

Santa Cruz County Bike to Work/School Program 2006

Program Summary/ Annual Report

Program Summary:

The Bike to Work/School Day (BTW/S) program continues to generate the most extensive publicity, outreach, projects and public education for bicycle transportation in Santa Cruz County. This twenty year-old community program provides local employers, employees and residents with quality education, incentives, and services. BTW initiated several new activities in the effort to move more residents to bike commute. The program achieved a 68% increase in participation since 2000. BTW also collected important data quantifying the program's impact in reducing carbon dioxide emissions.

Major Accomplishments:

Combined figures for 2006:

- ◆ 7,756 residents rode their bikes on the spring & fall Bike to Work/School Days. 5,624 kids/parents/teachers biked for BTS. 2,132 adults biked on the spring and fall BTW/S Days.
- ◆ 248 beginning bicycle commuters participated in the spring and fall BTW Day events.
- ◆ Over 33% (701 cyclists) were first time Bike to Work Day participants.
- ◆ 37,885 miles biked on Bike to Work/School Day by participants.
- ◆ 34,095 pounds of CO2 emissions were prevented from being released into the atmosphere through the BTW/S Day bike mileage of all participants.
- ◆ 106,159 miles biked by participants during Spring Bike Week and during week of Fall Bike to Work/School Day.

Spring 2006 Bike To Work/School Day Facts and Numbers

- ◆ 4,375 total participants. This was the highest total to date.
- ◆ 2,977 elementary, middle, junior high and high school students bicycled to school and 1,398 adults participated in BTW public sites.
- ◆ 26 schools participated – the most ever.
- ◆ 225 beginning cyclists participated in BTW– the most ever.

Spring Highlights:

- ◆ Highest turnout for Bike to Work and School Day.
- ◆ Highest Bike to Work/School Day mileage.
- ◆ 3 new Bike to School sites participated.
- ◆ Continued to put more emphasis on bike safety at local schools and general public.
- ◆ Coordinated with BikeSmart to provide bike safety education to first time participating schools.

Fall 2006 Bike To Work/School Day Facts and Numbers

- ◆ 3,381 total participants. Second highest fall participation numbers despite raining the day before the event.
- ◆ 2,647 elementary through high school students bicycled to school. 734 adults participated in BTW public sites.

- ◆ 3 new schools participated.

Fall Highlights:

- ◆ Distributed five bike safety DVDs and videos to parents and teachers at participating schools. We continue to distribute these UCSC-produced DVD and videos.
- ◆ 13 schools had over 100 children/students cycle to school.
- ◆ Six of the schools had the best participation rates ever, with many having significant percentage increases from past events.

Fall Bike to Work Day Survey Data:

Proposed Santa Cruz Coastal Rail Trail use survey.

Question: Would you use the proposed 31 mile Coastal Rail Trail, from Santa Cruz to Watsonville for bicycling trips that replace a car trip such as work, school, errands, etc. (non-recreational trips)?

Answer: 72% of respondents said YES (490 of 685) – (see chart)

Bike Collision Survey Data.

Question: Have you been involved in a bike/car collision in the past 2 years in Santa Cruz?

Answer: 16% of respondents said YES (112 of 685)

Follow up question: Did your report the accident to the police?

Answer: 27% said yes (30 of 112)

Last question: The location of the collision (see chart)

Top 3 locations of bike/car collisions in Santa Cruz County

1. Soquel Avenue
2. Bay Street
3. Laurel

Event Highlights:

Commute Race

We added a political twist to this popular event as the candidates for the third district Supervisor seat battled it out by car, bike, and electric bike through the streets of Santa Cruz. Also contending were another bicyclist, an electric neighborhood vehicle, and a unicyclist. The race began at UCSC and ended at the Seabright Brewery. It was a close race, but UCSC cyclist Steve Sperling won. Both the *Santa Cruz Sentinel* and *Metro Santa Cruz* printed stories and photos.

Rail and Trail Day

This second time event was successful again despite threatening rain clouds and an untimely downpour at the start of the bike ride. Over 350 kids, teenagers and adults came out to ride the Roaring Camp Train up to Felton from Depot Park in Santa Cruz for a discounted price of \$3.00 each way. 250 of the participants placed their bikes on the train and joined in the group bike ride down Highway 9, complete with CHP escort to allow the riders a car-free and scenic ride. Many people were drenched but happy.

Bike Festival

The Bicycle Trip Bike Fest was a great success with some 250 kids and adults attending this family style event. The event mixed entertainment with hands on education and information booths. The event featured a Kid's Bicycle Safety Obstacle Course run by Bike Smart! Youth Bicycle Safety program, bicycle resource booths by Bike to Work and the Santa Cruz County Cycling Club, an Air and BMX stunt show, and a Pro Skateboard stunt show by Skateworks. Besides fully sponsoring the stunt show, the Bicycle Trip Bicycle Shop also paid for a free barbeque, raffle, and live music by Stone Grove. Santa Cruz X broadcasted a live radio remote. The Bike Smart! safety course was filled to capacity with eager children practicing bike safety on a simulated street with cut-out cars, railroad crossings, stop signs, and driveways.

Annual Promotion

- ◆ Five articles with photographs in the **Santa Cruz Sentinel**.
- ◆ Six ads in the **Santa Cruz Sentinel**.
- ◆ 200 TV ads on **Comcast Cable**.
- ◆ **Street banners** placed along major streets in Watsonville, and Capitola.
- ◆ Large format **banner** placed at the main entrance of UCSC.
- ◆ **The Good Times** ads in 2 issues.
- ◆ An article with photograph in the **Metro Santa Cruz**.
- ◆ Bike Week art on the cover of **the Connection Magazine**.
- ◆ Bike Week mention in **Sierra Club** newsletter/magazine.
- ◆ Two prominent front page articles and photographs in the **Santa Cruz County Cycling Clubs newsletter**.
- ◆ Hot pick by the **Conference and Visitor's Council**
- ◆ Mention on **Newsday.com**
- ◆ Ads in most of the area's **recreation guides**, including the UCSC recreation guide.
- ◆ Ads in the following publications: *Santa Cruz Sentinel*, *Good Times*, *The Connection Magazine*, and *The Student Guide*.
- ◆ Two weeks of ads & PSA's on **KPIG radio**.
- ◆ **AMBAG Clean Air Month** promotions for Bike Week.

- ◆ 3,000 hits on program website (www.bike2work.com) during Bike Week.
- ◆ Listed on **websites** of numerous organizations including the RTC, People Power, Santa Cruz County Cycling Club, and Ecology Action.
- ◆ Over 8,000 email announcements delivered.
- ◆ Two **Roadside signs** on North Pacific Avenue.
- ◆ **Banners** placed at most of the public breakfast stops one week prior to the event.
- ◆ **High quality vinyl directional signs** placed near all the City of Santa Cruz breakfast sites on Bike to Work Day.
- ◆ 2,000 4-color **event posters** displayed at storefronts, businesses, and offices throughout Santa Cruz County.
- ◆ All event posters were published in English and Spanish.
- ◆ 325 event **T-shirts** produced and distributed.
- ◆ 6,500 **event brochures** distributed to businesses, public agencies and individuals.
- ◆ Gave away some 1,500 Bike Week water bottles with BTW art and URL. The custom made water bottles were donated by Specialized.
- ◆ Announcements at local **public hearings** and **meetings**.
- ◆ **Tabling at special events** in April and May. August and September tabling at **UCSC, Cabrillo College's main campus and Watsonville campus, and the Santa Cruz downtown Farmer's Market**. October tabling at **Threshold** Enterprise and **Plantronics**.

Bike to School Promotions:

- ◆ Bike to School promotional flyers in English/Spanish distributed to all participating schools.
- ◆ 4-color posters, in English and Spanish, distributed to all participating schools.
- ◆ Educational/informational bicycling materials on safety, helmet guidelines, traffic rules and regulations, etc. Many materials were in English and Spanish.
- ◆ Worked with Bike Smart and the Community Traffic Safety Coalition (CTSC) to produce school presentations about safety, helmet guidelines, traffic rules and regulations, responsible bicycling, etc.
- ◆ Bike Week black and white poster art reproduced for school kids to color in and add their own bike message. These coloring sheets were distributed to elementary and grade schools.
- ◆ UCSC TAPS produced Bike safety DVD and videos distributed to teachers and parents.

Sponsors and Contributions:

Bike to Work continues to receive strong support from local businesses and public agencies with 75 sponsors for spring Bike Week. These sponsors contributed cash, products, and services to the program. Twenty-three private and public sponsors donated \$19,200 in cash. We generated \$850 in raffle and T-shirt sales for a total of \$20,050 of cash income. Our goal for last year was \$26,195. This year there were several new sponsors and many continuing sponsors that increased their contributions despite the current economic downturn.

An estimated \$50,000 worth of products (breakfast food and drinks, promotional materials and ads, and event supplies) were donated along with \$26,000 in-kind staff and volunteer time. Volunteer services were donated to plan, implement, and promote the various Bike Week activities.

Collaboration:

Bike Week's success relies on extensive collaboration with community groups, public agencies and local businesses. This year we strengthened our partnership with these entities to get more people to drive less and bike commute more in a safe and responsible manner. We worked jointly with the host agencies of Bike Week in Monterey and San Benito Counties to increase promotion in the tri-county area. We continue to work with an increasing number of local schools to boost Bike to School participation, city and county agencies for better planning and promotion, and with business sponsors for better outreach and information to their employees. The following is a partial list of our partnerships:

- ◆ **The Santa Cruz Area Transportation Management Association (SCATMA):** The non-profit umbrella organization of the Bike to Work program.
- ◆ **Ecology Action:** Ongoing partner in promotion, shared office space, staffing, and equipment.
- ◆ **Regional Bike Week programs:** Coordinated with Monterey and San Benito Counties in sharing artwork, poster and T-shirt production to reduce cost and produce an unified look; coordinated promotion of Bike Week through shared radio and TV stations, website, highway signs and shared in expense of product giveaways.
- ◆ **Santa Cruz County Regional Transportation Commission:** Provided major cash funding and promotional support of BTW outreach materials. The RTC 's Bike Committee provided input to Bike Week event planning and BTW updated the Committee on our activities. BTW distributes hundreds of the RTC's Bikeway maps, and promotes its bike services,. and distributed the RTC's Bike Hazard reporting form to fall BTW participants.
- ◆ **The Community Traffic Safety Coalition (CTSC):** BTW distributes CTSC bike safety pamphlets, and BTW staff attend CTSC monthly meetings. CTSC staffed a BTW Day breakfast site and attend Bike to Work Steering Committee meetings, and CTSC school bike safety presentations are coordinated with Bike to School activities.
- ◆ **Bike Smart! Youth Bicycle Safety Program:** Conducted bicycle safety programs including bicycle obstacles courses at several of the highest participating Bike to School Day schools.
- ◆ **Pajaro Valley Transportation Management Association:** Provided funding, promotional support, and staffing for Bike Week in south county.
- ◆ **The City of Santa Cruz:** Provided cash funding, staff support for promotions, facilities and equipment, as well as permit fee waivers. The City Bike Coordinator and the Transportation Coordinator are BTW Advisory Board members.
- ◆ **County of Santa Cruz Public Works Department:** Staff places "Share the Road" and directional signs on county streets to notify motorists to be careful of cyclists and to direct cyclists to the Bike to Work/School breakfast sites.
- ◆ **City of Watsonville:** Provided cash funding, staff support for internal promotion, facility use and fee waivers.
- ◆ **City of Scotts Valley:** Provided staff support for internal promotions.
- ◆ **City of Capitola:** Provided cash and staff support for promotion, event planning and implementation. Staff helped with placement of street banner.
- ◆ **HUB for Sustainable Transportation: People Power** helped host Rail Trail Day, provided volunteer support and promoted Bike Week. **PEDX** was hired to coordinate the food pick-up and delivery by bicycle to our 40 free breakfast sites.
- ◆ **Friends of the Rail Trail (FORT):** Helped organize Rail and Trail Day.

- ◆ **Santa Cruz County Cycling Club:** Provided volunteers and promoted Bike Week.
- ◆ **Santa Cruz Bicycle Industry Coalition:** Provides on-going promotions of Bike Week and helps with the Bike Industry tours.
- ◆ **Seaside Company:** Continues to host a company Bike to Work breakfast site.
- ◆ **University of California Santa Cruz:** **TAPS** provided funding and staff support for promotion and provided an unlimited number of free bike safety DVD. The UCSC **Bike Coop** assisted in setting up and staffing a BTW breakfast site. The UCSC **Woman's Center** hosted a successful first-time breakfast site on lower campus. The UCSC **Cycling Team** provided volunteer support.
- ◆ **Cabrillo College:** Provided funding, staff support for internal promotion, and assisted in setting up BTW breakfast sites.

Bike to Work/School Day Comparative Statistics
1999 to 2006

	Spring '99	Fall '99	Spring '00	Fall '00	Spring '01	Fall '01	Spring '02	Fall '02	Spring '03	Fall '03	Spring '04	Fall '04	Spring '05	Fall '05	Spring '06	Fall '06
Total Participants for B2W Day	1,189	700	1,036	904	1,056	1,119	764	847	1,228	1,233	1,228	796	671	780	1,399	734
Total School Participants for B2S Day	2,768	1,002	2,268	1,324	1,516	2,285	2,426	2,727	2,444	2,631	2,430	2,430	2,200	2,460	2,977	2,647
Total B2W/S Participants	2,021	1,702	2,306	2,228	2,572	3,404	3,190	3,574	3,672	3,954	3,656	3,226	2,871	3,240	3,751	3,381
Total work bike miles traveled on B2W day	10,546	6,335	9,311	7,847	11,293	11,467	6,286	10,531	7,069	7,146	15,362	8,722	5,362	6,655	10,540	4,849
Total School bike miles traveled on B2S day	3,328	4,008	5,072	5,298	6,064	9,140	7,088	9,578	10,908	10,524	9,840	9,720	8,240	9,840	11,908	10,588
Total B2W/S Miles	13,774	10,343	14,383	13,143	17,357	20,607	13,096	20,407	17,977	17,670	25,202	18,492	13,602	16,495	22,448	15,437
Total of non-work bike miles during Bike Week	18,798	6,767	9,505	12,665	17,957	18,482	16,246	16,246	10,336	11,388	16,329	8,741	8,115	8,741	15,769	8,482
Bike to work trip miles other than B2W day	21,158	20,386	29,515	19,773	27,356	28,667	14,972	14,972	31,607	17,108	21,958	29,276	21,926	29,276	26,034	17,989
Total of all Bike trip miles for the week	59,731	37,496	53,403	45,581	62,670	67,656	50,264	50,264	59,920	46,166	63,827	56,829	43,043	54,512	67,251	41,908
Average miles biked rdn trip for B2W Day participants	8.78	9.05	8.97	8.68	10.69	10.75	8.78	8.78	10.41	10.01	12.20	12.20	8.06	9.40	8.70	7.00
Average miles biked rdn trip for B2S Day participants (estimated)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Average # times B2W participants biked to work for Bike Week	3	3	3	3.52	3.5	3.4	3.5	3.4	3.5	3.4	3.5	3.75	3.56	3.98	3.5	3.7
Number of Participants who rode non-work miles	75	398	90	636	861	838	566	789	543	587	572	542	542	569	953	552
Average non-work miles biked roundtrip	25	17	19	22	17	22.8	30.5	30.5	17	19.5	28.7	15.57	16.88	16.34	15	15
Number of first time/beginning bike commuters	100	39	65	50	153	200	73	73	88	90	95	85	85	75	161	87
Number of infrequent bike commuters	100	39	65	50	153	200	73	73	88	90	95	85	85	75	161	87
Number of first time participants	128	18	60	157	249	324	144	144	324	173	249	146	146	102	252	106
# of times (and % of those surveyed) biked to work during Bike Week	128 (17%)	18 (3%)	60 (9%)	157 (16%)	249 (34%)	324 (48%)	144 (20%)	144 (20%)	324 (48%)	173 (24%)	249 (34%)	146 (20%)	146 (20%)	102 (14%)	252 (34%)	106 (15%)
1xweek	128 (17%)	18 (3%)	60 (9%)	157 (16%)	249 (34%)	324 (48%)	144 (20%)	144 (20%)	324 (48%)	173 (24%)	249 (34%)	146 (20%)	146 (20%)	102 (14%)	252 (34%)	106 (15%)
2xweek	144 (19%)	65 (11%)	191 (26%)	98 (10%)	171 (23%)	169 (18%)	117 (16%)	117 (16%)	110 (15%)	103 (14%)	117 (16%)	119 (16%)	117 (16%)	109 (15%)	184 (25%)	68 (9%)
3xweek	124 (16%)	63 (11%)	191 (26%)	93 (9%)	138 (19%)	145 (16%)	83 (11%)	83 (11%)	105 (14%)	108 (15%)	108 (15%)	104 (14%)	108 (15%)	114 (15%)	140 (19%)	115 (16%)
4xweek	244 (32%)	143 (24%)	69 (22%)	228 (24%)	330 (45%)	251 (36%)	251 (36%)	251 (36%)	192 (26%)	151 (22%)	133 (20%)	179 (24%)	133 (20%)	307 (43%)	220 (29%)	189 (26%)
5xweek	332 (65%)	178 (30%)	199 (26%)	191 (20%)	NA	243 (32%)	243 (32%)	243 (32%)	201 (28%)	287 (40%)	227 (34%)	220 (30%)	227 (34%)	119 (17%)	393 (53%)	163 (22%)
Other ways commuted to work	45 (9%)	20 (3%)	19 (2%)	25 (3%)	NA	75 (10%)	75 (10%)	75 (10%)	30 (4%)	58 (8%)	63 (9%)	63 (9%)	63 (9%)	69 (10%)	121 (16%)	79 (11%)
drove alone	82 (11%)	35 (6%)	35 (5%)	29 (3%)	NA	117 (15%)	117 (15%)	117 (15%)	118 (17%)	98 (14%)	98 (14%)	87 (13%)	87 (13%)	90 (13%)	147 (20%)	97 (14%)
walked	80 (9%)	14 (2%)	11 (1%)	20 (2%)	NA	90 (12%)	90 (12%)	90 (12%)	78 (11%)	96 (13%)	83 (11%)	95 (13%)	83 (11%)	104 (15%)	146 (20%)	88 (13%)
bus	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
carpool	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
other	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bike Buddy Registrations	NA	110	150	NA	NA	NA	50	50	NA	NA	NA	NA	NA	NA	NA	NA

* Counts are of those who have responded to the B2W survey.
Not all surveyed responded to all questions on the survey.