



*Attachment 8*  
**EcologyAction**

*Innovation • Partnership • Community*

February 12, 2008

George Dondero  
Executive Director  
Santa Cruz County Regional Transportation Commission  
1523 Pacific Avenue  
Santa Cruz, CA 95060

Dear Mr. Dondero:

Ecology Action is requesting \$41,200 of TDA funds for FY 2008-2009 to support an important portion of our Santa Cruz County Bike to Work (BTW) program. The Commission's allotment has proven crucial for the continuing success and expansion of our programs, which are aimed at increasing bicycle commuting. At the current funding level, BTW has improved both the quality and quantity of its effort. The BTW program continues to supplement RTC funding with over \$22,000 in cash support and \$75,000 of in-kind contributions from local businesses, individuals, and public agencies. Our effectiveness is illustrated in the attached program summary and survey data comparison.

Last year, 9,600 residents participated in our spring and fall Bike to Work/School Day events, a 24% increase from 2006 and the highest total to-date. The Bike to School program had the highest participation with 7,050 kids, teenagers, teachers and parents biking to school. Bike to Work/School Day cyclists rode 47,948 miles for the spring and fall events and this significant mileage helped reduce CO<sub>2</sub> emissions by 47,000 pounds.

Bike To Work's impact on bike commuting trends reaches beyond the popular Bike To Work/School Days. Bike To Work/School Day is a stepping-stone for recruiting year-round bike commuters. For example, Bike to Work program staff started a year round biking and walking tracking project in local classrooms that uses Monterey Bay Area Unified Air Pollution Control District funds. Throughout the year, we also provide resources such as our *Tips for Winter Bike Riding* pamphlet, our web bike commuter resource guide and email updates on bike commuting news. Finally, it is important to recognize that Bike to Work/School 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 pay for parking and they save money on gasoline. 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.

Santa Cruz County Bike to Work (BTW) has successfully utilized past funds received from the SCCRTC. We are requesting \$41,200 for FY 2008-2009 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. Ecology Action attests to the accuracy of the claim and all its accompanying documentation.

Sincerely,

Piet Canin  
Bike to Work Program Director

23-23