

AGENDA: November 2, 2006

TO: Regional Transportation Commission
FROM: Cory Caletti, Senior Transportation Planner
RE Expenditures for Reprinting the 2004 Santa Cruz County Bikeways Map

RECOMMENDATION:

Staff recommends that the Regional Transportation Commission approve the attached resolution authorizing the expenditure of up to \$10,000 to reprint the Santa Cruz County Bikeway Map.

BACKGROUND

The Santa Cruz County Regional Transportation Commission has produced and distributed a Bikeways Map as part of its Bicycle Planning Program for over a decade.

In May of 2002, a new Santa Cruz County Bikeway Map was printed as a significant update to the 1998 map. 15,000 maps were printed and distributed to libraries, bike shops, government agencies, schools and the general public. These maps received much positive feedback and proved to be a valuable guide to the bike routes in Santa Cruz County and an effective tool to promote cycling as a transportation mode. In October of 2003, the RTC approved a reprinting of 10,000 maps as the previous year's supply was dwindling rapidly.

DISCUSSION

Demand for the Santa Cruz County Bikeways Map continues to be high and it is time again to re-print the map.

Because many roadway changes have occurred since 2003, the map was reviewed by local jurisdictions who have advised RTC staff of necessary revisions. Alex Harris, an intern with the RTC, has been volunteering his time on this project as well. The map will be brought to the Interagency Technical Advisory Committee and the Bicycle Committee for final review before the next printing, if needed. All the input and corrections will be brought to the consultant that helped to develop the map, Eureka Cartography, and then sent to the printer. The map will be finalized and printed immediately as current supplies are extremely low.

A summary of the costs is shown below.

Estimated Costs:

Map updates (\$100/hour)	\$1,500
Printing (16,000 copies)	\$7,500
Tax	\$620
Contingencies	\$380
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TOTAL	\$10,000

Funds were approved by the RTC as part of the FY 06-07 budget, under the Rideshare Program, for this expenditure.

SUMMARY

The current Santa Cruz County Bikeway map needs to be re-printed. Staff recommends that the Regional Transportation Commission adopt a resolution ([Attachment 1](#)) authorizing expenditures to re-print the Bikeway map funded by Rideshare funds.

Attachment 1: Resolution

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