

## **Folding Bikes in Buses Air District Grant**

Agency: the Santa Cruz Area TMA (SCATMA) sponsorship from the Santa Cruz County Regional Transportation Commission

Funded for: \$67,350.00 for two-year program.

Air District score: 32

Third highest ranking score for Santa Cruz Co. projects

Third highest in cost-effectiveness

Reduces 78,400 automobile trips per year

### **Project Concept:**

The project will provide a price discount to Santa Cruz County area residents who purchase a folding bike and 2 month Metro bus pass. The project's goal is to increase Metro bus ridership and bicycle transportation. Folding bikes are ideal for travel with Metro buses as they provide commuters with the door-to-door transportation convenience of a bike and the long distance travel of a bus. A folding bike can easily and quickly be folded into a carrying package for storage in the bus. One of the main goals of the program is to make bus service reliable for passengers with bikes. Currently many of the popular Metro bus routes regularly exceed the two bike rack carrying capacity, thereby forcing bus passengers to leave their bikes behind or stop taking the bus with their bike. *Folding bikes would increase the buses' bike carrying capacity without any expense to the Santa Cruz Metro Transit District. The Metro District Board recently revised its policies to allow folding bikes in buses.*

### **Target Audience:**

We will target Santa Cruz County area residents who travel over 5 miles to work, too far for most bike commuters. We will target South County routes with high bike use such as the Number 71 which carried 29,643 bikes in fiscal year 2004. Promotional materials will be in English and Spanish to assure an effective outreach.

### **Folding Bikes:**

Folding bikes are increasing in popularity. Dahon, the leading US manufacturer of folding bikes, had a 44% increase in sales in 2004. Dahon reports that the bikes are being sold to commuters and space-stressed apartment dwellers (*Bicycle Retailer & Industry News*, March 1, 2005). Folding bikes store conveniently in office cubicles, closets, and storage rooms reducing the need for secure bike parking.

### **The Discount:**

Our program will aim at consumers interested in the \$300 to \$800 price range for bikes. The average subsidy will be \$175, which translates into roughly a 30% savings. The TMA will also offer a discounted monthly bus pass of \$10 and second monthly bus pass at \$20 to participants. This provides an additional \$70 value to commuters who try combining bus and bike travel.

Contact: Piet Canin, Santa Cruz Area TMA, 423-9569 ext. 127 or [piet@ecoact.org](mailto:piet@ecoact.org)

**Air District AB2766 Grant:  
Bike to School Expansion Project**

Agencies: the Santa Cruz Area Transportation Management Association (TMA)  
And the County Health Services Agency (HSA).

Amount funded for 2 years: \$65,700 requested \$73,550

**Project Concept and Scope:**

Currently, automobile trips to Santa Cruz County area schools increase miles driven and traffic congestion, two key factors contributing to greater automobile emissions. The proposed project would provide safety education, support services, and incentives to increase bike to school trips among students traveling to campuses ranging from elementary to junior high. This increase will occur through:

- (1) Recruit ten new school sites to participate in the twice yearly Bike to School Day, occurring in the spring and fall.
- (2) Implement an in-classroom bicycle tracking system, which will provide a weekly reminder, incentives and encouragement for kids to bike to school.
- (3) Collaborate with the parents and teachers of the ten new school sites regarding bike safety. Provide parents and teachers with appropriate education and support services so they are able to mentor their children, encourage continual support for biking to school, and assist in tracking the increase in bike to school activities.
- (4) Promote the project through the established County Bicycle Safety Education Program. Publicize bike to school activities and in-class tracking project through media releases, public interest articles, and public service announcements.

**New Bike to School Cyclists and Miles:**

We conservatively estimate that 1,700 kids will bike to school for 16,290 miles during a school year.

**Proven Track Record:**

The Santa Cruz Area TMA will utilize staff and resources from our *Bike Smart! Youth Bicycle Safety Program* and *Bike Week Program*. The Santa Cruz County HSA will use staff and resources from the *Community Traffic Safety Coalition (CTSC)* to implement this project. These school bike programs will further coordinate their efforts to reach more of the 87 public, private and charter elementary and middle schools in the County, with a total student enrollment of 32,241 children.

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