

**AGENDA:** November 15, 2007

**TO:** Transportation Policy Workshop

**FROM:** Cory Caletti, Senior Transportation Planner

**RE:** Santa Cruz County Electric Bicycle Commuter Incentive Program – Final Report

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## **RECOMMENDATION**

Staff recommends that the Regional Transportation Commission accept the “*Santa Cruz County Electric Bicycle Commuter Incentive Program – Final Report*” ([Attachment 1](#)).

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## **BACKGROUND**

In 1998, the Regional Transportation Commission completed a Major Transportation Investment Study (MTIS) to evaluate a wide range of transportation options to meet the mobility needs of Santa Cruz County both now and in the future. The federally mandated study examined transportation alternatives in the Watsonville - Santa Cruz - UCSC corridor and considered transportation capacity, costs, benefits, environmental impacts and transportation impacts.

One of the projects approved as part of the Commission’s MTIS decision in 1999 was a program to subsidize the purchase of electric bicycles for Santa Cruz County residents. At that time, the Commission committed to identifying future funding in the amount of \$1 million for this program.

Initiated in 2000, the Santa Cruz County Electric Bike Commuter Incentive Program (E-Bike Program) encouraged the regular use of cost effective electric bicycles to reduce single occupancy auto trips, traffic congestion, neighborhood traffic volumes and speeds, parking demand and air pollution.

Ecology Action, a Santa Cruz based environmental non-profit organization, was selected as the implementing agency for the E-bike Program. Funding for this project has come from Commission Reserve funds (\$23,000), Regional Surface Transportation Program Exchange funds (\$772,000), and from the Monterey Bay Unified Air Pollution Control District’s (MBUAPCD ) AB 27766 clean air grant program (\$205,000). The total amount of funding allocated to the Electric Bike Commuter Incentive Program to date completes the RTC’s funding commitment of \$1 million.

## **DISCUSSION**

As the implementing agency, Ecology Action (EA) designed, administered and implemented the Santa Cruz County Electric Bicycle Commuter Incentive Program, funded jointly by the SCCRTC and the MBUAPCD. In 2000, Ecology Action began work on securing solid program funding, testing equipment & setting vendor standards, developing administrative tracking systems and survey methodologies, establishing qualifying & enrolling processes, setting subsidy amounts and developing a long-term promotion plan. Over the following seven years, Ecology Action implemented what became a well know program. Ecology Action provided updates to the RTC and responded to feedback from Commissioners tailoring the program to maximize its demographic and geographic reach.

Ecology Action prepared a Final Report (Attachment 1) analyzing program goals, tasks and outcomes accomplished for all program activities from March 2000 through August 2007. Virginia Johnson, EA's Executive Director will present the Final Report at the November 15, 2007 Transportation Policy Workshop (TPW) meeting and address any questions about the program.

## **SUMMARY**

Ecology Action designed, implemented and administered the Santa Cruz County Electric Bicycle Commuter Incentive Program that was selected through the RTC's MTIS process. The RTC has completed its funding commitment of \$1 M to the program and thus, a final report is provided for review (Attachment 1).

Attachment 1: *"Santa Cruz County Electric Bicycle Commuter Incentive Program – Final Report"*