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Ecology Action (formerly the Santa Cruz Area TMA) report on CMAQ Phase-out funding work for FY 07-08.

Ecology Action (EA) utilized the majority of SCCRTC approved CMAQ phase out funds for FY 07-08 to launch the Go Green campaign, a sustainable transportation promotional and service effort, targeting Cabrillo College students. Cabrillo College was the focus of Go Green since some 13,000 students travel to and from the college's main Aptos campus impacting the Highway One travel corridor from Watsonville to Santa Cruz. EA also developed a Cabrillo employee baseline travel survey which was conducted by Cabrillo staff. Ecology Action also maintained and increased sustainable transportation services to several other large employers including Santa Cruz County, Plantronics, and the Seaside Company.

Ecology Action coordinated outreach and service efforts with the RTC's Commute Solutions, Pajaro Valley Area TMA, Santa Cruz Metro and local jurisdictions.

Go Green @ Cabrillo College

Ecology Action spent the first half of FY 07-08 planning and coordinating with Cabrillo College staff (largely with Cabrillo's VP of Student Service and her staff) on the Go Green campaign to be launched at the beginning of Cabrillo's spring semester in February. Staff planned, designed, and produced campaign promotional and informational products that included a student informational brochure, a website, banners, stickers, t-shirts, a logo as well as baseline survey and pledge forms. The new brochure and website were developed as Cabrillo student specific comprehensive how-to guides for modes of travel other than single occupancy vehicle (SOV) trips. Staff researched services available at Cabrillo and how to access those services.

EA worked closely with Commute Solutions staff, who provided valuable input, to develop and revise the student baseline travel survey. Cabrillo College implemented the baseline survey during January, 2008's winter session at a cross section of classes. Over 300 students completed the survey and a survey report was produced. Raffle prize incentives were offered to the students who filled out the survey. The baseline survey was conducted prior to the start of the Go Green outreach effort to get as good of a snapshot as possible of travel modes and factors at Cabrillo.

The Go Green campaign began the first day of Cabrillo's spring semester (Monday, February 11). Staff and volunteers were stationed at information booths located at various "high foot traffic" spots throughout the Aptos campuses to distribute information and promotional items regarding sustainable transportation (including the Go Green informational brochure, Metro bus schedule, RTC Bike Map, Commute Solutions handouts, etc.). Those staffing the information booths assisted students with particular questions regarding alternative transportation options and encourage students to sign the "Go Green pledge form". Over 300 students pledged to use alternative transportation once per week for one month. Students who signed a pledge form are eligible to win prizes from local businesses including a commuter bicycle, gift certificates to local

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restaurants and bicycling gear. Go Green staff also provided stickers directing students to the www.gogreencollege.org website containing sustainable transportation options customized for Cabrillo students. EA maintained staffed information booths through the middle of March and also staff several days at the Watsonville campus.

Other outreach methods included: web link on Cabrillo's homepage to campaign website; emails to faculty encouraging them to let their students know about campaign; campaign banners displayed on Cabrillo footbridge over Soquel Drive, at main quad and at information booths; several class room presentations by EA staff; unstaffed information displays set up at library, administration, student services and bookstore buildings; several posters of photos of Cabrillo students biking, taking the bus, walking and carpooling placed throughout campus that promoted pledge and website; campaign pledge form available as an online survey at campaign website.

Late in the semester an online follow-up survey was conducted to Cabrillo students who had completed the baseline survey and pledge form. A total of 114 responses have been collected of the follow-up travel survey. Fifty-one percent of the those who took the campaign pledge and follow up survey said they increased their use of sustainable transportation because of Go Green campaign and some 20% of those who completed the baseline survey increase their use of sustainable transportation. Bicycling, busing and carpooling where the top three forms of increased sustainable transportation. Some 70% of those who took the pledge said the campaign provided them with useful alternative transportation information. The Go Green informational brochure was identified as the most helpful information provided by the campaign

Overall Measurable Results:

- 360 baseline travel surveys completed by Cabrillo College students.
- 900 informational Go Green brochures distributed to students; 600 on display throughout campus;
- Over 900 unique visitors to www.gogreencollege.org.
- Over first three weeks of spring semester staffed 4 information booths per school day.
- 1600 Go Green stickers distributed; 250 on display throughout campus
- 130 RTC bike maps distributed; 75 on display throughout campus
- 27 METRO bus schedules distributed; 100 on display throughout campus
- 2 articles in the Santa Cruz Sentinel featured the Cabrillo baseline survey
- 347 total pledge forms completed by students (February and March combined); 10 prizes awarded to students who pledged to Go Green.
- 114 students completed the follow up travel survey.
- 51% of campaign pledgers who took a follow up survey said they increased their use of sustainable transportation because of the Go Green campaign

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Expanded Membership Sustainable Transportation Services

Ecology Action staff revised, made available online, and increased promotion of our core sustainable transportation services which are zero interest bike loans, emergency ride home and discounted bus services.

Coordinated with TAPS staff to distribute ERH vouchers to UCSC staff/faculty members who completed the ERH application through the Ecology Action website. Also worked with Santa Cruz County and City staff to update and streamline the distribution of EA membership service and information.

Overall Results

- 16 local employer members covering over 7,000 employees with EA membership transportation services. Ten members are private businesses or non-profits.
- Received 60 ERH applications. Paid out for 16 membership ERH redeemed taxi cab vouchers.
- Processed 10 bike loan applications and delivered four bike loan checks.
- Sold 20 discounted monthly bus passes.

Large employer/general public activity:

EA staff conducted a variety of outreach and promotional efforts to large employers and the general public. Much of our outreach was focused on information booths at such employee events as: the Plantronics Wellness Fair as well as their Earth Day; Watsonville Earth Day/Day of the Child; Cabrillo College Wellness Fair; Climate Change event; UCSC Fall Festival; Santa Cruz County new employee orientation; Santa Cruz Farmers Market.

EA staff also worked with HR and transportation coordinators at large employers to disseminate TDM information. Mailed Bike Week letter, poster and brochures, to large employers (UCSC, City of Santa Cruz, Santa Cruz Seaside Co., etc.) to launch the “Bike to Work Day is Every Day” employer challenge. EA provided contest and prize incentives for employers to actively encourage their employees to bike as much as possible during Bike Week. At Bike to Work Day breakfast site staffed information booths with a variety of TDM at the two most frequented sites with over 570 visitors.

Overall Results

- Staffed 8 information booths at large employers or general public events.
- Mailed out TDM information and promotions to 80 local employers.
- Updated and maintained 2 TDM information based websites for general public access.