PROGRAM EVALUATION**

## **Pajaro Valley Transportation Management Association**

### **EVALUATION CRITERIA FOR PVTMA PROGRAMS & OUTREACH**

#### **Introduction to the Pajaro Valley Transportation Management Association (PVTMA)**

The Pajaro Valley Transportation Management Association (PVTMA) is an organization that focuses primarily on the promotion of alternative modes of transportation. Formed in 1994 as a public-private sector partnership, the PVTMA works to address transportation related issues that influence the economy, politics and quality of life, particularly in the Pajaro Valley. The PVTMA was initially established in response to the potential adoption of mandatory Trip Reduction Ordinances in the early 1990's. Legislation barring mandatory trip reduction ordinances passed in 1995 has shifted our focus to developing and offering incentives and education based programs and activities to area businesses, and the local community as a whole. The PVTMA's mission is to provide the community with alternative transportation support services, as well as information, education, and advocacy with regard to improving traffic congestion and air quality through the reduction of single-occupancy vehicle trips. The City of Watsonville is the public agency sponsor for the agency.

Initially, the main focus of our organization was to work with local employers and employees in reducing commute oriented trips in our area. However, in recent years, the PVTMA has extended its focus to also promote traffic, pedestrian and bicycle safety, as well as to represent transportation concerns of the elderly and disabled, children and young adults in our local community. As a result, we have expanded our education programs and committee work to represent not only local businesses, but the community as a whole. Additionally, we respond to proposed development projects in our community by submitting comments in regards to transportation related issues presented in these proposed projects.

An active Transportation Management Association in South County is essential to the maintenance and promotion of transportation safety and efficiency, and the promotion of alternative transportation in our area. The Pajaro Valley community is distinctly different from its neighboring communities, both socially and demographically. As a result, transportation concerns in the Pajaro Valley are different than those of residents in neighboring communities. The PVTMA is the primary agency in South County that provides transportation-related services, professional support and information to local businesses and the community. The goals and activities of the PVTMA are in line with many of the goals and policies of the Regional Transportation Plan, including goal 2 on page 65 which states, "Increase mobility by providing an improved and integrated multi-modal transportation system."

The following is a description of current programs that we administer, committees that we serve on, and community events that we participate in.

**PROGRAM 1: JUST HOP ON THE BUS GUS**

**1. INTRODUCTION**

Since 2002, the Pajaro Valley TMA has been actively promoting transit ridership, especially in the south county community through our “Just Hop on the Bus Gus” program. All day passes are distributed at community events and La Manzana Community Resource center in downtown Watsonville. Bus passes are also distributed through our “Going Places, Making Choices” program when we go out to local high-schools. The goals of this program is to introduce people to the benefits to riding the bus, and to give participants who have never taken the bus an opportunity to sign up for a free all day Santa Cruz Metro bus pass.

**Program Activities**

**Just Hop on the Bus Gus GOALS:**

- 1) Increase awareness of Metro services available in our community.
- 2) Increase transit ridership.
- 3) Distribute approximately 450 day bus passes.

**Just Hop on the Bus Gus TASKS and OUTCOMES for FY 04/05**

<b>TASKS</b>	<b>OVERALL OUTCOMES-Indicators</b>
1) Distribute 475 Santa Cruz County Metro Day Bus passes to SC county residents.	1) How much bus passes have been distributed in Fiscal Year 04-05?  475 bus passes have been distributed
2) Conduct program outreach by holding booths at several community events, including Day of the Child, City of Watsonville 4 <sup>th</sup> of July Celebration, Strawberry Festival, Bike to Work Breakfast sites, Watsonville Hospital Senior Heath Fair and local business outreach efforts. Passes also distributed through La Manna Community Resources and local businesses. Students receiving PVTMA Going Places Making Choices presentation in County High Schools.	2) Number of events and community service agencies materials are distributed through community events, Going Places Making Choices program, and La Manzana community resource center. We found these sources to be the most productive way to distribute the bus passes.
3) Send quantifiable surveys to program participants to assess effectiveness of program.	3) Number of surveys sent out and received  Out of 70 surveys sent to program participants, we have received 17 responses or a 20% response rate. All respondents indicated their experience was positive and that they would ride the bus again.

## **Just Hop on the Bus Gus OVERALL OUTCOMES-Indicators**

**1) Number of bus passes distributed:** Through this program, 475-day passes have been distributed to date, including those distributed through community outreach and the Going Places Making Choices education program. We anticipate distributing at least another 100 passes by the end of the fiscal year, totaling close to 600 passes by our agency this fiscal year to County residents.

**2) Number of program community outreach efforts completed:** This program has been advertised at six community events this year including the City of Watsonville Fourth of July Celebration, the Monterey Bay Strawberry Festival, Bike to Work-Spring and Autumn, Watsonville Hospital Health Fair and Day of the Child Celebration as well as La Manzana Community Center and Soquel High School's Environmental Faire. All information was made available in Spanish and English.

## **Program Evaluation**

### **Just Hop on the Bus Gus EVALUATION METHODS:**

Post Card Survey – Self addressed stamped post cards sent to a percentage of participants who received free bus passes. Survey questions assess if the use of the pass has served to encourage participants to use the bus again, thereby affecting travel behavior. Program participants are asked if they used their day passes, if they enjoyed their experience, and if they plan to use this type of transportation mode in the future. In order to increase response rate, we will offer another free day pass if participants return their survey card.

Program Usage – PVTMA staff has recorded the level of participation in the program outcomes and compared this to the original number of participants in the target audience 350.

Process Evaluation – PVTMA has recorded in this report the completion of goals, tasks and indicators for this portion of FY 04-05.

### **Just Hop on the Bus Gus EVALUATION SUMMARY:**

This program is a win/win for all concerned. Judging from survey responses, we are certain that we have new and continuing ridership for a great number of participants who took the opportunity to ride the bus and enjoy its advantages. We intend to deliver 500 to 700 passes next year as we are secure in the final grant funding for the 05-06 cycle.

**PROGRAM 2: BIKE HELMET/BIKE LIGHT DISTRIBUTION AND BIKE SAFETY MATERIALS PROGRAM**

**1. INTRODUCTION**

Over the past four years, the PVTMA has become actively involved in distributing bicycle safety information and safety equipment, including bicycle lights and helmets. It is our firm belief that if we are advocating for the use of bicycles in our County, we also have the responsibility to promote safety for the users of this type of alternative transportation. Through this program, the PVTMA has distributed free helmets, and continues to distribute lights and related safety materials.

**PROGRAM ACTIVITIES**

**Bike Safety Program GOALS:**

- 1) Promote safe bicycling and adherence to the law requiring those under 18 years of age to wear a helmet.
- 2) Increase the number of bicyclists who use helmets and lights while riding;
- 3) Provide 57 helmets, 125 lights, 400 reflectors and 2000 bicycle safety materials and 350 bicycle maps.
- 4) Database with information on all sign-up participants for lights and reflectors and helmets.

**Bike Safety Program TASKS and OUTCOMES for FY 04/05**

<b>TASKS</b>	<b>OUTCOMES - Indicators</b>
1) Conduct program outreach by holding booths at special community events including, Day of the Child, 4 <sup>th</sup> of July Celebration, Strawberry Festival, Bike to Work in autumn and spring. Also distribute materials through La Manzana Community Resources and through Going Places, Making Choices Program	1) Amount of community events and community resource centers which bicycle lights, bicycle helmets and bicycle safety information materials were distributed. Also, how many are distributed through the Going Places, Making Choices Program.  Bicycle lights, helmets and safety information were distributed at six community events.
2) Distribute 57helmets,125 bike lights and 400 bicycle safety reflectors.	2) Number of items distributed through this program. To date, we have distributed 57 helmets, 125 lights-400 safety reflectors to those in need.
3) Distribute bicycle safety information. 1000 bicycle safety pamphlets. 350 bicycle maps, 1000 What Cyclists Would Like Motorists To Know” handouts.	3) Number of handouts distributed at various events  Have distributed 1000 bicycle safety pamphlets, 350 bicycle maps 1000 “What Cyclists Would Like Motorists to Know”

	pamphlets.
4) Create database of helmet and light recipients.	4) Database which includes number of program participants, participant addresses and phone numbers. Sign up sheets for those 400 event participants receiving safety reflectors.
5) Observation survey in bicyclists with lights and/or reflectors.	144 bicyclists observed: 28% had reflectors, 34% had bike lights.

## **Bike Safety Program OVERALL OUTCOMES-Indicators**

- 1) Number of bike helmets distributed: As indicated above, our agency has distributed 57 helmets. Bicycle helmets have been distributed through the above stated community outreach effort. We have been contacted by Pajaro Valley Unified School District to participate in Spring Triathlon, an event that corresponds to the Districts after school program, "Fit For Life" (students 8-15 years of age) with the Watsonville Police Department participating. We have contributed 50 helmets and 40 bike lights for the event.
- 2) Number of bike lights distributed: 125 bike lights distributed through above mentioned events and through La Manzana Community Resource Center.
- 3) Number of bicycle safety information handouts distributed: 1000 "What Cyclists Would Like Motorists to Know, 1000 SCCRTC "Bicycling Information" pamphlets and 350 bicycle maps have been distributed
- 4) Percentage of bicyclists using safety equipment as noted during random survey: Observations have been conducted and show that out of 144 bicycles observed randomly in the Watsonville area 20 out of 144 bicyclists observed had reflectors, 30 riders had bike lights.
- 5) Number of community events program information, sign-ups and materials were made available: Materials were distributed at six local community events, through the La Manzana Community Resource Center, and through the "Going Places, Making Choices" Program.

### **1. Program Evaluation**

#### **Bike Safety Program EVALUATION METHODS**

Safety survey – PVTMA staff has conducted random field observations in the greater Watsonville area for the second year. Out of 144 bicyclists observed at 8 different locations in the City of Watsonville.

Program usage – Number of recipients receiving safety equipment; 57 helmets, 125 bike lights, 400 reflectors.

Process Evaluation – PVTMA records and reports on the completion of tasks related to the above stated goals, tasks and indicators.

#### **Bike Safety Program EVALUATION REPORT**

Uncertainty with continued funding has curtailed our bike light distribution somewhat however we intend to triple our efforts for the coming year. We have been asked by the Pajaro School District, Church Groups and La Manzana to increase our efforts if possible and we believe we can accomplish this goal.

**PROGRAM 3: COMMUTER CLUB EXTENSION PROGRAM**

**1. INTRODUCTION**

The Commuter Club program was originally developed by the PVTMA in conjunction with the Santa Cruz Area TMA in 1996. It is an incentive- based program where applicants pledge to use alternative transportation (walking, bicycling, carpooling, vanpooling, bus transit or telecommuting) at least one day a week. In return for their pledge, Commuter Club members are directly rewarded with a great travelling coffee mug and a chance to win a bicycle. The program was originally funded by the Air District. This grant expired in 2001. With the encouragement of AMBAG staff in 2003 we revived the program and continue to reach new members through community event and business outreach. Because of the concerns over continuing Congestion Mitigation and Air Quality Funding this cycle 04/05 has not received the staff coverage that it has in the preceding years. We were successful in signing 110 new Commuter Club members.

**PROGRAM ACTIVITIES**

**Commuter Club Program GOALS:**

- 1) Help to reduce traffic congestion on our local roadways;
- 2) Attract 150 single occupancy vehicle commuters to try alternative modes of transportation through information and incentives over a period of one year;
- 3) Involve local businesses in the promotion of this program by making them aware of the benefit to employers and employees of reducing SOV trips made to work-sites.

**Commuter Club Program TASKS and OUTCOMES for FY '03/04:**

<b>TASKS</b>	<b>OUTCOMES - Indicators</b>
1) Attract 150 new members over one year;	1) Number of new club members who sign up over course of one year.  110 new members FY 04/05.
2) Involve 12 local businesses (focus on one business per month) in Commuter Club promotion over course of one year;	2) Number of businesses that actively participate in program promotion.  Currently nine businesses promote this program at their workplace.
3) Distribute Commuter Club Mugs to each participant	3) Number of mugs distributed. Each program participant receives a mug and an opportunity to win a bicycle and helmet and bike light.  110 mugs were distributed in FY 04/05.
4) Hold drawings for winners for gift certificates. Each outreach event winner "wins" a bicycle, helmet and bike light. Gift certificates sent out to lucky members.	4) Certificates, bicycle helmets and bike lights issued to drawing winners held randomly throughout the year.

5) Advertise program at local community events;	5) Number of events program outreach was completed over course of year. Program actively promoted at four local community events.
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**Commuter Club Program OVERALL OUTCOMES-Indicators**

- 1) Number of new participants over course of year: 110 new members. Because of funding uncertainties during the last fiscal year, this program was not as actively promoted as it was in the past.
- 2) Number of businesses participating in program: Currently our agency has nine local businesses promoting this program at their workplace.
- 3) Number of community events program outreach was conducted: Program has been actively promoted at four major community events including Watsonville’s 4<sup>th</sup> of July Celebration, Annual Strawberry Festival, Day of the Child and Watsonville Community Hospital Health Fair.
- 4) Number of sites program information is displayed: Each targeted business receives program information to display to employees. Program has been promoted at business network luncheons and Pajaro Valley Chamber of Commerce newsletters.

**1. PROGRAM EVALUATION**

**Commuter Club Program EVALUATION METHODS**

- 1) Phone Survey: PVTMA staff conducts a random phone survey of 10% of program participants at least one month after members sign up to assess level of commitment to using alternative transportation at least one day per week;
- 2) Program Usage: PVTMA staff maintains database of program participants;
- 3) Process Evaluation: PVTMA staff will record and report the completion of above stated goals and tasks of the program.

**Commuter Club Program EVALUATION REPORT**

The PVTMA reluctantly continued with the Commuter Club Program this year. Due to funding uncertainties and the overall cost of the program, we decided to proceed with outreach and promotion on a limited basis. We are, however, pleased with the effort and the number of new members. When the Commuter Club is a feature at community events it receives a great deal of enthusiasm and attention. It has been a “signature” program for our agency and over the years we have been able to sign over 3,000 members. We are in the process of reviewing and evaluating the program for next year.

**\*\*\*One of the Pajaro Valley Transportation Management Association’s primary programs is the “Going Places, Making Choices” program ( a countywide high school education program) which is funded by the Monterey Bay Unified Air Pollution Control District.**

**PVTMA Committee Participation**  
**(for each committee, the PVTMA is a voting member attending**  
**monthly/bimonthly meetings):**

**Interagency Technical Advisory Committee:** Committee shares information on local, state and federal transportation programs, transportation planning efforts, and transportation project implementation.

**Elderly and Disabled Technical Advisory Committee:** Committee provides input on equitable and efficient provision of specialized transportation services for seniors, people with mental and physical disabilities and low income individuals.

**Santa Cruz County Community Traffic Safety Coalition:** 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. The Coalition educates all road users in safety practices to decrease the risk and severity of collisions, and advocates for improved conditions to make all methods of transportation safer.

**Watsonville Pedestrian and Bike Safety Sub-Committee:** Sub-Committee works to facilitate goals and advocates for law enforcement to increase helmet use and promote safe bicycle and pedestrian behavior in the South County Area. This committee conducts outreach by participating in various community events. This year the PVTMA helped to establish a new campaign for the committee to promote the new ***“Pedestrians Should Be Seen And Not Hurt” Campaign.***

**AMBAG-Transportation and Air Quality Region-Wide Marketing/Promotional Campaign:** Tri-county committee to coordinate commute alternatives outreach campaigns in Monterey, San Benito, and Santa Cruz counties. The campaign pools regional resources for alternative transportation promotion and marketing, thereby maximizing their return.

**Action Pajaro Valley Advisory Board:** The mission of Action Pajaro Valley is to create a positive future for the residents of the Pajaro Valley by facilitating an ongoing collaborative process for planning, informing and serving as a resource for the community.

**Pajaro Valley Chamber of Commerce Government Affairs Committee:** Committee identifies and reviews all governmental and transportation uses that impact the success of Pajaro Valley Businesses and Agriculture, and formulates and implements action plans for those uses.

## **PVTMA Ongoing Community Event Participation**

- ◆ Ongoing booth sponsorship and participation in Day of the Child, Watsonville's 4<sup>th</sup> of July Celebration, Strawberry Festival, and Watsonville Community Hospital Health Fair.
- ◆ Bike to Work South County: Sponsor annual event and help with coordination of breakfast site in downtown Watsonville, attend planning meetings prior to event. Currently our agency assists the Bike to Work agency in the spring and autumn Bike-to-Work/School day.
- ◆ Bilingual Outreach Conference: In January 2005 The PVTMA sponsored this conference and partnered with AMBAG to bring together local jurisdictions, transportation agencies and print, radio and television media. Our objective was to come up with ideas and strategies, which would improve outreach to the Latino community, and to increase participation in promotions and transportation programs.
- ◆ Highway 1 Widening Debate: In November the PVTMA sponsored a luncheon in Watsonville. Sixty-five community leaders and interested parties came to hear a debate on Measure J. Supervisor/Commissioner Tony Campos was the Yes proponent for the Measure and the Campaign for Sensible Transportation argued against.
- ◆ Pajaro Valley Unified School District's Triathlon: PVTMA has been asked to sponsor helmets for students participating in this Fitness for Life after school program culminating in the Triathlon. We are donating 50 bike helmets and 50 bike lights to students who need them.
- ◆ Soquel High School's Environmental Fair: PVTMA is a first time participant in this event. Outreach includes day pass bus ticket distribution, bike maps, Wetlands of Watsonville information, Cleaner Cars Program materials as well as "Going Places, Making Choices" materials and presentation.