



# Bike to Work

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

February 2, 2007

Chairperson Tony Campos  
Santa Cruz County Regional Transportation Commission  
1523 Pacific Avenue  
Santa Cruz, CA 95060

Dear Chairperson Campos and Commissioners:

Santa Cruz County Bike to Work (BTW) is requesting \$41,200 of TDA funds for FY 2007-2008 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 7,756 residents, the highest total to date, participated in our spring and fall Bike to Work/School Day events. The Bike to School program had the greatest participation with 5,624 kids, teenagers, teachers and parents biking to school. The Bike to Work/School Day cyclists rode 37,885 miles for the spring and fall events. This significant mileage helped reduce CO2 emissions by 34,095 pounds.

As the nation and our county addresses the growing problem of obesity BTW's programs are ever more relevant. Daily exercise incorporated into regular routines is frequently cited as the best way to mobilize sedentary people. Biking to work and school fits this criteria for adults and kids. Since safety is a major concern for novice cyclists and parents we have partnered more closely with Bike Smart! Youth Bicycle Safety program and Community Traffic Safety Coalition, and distribute bike safety videos to participating schools. We have leveraged the RTC's support to initiate a bike and pedestrian tracking program in classrooms throughout the county. BTW actively promotes bicycle safety.

Bike Smart's safety work paved the way for more kids to bicycle to school. Bike Smart's in-class presentation and hands-on bike safety rodeo at Mintie White Elementary School in Watsonville led to a highly successful Spring Bike to School Day in which 241 students, parents and teachers participated. While this was Mintie White's first BTS event, it had the highest school turn out for spring 2006.

We leveraged RTC funding to secure Monterey Bay Unified Air Pollution Control District AB2766 money to expand our Bike to School effort and start a year-round classroom-based education project. This program has allowed us to expand into 6 new Bike to School sites and work more closely with school administrators, teachers and parents to increase the number of students biking to school and the frequency they bike.

### ***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 5,624 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, run-off pollution, less traffic congestion, safer streets and healthy individuals.

With SCCRTC support, BTW uses a multi-faceted program approach to reach out to 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.

### ***Broad-base Support***

*BTW leveraged a considerable amount of private and public money to extend SCCRTC's funding. We generated \$19,200 in cash from local businesses and public agencies, plus \$76,000 of in-kind services and product donations in 2006. Over 75 businesses and public agencies, plus 100 individuals volunteered time and 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 have experienced the benefits of biking and have successfully overcome any barriers. They realize it does not take that long, it makes them feel healthier, they do not 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 is 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 \$41,200 for FY 2007-2008 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 traffic congestion, 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

SCCRTC TDA Proposal: Cover Letter

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