



**Santa Cruz County Regional
Transportation Commission's
BICYCLE ADVISORY COMMITTEE**

AGENDA

Monday, April 13, 2015

6:00 pm to 8:30 pm

**RTC Office
1523 Pacific Ave
Santa Cruz, CA 95060**

1. Call to Order
2. Introductions
3. Announcements – RTC staff
4. Oral communications – members and public

The Committee will receive oral communications during this time on items not on today's agenda. Presentations must be within the jurisdiction of the Committee, and may be limited in time at the discretion of the Chair. Committee members will not take action or respond immediately to any Oral Communications presented, but may choose to follow up at a later time, either individually, or on a subsequent Committee agenda.

5. Additions or deletions to consent and regular agendas

CONSENT AGENDA

All items appearing on the consent agenda are considered to be minor or non-controversial and will be acted upon in one motion if no member of the Committee or public wishes an item be removed and discussed on the regular agenda. Members of the Committee may raise questions, seek clarification or add directions to Consent Agenda items without removing the item from the Consent Agenda as long as no other committee member objects to the change.

6. Accept draft minutes of the February 9, 2015 Bicycle Committee meeting (pages 4-7)
7. Accept summary of Bicycle Hazard reports (page 8-9)
8. Accept Bicycle Committee roster (page 10)
9. Accept memorandum from the Bicycle Advisory Committee to local jurisdictions regarding Bicycle Advisory Committee's priority projects (pages 11-12)

10. Accept letter from the Bicycle Advisory Committee to the County Public Works recommending green bike lanes at interchanges (page 13)
11. Accept letter from the Community Traffic Safety Coalition to County Public Works in support of Green Lane Treatments at Freeway Interchanges in Santa Cruz County (page 14)
12. Accept February 9, 2015 Santa Cruz Sentinel article "*Advocates proposing green lanes at freeway intersections*" (pages 15-16)
13. Accept project update on the RTC's Unified Corridors Plan and consider participating in a survey and upcoming workshop (pages 17-18)
14. Approve recommendation that the RTC approve the FY 15/16 Transportation Development Act funding request for \$50,000 from Ecology Action for the agency's yearly Bike to Work program (pages 19- 33)
15. Approve recommendation that the RTC approve the FY 15/16 Transportation Development Act funding request for \$100,000 from the County Health Services Agency for the Community Traffic Safety Coalition and Ride 'n Stride education program (pages 34-50)

REGULAR AGENDA

16. Office Elections (page 51)
17. Receive an introduction of a new member, an update on reappointments, and a comment from the public on reappointment recommendations (pages 52- 53)
18. "What Bicyclists and Pedestrians Want Each Other to Know" brochure proposal – *Veronica Elsea, Elderly and Disabled Transportation Advisory Committee member and Karena Pushnik, RTC Senior Transportation Planner* (page 54)
19. City of Scotts Valley proposed bicycle projects – *Presentation from City of Scotts Valley Public Works Director Scott Hamby* (pages 55- 56)
20. Santa Cruz County Bicycle Route Signage Program: Draft 2015 Implementation Plan - *Presentation from Grace Blakeslee, RTC Senior Transportation Planner* (pages 57- 104)
21. Projects check-ins and report out on Committee members' outreach – *Oral presentation from Committee members*
22. Member updates related to Committee functions
23. Adjourn

NEXT MEETING: The next Bicycle Committee meeting is scheduled for Monday, June 8, 2015 from 6:00pm to 8:30pm at the RTC office, 1523 Pacific Ave, Santa Cruz, CA.

HOW TO REACH US

Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue, Santa Cruz, CA 95060
phone: (831) 460-3200 / fax (831) 460-3215
email: info@sccrtc.org / website: www.sccrtc.org

AGENDAS ONLINE:

To receive email notification when the Bicycle Committee meeting agenda packets are posted on our website, please call (831) 460-3201 or email ccaletti@sccrtc.org to subscribe.

ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES

The Santa Cruz County Regional Transportation Commission does not discriminate on the basis of disability and no person shall, by reason of a disability, be denied the benefits of its services, programs, or activities. This meeting location is an accessible facility. If you wish to attend this meeting and require special assistance in order to participate, please contact RTC staff at 460-3200 (CRS 800/735-2929) at least three working days in advance of this meeting to make arrangements. People with disabilities may request a copy of the agenda in an alternative format. As a courtesy to those person affected, Please attend the meeting smoke and scent-free.

SERVICIOS DE TRADUCCIÓN/TRANSLATION SERVICES

Si gusta estar presente o participar en esta junta de la Comisión Regional de Transporte del condado de Santa Cruz y necesita información o servicios de traducción al español por favor llame por lo menos con tres días laborables de anticipo al (831) 460-3200 para hacer los arreglos necesarios. (Spanish language translation is available on an as needed basis. Please make advance arrangements (at least three days in advance by calling (831) 460-3200.

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Santa Cruz County Regional Transportation Commission's

BICYCLE ADVISORY COMMITTEE

Minutes - Draft

**Monday, February 9, 2015
6:00 p.m. to 8:30 pm**

**RTC Office
1523 Pacific Ave
Santa Cruz, CA 95060**

1. Call to Order: 6 pm
2. Introductions

Members Present:

Kem Akol, District 1
David Casterson, District 2, Chair
Peter Scott, District 3
Will Menchine, District 3 (Alt.)
Amelia Conlen, District 4
Rick Hyman, District 5
Bill Fieberling, City of Santa Cruz
Andy Ward, City of Capitola
Daniel Kostelec, City of Capitola (Alt.)
Lex Rau, City of Scotts Valley
Leo Jed, CTSC, Vice-Chair
Jim Langley, CTSC (Alt.)
Piet Canin, Ecology Action/Bike-to-Work (Alt.)

Staff:

Cory Caletti, Sr Transportation Planner
Rachel Moriconi, Sr Transportation Planner
Grace Blakeslee, Sr Transportation Planner
Ginger Dykaar, Transportation Planner

Unexcused Absences:

Excused Absences:

Carlos Garza, City of Santa Cruz (Alt.)
Gary Milburn, City of Scotts Valley (Alt.)
Holly Tyler, District 1 (Alt.)
Myrna Sherman, City of Watsonville
Emily Glanville, Ecology Action/Bike to Work
Jim Cook, District 2 (Alt.)

Vacancies:

District 4 and 5 – Alternates
City of Watsonville – Alternate

Guests:

Sam Clark, Santa Cruz Sentinel
Alex Burke, Santa Cruz resident
Dusten Dennis, Santa Cruz resident
Steve Piercy, Soquel resident, bike advocate
Pauline Seales, 350 Santa Cruz, Citizen Climate
Lobby
Steve Wiesner, County Public Works
Peter Stanger, La Selva bicyclist/People Power
member

3. Announcements – Cory Caletti, staff to the Bicycle Advisory Committee, made the following announcements: 1) some seats on the Bicycle Committee expire at the end of March and vacancies need to be filled; 2) the Manual of Uniform Control Devices has been updated and includes a sign for the 3-foot buffer for passing of bikes; 3) parklets are being considered for

Cathcart Street in the City of Santa Cruz; 4) the Highway 1 rumble strip project will begin soon and staff suggested bicycle related improvements; 5) RTC staff is working with local jurisdictions to improve follow-ups with submitters of hazard reports; 6) after speaking with the County Public Works Director regarding recommended improvements for Graham Hill Road, Commissioner McPherson concluded that the recommendations are too costly for immediate implementation but improvements will be explored; 7) staff submitted a \$5M grant application to the Federal Lands Access Program for a north coast segment of the rail trail; and 8) the Watsonville Open Streets event will be held on March 17, 2015.

4. Oral communications – Steve Wiesner, County of Santa Cruz Public Works Assistant Director, indicated that the County of Santa Cruz will pursue a grant for the Live Oak rail trail segment. Jim Langley expressed concern regarding the narrow width of bike lanes on lower Western Drive. Bill Fieberling expressed concern regarding restricted access to the Boardwalk due to the new ramp to the San Lorenzo River bridge walkway. Steve Piercy, member of the public, indicated that he mapped bicycle injuries and fatalities using TIMS and SWITRS information to make the data visually meaningful. He will provide the URL for the website where the information is housed.
5. Additions or deletions to consent and regular agendas – Additional comments from the public were received for item #12. Copies of the comments were distributed.

CONSENT AGENDA

A motion (Jed/Fieberling) to approve the consent agenda passed unanimously with members Akol, Casterson, Scott, Conlen, Canin, Hyman, Ward, Fieberling, Jed and Rau voting in favor. No votes were cast in opposition.

6. Accepted draft minutes of the December 8, 2014 Bicycle Advisory Committee meeting
7. Accepted summary of Bicycle Hazard reports
8. Accepted Bicycle Advisory Committee roster
9. Accepted Draft 2015 Bicycle Advisory Committee meeting schedule and tentative agenda items
10. Accepted letter from the Bicycle Advisory Committee to the Office of Traffic Safety in support of the County of Santa Cruz Health Services Agency 2016 grant application
11. Accepted letter from the Bicycle Advisory Committee to Board of Supervisors McPherson and Coonerty regarding Graham Hill Road bicycle improvement recommendations.

REGULAR AGENDA

12. Green bike lane treatments at select freeway interchanges – Amelia Conlen, Bicycle Advisory Committee member and People Power Director discussed the emerging use of green bike lanes at conflict zones. Other jurisdictions have installed green bike lanes at highway interchanges and People Power is proposing that this treatment be considered at a few intersections locally. The County Public Works Department is interested in receiving community input. A motion (Ward/Canin) was made to convey the Committee's strong support and appreciation of green bike lanes, and to request that all freeway interchange locations identified be considered for this treatment but to give highest priority to Soquel Drive at Dominican and the interchange at State Park Drive. Committee members offered design treatment assistance and would appreciate involvement. The motion passed with Akol, Casterson, Scott, Conlen, Canin, Ward, Fieberling,

Jed, and Rau voting in favor. Rick Hyman voted in opposition. Another motion by Kem Akol to write a letter to other local jurisdictions in support of wide-spread application of green bike lane placement failed due to lack of a second; instead members asked staff to agendize a discussion of select locations where application should be considered at the next meeting.

13. Draft Committee Member travel expense reimbursement policy – Grace Blakeslee, Senior Transportation Planner summarized the staff report. A motion was made (Ward/Conlen) to approve the proposal but with a request that a 120 day time period be allotted to seek the reimbursement. Members discussed requesting a higher amount or requesting the reimbursement of expenses like tubes but ultimately not made a part of the motion. Casterson, Scott, Hyman, Conlen, Canin, Ward, Jed, and Rau voting in favor. Akol and Fieberling voted in opposition.
14. AMBAG's 2015 Public Participation Plan update – Grace Blakeslee, Senior Transportation Planner, summarized the staff report and requested feedback on what additional public participation activities the RTC and AMBAG could engage community members through. Members requested that the Public Participation Plan make specific reference to newspapers ads, suggested that PSA should be utilized regularly to inform the public about projects and opportunities for input, consider a Google news group, and take advantage of opportunities for crowdsourcing.
15. October 2014 Bicycle and Mode Split Counts – Ginger Dykaar, Transportation Planner, summarized the staff report and data gathered. Ginger indicated that the RTC hopes to be able to do mode-split counts every couple of years and that while there is no specific budget for this at this time, the consultant cost was very reasonable at about \$2,100 (\$1,000 for the bike/ped counts and \$1,100 for the motor vehicle counts).
16. Identify priority bicycle projects to serve as good grant candidates – Rachel Moriconi, Senior Transportation Planner, summarized the staff report and suggested that the Bicycle Advisory Committee identify a few priority projects that might be good candidates for future grant programs. She provided an overview of criteria used to evaluate projects in the Active Transportation Program (ATP) and other programs. Through a motion (Conlen/Scott), the Bicycle Advisory Committee requested that local jurisdictions consider 5 specific projects for this year's Active Transportation Program (ATP) grant cycle: Rail Trail Segment 9 (Live Oak), Soquel Drive bicycle safety projects, McGregor/Kennedy/Park Ave intersection bicycle and pedestrian safety improvements (City of Capitola), Branciforte Creek bike/ped bridge (City of Santa Cruz) and completion of Rail Trail Segment 18 to Walker St (City of Watsonville). Additionally, the motion included updating an October 3rd, 2011 memorandum sent to local jurisdictions with current priority projects as discussed. The memo will be made available in the next packet. The motion passed unanimously with Casterson, Scott, Hyman, Conlen, Canin, Ward, Jed, Rau, Akol and Fieberling voting in favor.
17. Member updates related to Committee functions – Members requested an update on the RTC's pursuit of a 2016 transportation ballot measure and the business community's interest in funding a poll. Also, Andy Ward reported that he and a couple of other committee members reviewed Safe Routes to School project needs within the City of Capitola and will make recommendations to Council members.
18. Adjourned: 8:40 pm

NEXT MEETING: The next Bicycle Committee meeting is scheduled for **Monday, April 13, 2015**, from 6:00 pm to 8:30 pm at the RTC office, 1523 Pacific Ave, Santa Cruz, CA.

Minutes respectfully prepared and submitted by:

Cory Caletti, Senior Transportation Planner

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**February 9, 2015
Hazard Report**

Date	First Name	Last Name	Contact Info	Location	Cross Street	City	Category	Additional Comments	Forwarded To	Forwarded Date	Response	Images
03/19/15	Steve	Piercy	web@stevepiercy.com	41st Ave	Cory to Gross	Capitola	Rough pavement or potholes, Pavement cracks, Bikeway not clearly marked	rider states there are places without a bike lane, a curb deadends, asphalt is squished, bike lane striping faded	Steven Jesberg	03/20/15		
03/18/15	Arleen	Pietrzak	remedymuscletherapy@gmail.com	Mount Hermon Rd	Locatelli Lane	Felton	debris on shoulder or bikeway	rider states there is a significant amount of sand in the bike lane making it unsafe.	General Dept of Co of SC	03/18/15	From Melissa- Thank you for reporting this issue. Your report was forwarded to the County Public Works Dispatch office for scheduling of inspection/work. You may also reach that office by calling 477-3999. - 3/18/15	
03/18/15	Steve	Piercy	web@stevepiercy.com	Cliff Drive	Wharf Road	Capitola	Rough pavement or potholes	rider state that asphalt has been squished up against the concrete gutter apron that catches tires when the rider is forced to move off and on the bike lane because of cars.	Steven Jesberg	03/19/15	From Steve: Hi Steve, we received your Hazard Report. I assume the area of Cliff Drive you refer to is down near the Village, where the housing is located, as opposed to the upper area where the view turnouts are located. I will direct our crew to investigate and take appropriate action. Thanks for alerting us. -3/19/15	
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Soquel Ave	Carl Ave	City/County	Rough pavement or potholes	rider states that there are potholes, pavement patch, and crosswalks bricks in the bikelane	General Dept of Co of SC	03/18/15		
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Valencia Rd	Cox	Aptos	Hazardous drain gate	rider states that drain gate fills every time it rains and puddle creates hazards	General Dept of Co of SC	03/18/15		
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Soquel Drive	Spreckles Drive	Aptos	Rough pavement or potholes, sidewalk too narrow, pavement cracks, bikeway not clearly marked	rider states there is a really bad pothole where Soquel meets Spreckles and that sharing the road with cars is very dangerous because drivers ignore the signs	General Dept of Co of SC	03/18/15		
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Soquel Drive	State Park	Aptos	Rough pavement or potholes, Lack of sidewalk, Pavement cracks, Bikeway not clearly marked	rider states this section of the road is not clearly marked. Unsure where bike lane begins/ends, where the traffic lane begins, where parking is allowed, where cars merge	General Dept of Co of SC	03/20/15		
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Soquel Drive	Main St	Soquel	Bikeway not clearly marked	rider states the bikelane disappears in favor of street parking immediatley without signage so suddendly must merge into traffic. also no warning for cars that bikes need to share the road with them.	General Dept of Co of SC	03/18/15		
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Freedom Blvd	Hames/Pleasant Valley	Corralitos	Rough pavement or potholes, Pavement cracks, Debris on shoulder or bikeway	rider states the bike lane seems to be slowly wasting away leaving cracked pavement, increasing potholes, and debris in the bike land from chunks of asphalt	General Dept of Co of SC	03/20/15		
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Encinal St	Highway 9/Tannery Parking lot	Santa Cruz	not supplied	rider states that bike lane is covered up due to construction trucks and fences	Cheryl Schmitt	03/20/15	From Cheryl - Forwarded to the Project Manager - 03/23/15	

February 9, 2015
Hazard Report

Date	First Name	Last Name	Contact Info	Location	Cross Street	City	Category	Additional Comments	Forwarded To	Forwarded Date	Response	Images
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Valencia Rd	Lupine Valley	Aptos	Rough pavement or potholes	rider states there's a big bump on the road at the point where the road bends. It's a blind curve, and cars passing bikes choose to hit the bump (which can shift them dangerously) or pass in the oncoming lane on the blind curve. Bikes also have to avoid the bump whether there is traffic or not, and it is actually somewhat hard to see. Smoothing that one out would be one less calculation of risk...	General Dept of Co of SC	03/20/15		
03/18/15	Karen	Nevis	karen@karennevis.com	Freedom Blvd	Redwood Heights	Aptos	not supplied	rider states on approach to redwood heights rd on freedom blvd there are hug signs in bike lane completely blocking access and forcing cyclists out onto freedom blvd. excessive gavel on ocean side/west of freedom near intersection of redwood heights rd.	General Dept of Co of SC	03/18/15		
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Valencia Rd	Trout Gulch	Aptos	Bikeway not clearly marked	rider requests share the road signs here or bikes allowed full lane. Says this is blind curve for motorists so very dangerous for him.	General Dept of Co of SC	03/18/15		
03/18/15	Daneil	Stonebloom	danielstonebloom@gmail.com	Trout Gulch Rd	Valencia/Qual Run	Aptos	Plant overgrowth or interference, Bikeway not clearly marked	rider states the bike lane needs to be clearly makred, that it's faded or nonexistent and needs to be cleared of branches, dirt. Etc.	General Dept of Co of SC	03/20/15	From Melissa - Thank you for submitting this report. I've forwarded it to our road dispatch office for scheduling of inspection. You may reach that office 24/7 by calling 477-3999 - 03/24/15	
03/18/15	Daniel	Stonebloom	daneilstonebloom@gmail.com	Valencia Rd	Cox	Aptos	hazardous drain grate	rider states when it rains the bridge fills with water and I assist drivers and clear the drain grate in order to allow passage of the bridge.	General Dept of Co of SC	03/20/15		
03/17/15	Bart	Coddington	bikerbart@sbcglobal.net	Freedom Blvd	McDonald	Aptos	Debris on shoulder or bikeway	rider states there is dirt, sand, rocks chips on the road	General Dept of Co of SC	03/19/15		
03/15/15	Brian	Chapman	(650)740-4169	Freedom Blvd	McDonald	County	Debris on shoulder or bikeway	rider states that sand & small gravel on road is a severe hazard to cyclists, liable to immediate loss of stability and crashes.	General Dept of Co of SC	03/18/15		
03/11/15	Sandrine	Georges	sandygeorges@yahoo.com	N. Pacific Ave	Mission St	Santa Cruz	Bikeway not clearly marked	rider states sharrows are not centered on the lane in this part of the street so therefore not effective and dangerous	Cheryl Schmitt	03/18/15	From Cheryl - The markings are placed correctly per the California MUTCD, 4' from face of curb without parking and 11' from face of curb with parking. -3/20/15	
03/06/15	William	Menchine	menchine@cruzio.com	Ocean St	Graham Hill Rd	Santa Cruz	rough pavement or potholes, pavement cracks	rider states rough pavement in travel and bike lane at beginning of sb ocean st near ocean st ext./graham hill rd intersection. Rough surface conditions at corner make merging from travel to bike lane dangerous.	Cheryl Schmitt	03/06/15	From Cheryl - Forwarded to Streets Maintenance - 03/06/15	
03/06/15	William	Menchine	menchine@cruzio.com	Ocean St	Hwy 1	Santa Cruz	rough pavements or potholes	rider states potholes or sinks in pavement ob bike lane as it approaches and passes under hwy 1 sb direction	Cheryl Schmitt	03/06/15	From Cheryl - Forwarded to Streets Maintenance. - 03/06/15	
02/27/15	Bart	Coddington	475 5234	Soquel Dr	Spreckels Dr	Aptos	rough pavement or potholes	rider states asphalt peeled up @ last rain storm. New 1" edged to remaining asphalt. Back tire got a pinch flat when it het the edge. Hazard could cause less experience cyclist to crash	General Dept of Co of SC	03/02/15	From Melissa - Public Works performed temporary repairs (smoothing the pavement transition) last Friday, and has scheduled more permanent repair mid-April during school spring break, as we will need to have lane closures, etc. Spoke w/reporting party this morning to relay the above. - 03/02/15	
02/18/15	not supplied	not supplied	not supplied	Pacific	Laurel	Santa Cruz	traffic signal problem	rider states bike didn't trigger light.	Cheryl Schmitt	02/18/15	From Cheryl - Forwarded to Traffic Maintenance. - 02/18/15	
02/17/15	Piet	Canin	pietcanin@gmail.com	Branciforte Drive	Goss Ave	Santa Cruz County	debris on shoulder or bikeway	rider states since the city redid the parking area for delaveaga park there has been gravel and debris from the parking area in the shoulder of the road that forces cyclist into the travel lane.	General Dept of Co of SC	02/18/15	From Cheryl - This was forwarded to Parks & Rec. - 02/24/15	
02/17/15	Piet	Canin	pietcanin@gmail.com	Branciforte Drive	Goss Ave	Santa Cruz County	hazardous drain grate	rider states as you travel in area of the just fixed slide and what use to be one way travel there is a drain with NO grate. It is big enough an close enough to kike travel on the far side of the road that it could cause a severe bike crash especially since the road is narrow.	General Dept of Co of SC	02/18/15	From Melissa - Thank you for bringing this to our attention. Your report was forwarded to our Road Dispatch office for inspection. You may also reach that office directly by calling 477-3999 - 02/18/15	
02/14/15	Daniel	Stone	dstone6@gmail.com	King St	All Cross Streets	Santa Cruz	rough pavement or potholes, pavement cracks	rider states that he lives on anita st and uses the bike lanes on king st all the time. He has had multiple flats on bike from the many cracks, bumps, and potholes littered about king st.	Cheryl Schmitt	02/17/15	Cheryl - Forwarded to the City Engineer - and - This is the response from the City Engineer: King Street (south section) is on our paving list for this coming year. So, good news! - 02/17/15	
02/11/15	Alex	Bell	ralexbell@gmail.com	Soquel Dr	Spreckels Dr	Aptos	rough pavement or potholes	rider states there is a 2-3 inch rise in pavement at west end of wb side of aptos creek bridge. "I commute by bike over this bridge 3-4 days/week. This morning it was like hitting a curb head on. It broke 2 spokes and I nearly lost control of my bike. thankfully there was no other traffic at the time. It was dark (6:00am) and I did not see the hazard until it was too late."	General Dept of Co of SC	02/11/15	From Melissa - Thank you for reporting this issue. I've forwarded to report to the County Public Works road dispatch office. You may also reach that office by calling 477-3999 - 02/13/15	
02/09/15	Steve	Knapp	steve.knapp@prevailing-technology.com	San Jose Soquel Rd	Sundance Hill	Soquel	debris on shoulder or bikeway	rider states downed branch has fallen from cliff above blocking a portion of sb traffic lane but lane is passable. Completely blocking bike lane.	General Dept of Co of SC	02/09/15	From Melissa - Thank you for reporting this issue. I've forwarded this report to our Road Dispatch office for inspection/work. You may also reach that office directly by calling 477-3999 - 02/13/15	

S:\Hazard\[Spreadsheet-Bicycle-Pedestrian-Hazard-Report.xlsx]bi-monthly summary

BICYCLE ADVISORY COMMITTEE ROSTER – April, 2015

Representing	Member Name/Contact Info	Appointment Dates
District 1 - Voting Soquel, Live Oak, part of Capitola	Kem Akol kemakol@msn.com 247-2944	First Appointed: 1993 Term Expires: 3/16
Alternate	Holly M. Tyler holly.m.tyler@comcast.net 818-2117	First Appointed: 2010 Term Expires: 3/16
District 2 - Voting Aptos, Corralitos, part of Capitola, Nisene Marks, Freedom, PajDunes	David Casterson, Chair dbcasteron@gmail.com 588-2068	First Appointed: 2005 Term Expires: 3/18
Alternate	Jim Cook wookiv@comcast.net 345-4162	First Appointed: 12/13 Term Expires: 3/18
District 3 - Voting Big Basin, Davenport, Bonny Doon, City of Santa Cruz	Peter Scott drip@ucsc.edu 423-0796	First Appointed: 2007 Term Expires: 3/16
Alternate	William Menchine (Will) menchine@cruzio.com 426-3528	First Appointed: 4/02 Term Expires: 3/16
District 4 - Voting Watsonville, part of Corralitos	Amelia Conlen director@peoplepowersc.org 425-0665	First Appointed: 5/13 Term Expires: 3/18
Alternate	Vacant	Term Expires: 3/18
District 5 - Voting SL Valley, Summit, Scotts Valley, part of Santa Cruz	Rick Hyman bikerick@att.net	First Appointed: 1989 Term Expires: 3/16
Alternate	Vacant	Term Expires: 3/16
City of Capitola - Voting	Andy Ward Andrew.ward@plantronics.com 462-6653	First Appointed: 2005 Term Expires: 3/17
Alternate	Daniel Kostelec dnlkostelec@yahoo.com 325-9623	First Appointed: 4/02 Term Expires: 3/17
City of Santa Cruz - Voting	Melissa Ott Melissaott4@gmail.com	First Appointed: 3/15 Term Expires: 3/18
Alternate	Wilson Fieberling anbfieb@yahoo.com	First Appointed: 2/97 Term Expires: 3/18
City of Scotts Valley - Voting	Lex Rau lexrau@sbcglobal.net 419-1817	First Appointed: 2007 Term Expires: 3/17
Alternate	Gary Milburn 427-3839 hm g.milburn@sbcglobal.net/438-2888 ext 210 wk	First Appointed: 1997 Term Expires: 3/17
City of Watsonville - Voting	Myrna Sherman calgary1947@gmail.com	Term Expires: 3/16
Alternate	Vacant	Term Expires: 3/16
Bike To Work - Voting	Emily Granville eglanville@ecoact.org 415-637-2744	First Appointed: 4/14 Term Expires: 3/16
Alternate	Piet Canin pcanin@ecoact.org 426-5925 ext. 127	First Appointed: 4/02 Term Expires: 3/16
Community Traffic Safety Coalition - Voting	Leo Jed, Vice-Chair leojed@gmail.com 425-2650	First Appointed: 3/09 Term Expires: 3/18
Alternate	Jim Langley jim@jimlangley.net 423-7248	First Appointed: 4/02 Term Expires: 3/18

All phone numbers have the (831) area code unless otherwise noted.



Memo

DATE: February 23, 2015

TO: Local Jurisdictions

FROM: Rachel Moriconi and Cory Caletti, Senior Transportation Planners

RE: RTC Bicycle Advisory Committee's Priority Bicycle Projects

In recognition of the severely constrained transportation funding available, at its February 2015 meeting the Bicycle Advisory Committee identified a few projects per area/jurisdiction that the Committee recommends be pursued in the next few years as funding opportunities arise. The Committee encourages local jurisdictions to seek Active Transportation Program (ATP), Transportation Development Act, local and other funds for these projects. This list is advisory and Bicycle Committee members are continuing to identify priorities for some jurisdictions.

The Bicycle Advisory Committee identified 5 specific projects as priorities for this year's Active Transportation Program (ATP) grant cycle: Rail Trail Segment 9 (Live Oak), Soquel Drive bicycle safety projects, McGregor/Kennedy/Park Ave intersection bicycle and pedestrian safety improvements (Capitola), Branciforte Creek bike/pedestrian bridge (Santa Cruz) and completion of Rail Trail Segment 18 to Walker St (Watsonville).

The following additional projects are not in priority order:

Projects for all agencies or multi-jurisdictional projects

- Traffic signal actuation for bicycles
- Maintenance of existing bikeway network through vegetation abatement, regular bike lane restriping, hazard repairs, etc.
- Railroad-crossing grade improvements
- Close gaps in the bicycle transportation networks with low-cost, small projects, such as the installation of green bike lanes, sharrows, "Bikes May Use Full Lane" signs
- Monterey Bay Sanctuary Scenic Trail Network (MBSST), especially rail trail spine, with priority given to Segments 8, 9, 10, 11 (or portions thereof) and 18
- Secure bike parking
- Bicycle route signage

City of Capitola:

- McGregor/Kennedy/Park Ave intersection pedestrian and bicycle safety improvements
- Bicycle and pedestrian connection between McGregor Skate Park, New Brighton, Park Avenue and Capitola Village
- Monterey Avenue Bicycle Lanes
- Brommer Street (41st Ave-38th Ave) shoulder, bicycle lanes and sidewalk
- 49th Avenue Bicycle Lanes

City of Santa Cruz:

- Branciforte Creek bicycle/pedestrian bridge
- King Street bicycle facilities
- San Lorenzo River bike/ped Bridge adjacent to Railroad Bridge (near Boardwalk) (part of Segment 8 of the MBSST/Rail Trail)
- Bicycle circulation improvements connecting Plymouth/Grant/Ocean/Felker St.

City of Scotts Valley:

- Bean Creek Road bike lanes – extend distance beyond recent project at school
- Green Hills Road bike lanes
- Additional projects to be identified

City of Watsonville:

- Completion of Segment 18 of the MBSST/rail trail
- Walker Street bike lanes (including Segment 19 of the MBSST)
- Freedom Boulevard bike lanes
- Lincoln Street bicycle lanes
- Main Street bicycle lanes

County of Santa Cruz:

- Soquel Drive bicycle safety projects, such as green striping, cycle tracks, and other separated bike facilities as identified in the Sustainable Santa Cruz County Plan
- San Lorenzo Valley bicycle facilities, with an emphasis in the Felton area (may be on Highway 9, along rail line, and/or along river and involve Caltrans, County PW and/or the City of Santa Cruz)
- Graham Hill Road bicycle lanes
- Hwy 1 Bike/Ped Bridge at Mar Vista
- Hwy 1 Ped/Bike Bridge at Chanticleer
- Soquel Drive Rehabilitation
- McGregor Drive Rehabilitation

Members noted that additional priorities may be identified in the future. Members of the Bicycle Advisory Committee thank you for considering prioritizing these projects for local funds and when applying for grant funds.

cc: Santa Cruz County Regional Transportation Commission
Santa Cruz County Regional Transportation Commission's Bicycle Advisory Committee



SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3215 EMAIL info@sccrtc.org

February 23, 2015

John Presleigh, County of Santa Cruz Public Works Director
County of Santa Cruz
701 Ocean Street, Room 410
Santa Cruz, CA 95060

RE: Green bicycle lanes at freeway interchanges

Dear Mr. Presleigh:

I'm writing on behalf of the Bicycle Advisory Committee of the Regional Transportation Commission (RTC). As you know, the Committee serves to assist in the development and maintenance of a complete, convenient and safe regional bicycle network. Committee members frequently engage with members of your staff and the broader community to bring recommendations for infrastructure improvements.

At the most recent meeting of the Bicycle Advisory Committee, members discussed the emerging use of green bike lanes at conflict zones and the positive impact they've had on improved awareness of the presence of bicycles in those areas. The Committee commended County Public Works for taking the initiative to improve conditions for bicycles through this innovative treatment in Soquel Village. Looking at examples from other jurisdictions that have installed green bike lanes at highway interchanges, the Committee is requesting that this treatment be considered locally at freeway on-ramps and off-ramps. The Committee requests that all freeway interchange be evaluated but to give highest priority to Soquel Drive at Dominican and the interchange at State Park Drive. Committee members offered design treatment assistance, and would appreciate involvement and a response to this request.

The Committee thanks you for your ongoing work and for considering these requests. Please feel free to contact the RTC's Bicycle Program Manager and staff to the Bicycle Advisory Committee, Cory Caletti at (831) 460-3201 or by email at ccaletti@sccrtc.org, for this and any other committee related matters.

Sincerely,

David Casterson
Bicycle Committee Chair

cc: Caltrans
Santa Cruz County Regional Transportation Commission
Santa Cruz County Regional Transportation Commission's Bicycle Committee

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COMMUNITY TRAFFIC SAFETY COALITION

of SANTA CRUZ COUNTY



www.sctrafficsafety.org ♦ www.facebook.com/sctrafficsafety ♦ CTSC@health.co.santa-cruz.ca.us ♦ (831) 454-4141

February 12, 2015

Steve Wiesner, Assistant Director
Department of Public Works, County of Santa Cruz
701 Ocean St. #401
Santa Cruz, CA 95060

RE: Support for Green Lane Treatments at Freeway Interchanges in Santa Cruz County

Dear Mr. Wiesner:

On behalf of the Community Traffic Safety Coalition (CTSC), I wish to extend our support for green lane treatments at freeway interchanges around the county. These treatments, which have recently been installed in Soquel Village and on Laurel Street in Santa Cruz, help increase the visibility of bicycle facilities, identify potential areas of conflict, and clarify areas where motorists should yield to cyclists.

The Community Traffic Safety Coalition's mission is to reduce traffic-related injuries, while promoting the use of alternative modes of transportation. According to SWITRS data, there was one cyclist fatality and six injury collisions involving people walking and biking at freeway interchanges from 2003-2013. These collisions took place at three Hwy 1 interchanges: Soquel Ave/Drive, 41st Avenue, and State Park Drive.

At uncontrolled freeway on-ramps, speed differentials between cyclists and pedestrians are high as drivers speed up to get on the freeway. Green lane treatments will raise awareness of cyclists in these areas and have been shown to increase motorist yielding behavior (as documented in the NACTO Urban Bikeway Design Guide).

The Community Traffic Safety Coalition urges your support for green lane treatments at freeway interchanges. Please make these treatments a priority and feel free to contact us for input while working to implement them in Santa Cruz County.

Sincerely,

Leo Jed, Co-Chair
Community Traffic Safety Coalition of Santa Cruz County

Cc: Santa Cruz County Regional Transportation Commission's Bicycle Advisory Committee
Caltrans District 5

Advocates proposing green lanes at freeway intersections

By Samantha Clark , Santa Cruz Sentinel

SantaCruzSentinel.com



A morning cyclist traveling west on Soquel Drive looks over his shoulder at merging vehicle traffic entering Highway 1. Bike advocates are calling for green bike lanes where Soquel Drive and State Park Drive cross over Highway 1. (Dan Coyro -- Santa Cruz Sentinel)

Santa Cruz >> Green bike lanes already ribbon roads in downtown Santa Cruz and Soquel, and they could show up near freeway entrances and exits.

The Santa Cruz bicycle advocacy group People Power wants to install the bikeways near highway

interchanges at Soquel Drive and State Park Drive, making them safer for cyclists.

The Regional Transportation Commission's Bicycle Advisory Committee voted Monday to recommend the green lane treatment proposal to the county.

While just a handful of cyclist injuries have been reported right at the interchanges, many close arterial road intersections are accident hot spots, such as 41st Avenue at Gross Road and Soquel Drive at Seventh Avenue.

The bike community knows these areas as dangerous places to ride. When motorists are getting on or off the freeway, they're driving much faster than cyclists.

"You're totally waiting for someone to come flying at you and cut you off," said Aaron Jacobs of Santa Cruz, who regularly rides through the Soquel Drive overpass. "If you put a camera at those intersections, you'd probably see a lot of close calls. There's a lot of avoided and unreported accidents."

Safety is often considered the No. 1 reason dissuading people to ride bikes, so creating safer roads is critical to encouraging people to ditch their cars, said Amelia Conlen, People Power director.

"With more cyclists, there's more of a perception of safety," she said. "By making cyclists more visible on the road, it can make them feel like they belong on the road."

The bright green lanes let drivers know where to expect people on bikes. They also call attention to areas with potential for conflict between cyclists and cars.

Colorized bike lanes aren't a new idea. Inspired by bikeways in European cities, the green lanes have only recently been embraced by cities nationwide. And even fewer have installed lanes at freeway interchanges.

Advertisement

Years after a cyclist was struck by a truck and killed, San Mateo County installed green lanes at Alpine Road and Highway 280. San Luis Obispo has road treatments at Highway 101 and California Street.

But colorized bike lanes are still a new idea in Santa Cruz County. The Bicycle Advisory Committee wants to continue to explore potential lane locations and get cities involved. The treatments near freeway ramps

would only be a first step.

“It would be good to get a couple of these on the ground and have some pilot projects like in Soquel,” said Steve Wiesner, assistant director of county public works. “Ultimately, the county needs to come up with a plan for green lanes countywide.”

The earliest the treatments could be installed is the summer, pending approval from Caltrans, which needs to see public support.

However, green lanes are expensive and too many could clutter the roads and desensitize drivers, Wiesner warned.

But they don’t change the rules of the road. Motorists still must yield to cyclists before driving in the bike lane to park and prepare to turn within 200 feet of an intersection and to access a driveway. Similarly, cyclists must remain in the bike lane unless it’s unsafe or when passing another cyclist.

Reach the author at sclark@santacruzsentinel.com or follow Samantha on Twitter: [@samanthabclark](https://twitter.com/samanthabclark).

- [Full bio and more articles by Samantha Clark](#)
- [Back to top](#)

AGENDA: April 14, 2015

TO: Bicycle Committee

FROM: Grace Blakeslee, Transportation Planner

RE: Unified Corridors Plan- Project Update

RECOMMENDATIONS

RTC staff recommends that the Bicycle Committee:

1. Receive an update on the Unified Corridors Plan; and,
 2. Encourage Bicycle Committee members and stakeholders to participate in the Unified Corridors Plan survey and workshop.
-

BACKGROUND

Highway 1, Soquel Avenue/Drive, and the Santa Cruz Branch Rail Line are parallel transportation routes in Santa Cruz County between downtown Santa Cruz and Freedom Boulevard. These routes can work together as one unified corridor to provide transportation services to Santa Cruz County residents and visitors. The Unified Corridors Plan will provide the public and the Regional Transportation Commission with information about how future small and large multimodal investments along one corridor may work together with investments on parallel corridors to improve effectiveness of the local transportation network. The area south of Freedom Boulevard, where the three corridors diverge, is not included in this study.

DISCUSSION

Phase I of the Unified Corridors Plan is underway and includes development of a countywide multimodal transportation model and preparation of multimodal performance measures. The transportation model will allow for analysis of future project impacts on the local roadway network, including the three routes in the Unified Corridors Plan, and sustainable transportation projects identified in the 2014 RTP. Transportation modeling tools support a performance based approach to transportation decision making. Development of the model will be a cooperative effort with the County of Santa Cruz Planning Department and Caltrans.

The RTC is hosting an online survey and public workshop to obtain public input on existing and future transportation uses in the corridor. The online survey is available April 1 through April 30 on the RTC website and at <https://www.surveymonkey.com/r/RTC-Unified-Corridor-Survey>. The public workshop will be held April 16 at 6:30pm at the Mid County Senior Center. Input from the survey and public workshop will assist in identifying the types of projects analyzed

using transportation modeling tools, development of performance measures and provide a starting point for future draft goals and policies.

Phase II of the Unified Corridors Plan includes adoption of Unified Corridors Plan goals and policies. Phase II is where analysis of alternative investments using the transportation model and prioritization of investments based on performance, public input and anticipated resources will occur. Phase II of the Unified Corridors Plan is currently unfunded. RTC staff intends to seek additional grant funding for Phase II of the planning effort.

SUMMARY

Using a performance based approach; the Unified Corridors Plan includes prioritizing projects on Highway 1, Soquel Avenue/Drive, and the Santa Cruz Branch Rail Line between downtown Santa Cruz and Freedom Boulevard. The RTC is hosting an online survey and public workshop to obtain public input on existing and future transportation uses in the corridor. The online survey is available April 1 through April 30 on the RTC website and at <https://www.surveymonkey.com/r/RTC-Unified-Corridor-Survey>. The public workshop will be held April 16 at 6:30pm at the Mid County Senior Center.

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TO: Bicycle Advisory Committee

FROM: Cory Caletti, Senior Transportation Planner/Bicycle Coordinator

RE: FY 15/16 Bike to Work/Bike to School TDA funding request

RECOMMENDATION

Staff recommends that the Committee:

1. Review the attached FY 15/16 Bike to Work/Bike to School funding request, work plan and budget;
 2. Recommend that the Regional Transportation Commission approve \$50,000 in FY 15/16 Transportation Development Act funds.
-

BACKGROUND

The RTC has supported the Bike to Work program for each of the close to 30 years that the program has been in existence, either through RTC staff support, sponsorship or as the program's major funder. Bike to Work is a project of Ecology Action, a non-profit environmental organization, which houses a number of other transportation programs. In February 2003, the Commission approved \$40,000 in FY 03/04 TDA funds for the Bike to Work (BTW) program and committed to providing on-going funding at a level of \$40,000 per year as approved each year in its annual budget. In March, 2012, the RTC again approved an ongoing to \$50,000 annually.

BTW's goals of increasing levels of cycling in Santa Cruz County are consistent with goals in the Commission's Regional Transportation Plan, and the project provides an unparalleled level of bicycle promotion throughout the County on an ongoing basis. Now in its 28th year as a community project, BTW has grown steadily in participation and organization over the years.

Per the agreement between the RTC for receipt of TDA funds, the Commission has the opportunity to provide input or contingencies on funding or the work plan as part of any funding approval.

DISCUSSION

Ecology Action submitted a FY 15/16 Bike to Work TDA request letter ([Attachment 1](#)) and other required materials for Bicycle Committee and Commission review and approval. The amount has been budgeted in the RTC's FY 15/16 budget for the Bike to Work program.

The Transportation Development Act Claim Form ([Attachment 2](#)) and the FY 15/16 Scope of Work ([Attachment 3](#)) provide a detailed description of services Ecology Action proposes to provide under contract with the Commission during the coming fiscal year. A summary

of services provided by BTW under contract with the Commission during the 2014 calendar year is also attached (Attachment 4).

As can be seen in BTW's FY 15/16 Budget (Attachment 5), the requested amount represents a third of BTW's annual budget of \$150,000.

Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year (conducted at the March 5, 2015 RTC meeting), 2) Bicycle Committee review and recommendation (scheduled for the April 13th, 2015 meeting), and 3) RTC review and approval (scheduled for the May 7, 2015 RTC meeting).

SUMMARY

Attached is a request from Ecology Action for the Bike to Work Program for \$50,000 in FY 15/16 TDA funding. Staff recommends that the Bicycle Committee recommend to the Regional Transportation Commission approving the request as submitted.

Attachments:

1. Letter from Piet Canin, Program Director
2. Transportation Development Act Claim Form
3. FY 15/16 Scope of Work
4. 2014 Program Summary/Annual Report
5. FY 15/16 Budget

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

March 26, 2015

Dear Mr. Dondero:

Ecology Action (EA) is requesting \$50,000 in Transportation Development Act (TDA) funds for FY 2015-2016 to support the bi-annual Santa Cruz County Bike to Work and Bike to School (BTW/S) program. The Commission's continued financial support has been vital to the continued success and expansion of our programs. EA leverages the RTC's funding commitment by applying for additional grants to expand active transportation options for our community. EA's programs are designed to meet growing demand and to increase bicycle commuting among residents as well as K-12 students biking to school.

To determine program effectiveness Ecology Action collects travel data from BTW/S participants and has seen the following results:

Growth of Biketo Work and School

- Over 13,000 participants in 2014, a 60% increase countywide over the past decade
- Over 45 schools served in 2014
- Over 10,500 school students participated in 2014

What participants say about Bike/Walk to School (solicited from parents, teachers and school staff on feedback surveys):

"Our students really have a lot of excitement around this event. It's been really helpful to have year round support from EA staff to help continue the positive messaging throughout the school year through educational messaging. In this way we've started leveraging the 2 events and are seeing wider change throughout the school year with more students on bikes, walking with their friends and so on."

"Our school site has really grown over the last couple of years. We see more parents walking or biking with their kids to the event and older kids walking or biking with younger ones. The growing popularity of the event among parents has been key in supporting this healthy behavior throughout the year. We look forward to these events every year!"

The Bike to Work program continues to leverage RTC funding with over \$20,000 in cash support and some \$75,000 of in-kind contributions from local businesses, and public agencies. Additionally, EA works with over two hundred volunteers who donate their time and efforts per event at schools and public sites. EA supplements RTC funding with federal and regional funds where possible to meet the growing demands especially for our bicycle transportation encouragement and safety education programs in the schools.

Ecology Action is sincerely grateful to the RTC for your continued support and for consideration of this \$50,000 allocation request for FY 15/16 to support our Bike To Work/School program.

Sincerely,

A handwritten signature in dark ink, appearing to read "Piet G.", is written over a light blue horizontal line.

Piet Canin, VP, Ecology Action Transportation Group

**Transportation Development Act (TDA) – Local Transportation Funds
CLAIM FORM
for Bike/Pedestrian Projects**

Submit a separate form for each project.

*If you have any questions about this claim form or would like an electronic copy of the form,
please contact the Santa Cruz County Regional Transportation Commission at 460-3200.*

Project Information

1. Project Title: Bike to Work/School program
2. Implementing Agency: Ecology Action
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: SCCRTC
4. TDA funding requested this claim: \$50,000
5. Fiscal Year (FY) for which funds are claimed: FY 15/16
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): Article 8 Bicycle project
7. Contact Person/Project Manager: Piet Canin
Telephone Number: 515-1327 E-mail: pcanin@ecoact.org

Secondary Contact (in event primary not available): Jim Murphy
Telephone Number: 515-1325 E-mail: jmurphy@ecoact.org
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks):

The Bike to Work/School program consists of the following main activities: 1) Fall Bike to Work & Bike/Walk to School Day; 2) Spring Bike to Work & Bike/Walk to School Day; 3) Spring Bike Week, which includes up to 10 inclusive, fun and informative bicycle activities; 4) Ongoing support targeting novice or infrequent bike commuters via online communications; 5) Ongoing bike commuter resources, events, updates and news through Ecology Action's 4,000+ sustainable transportation listserv through monthly electronic newsletters as well as targeted messaging via Facebook and website updates.
9. Number of people to be served/anticipated number of users of project/program: We anticipate 10,000-14,000 people will participate directly in the program.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names):
The project includes the entire Santa Cruz County area including all the incorporated cities.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community)

Bike to Work/School (BTW/S) fulfills the need to directly promote, encourage and support both

residents and students to bike to work and bike/walk to school respectively. The program provides incentives and tools for local commuters to bicycle for transportation therefore reducing their single-occupancy vehicle trips. BTW/S provides a variety of resources and services to support commuters in switching to bicycle transportation and to bike commute more often. One of the primary objectives of BTW/S is to normalize bicycling as a mode of transportation and provides residents with the opportunity to experience how bicycling is possible for many different types of trips they would otherwise take by car. BTW/S includes a multi-pronged promotional and outreach approach that reaches community members throughout Santa Cruz County. The benefits associated with BTW/S including reduction of traffic congestion, reduction of air, water, and noise pollution, reduction of green house gasses, as well as the promotion of a healthy means of travel that helps combat obesity. BTW/S therefore provides a means for addressing some of the more pressing issues that Santa Cruz County is facing including worsening traffic congestion, growing childhood obesity rates and climate change. BTW/S is one approach to building a more sustainable community.

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Project RTC #26

13. Measures of performance, success or completion to be used to evaluate project/program:

To measure the success of the Bike To Work/School program, Ecology Action (EA) tracks the following data using participant surveys: the number of program participants, the participant's bike commute mileage, the number of beginning and infrequent bike commuters, the number of first time participants, and the number of participants who usually drive alone to work. EA also tracks the number of school students K-12 who bike and walk to school and at a growing number of schools we survey pre-program biking and walking rates. EA also measures success by the amount of publicity generated through news articles, radio talk shows, TV newscasts, the number of newsprint ads, and the number of radio and TV PSA's aired. Success is also measured by the number of posters and brochures distributed, direct mailings sent out, website visits, emails delivered and the growing number of people that sign-up for our electronic newsletter. The number of community, business and school events staffed with informational booths is also tracked.

14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed):

The Bike to Work/School program helps reduce single-occupancy vehicle trips and parking demand while increasing the number of bus/bike combined trips. There also is an increase in people walking to work or school, especially those walking to school.

15. Project Cost/Budget, including other funding sources, and Schedule: (*complete "15a" or "15b"*)

15a. Capital Projects

	Planning	Environ- mental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
SCHEDULE (Month/Yr)								
Total Cost/Phase								
\$TDA requested								
Source 2:								

Source 3:								
Source 4:								

**Please describe what is included in "Other":*

15b. Non- Capital Projects – Cost/Schedule: List any tasks and amount per task for which TDA will be used. Can be substituted with alternate budget format.

SEE ATTACHED BUDGET

Work Element/ Activity/Task	SCHEDULE (Month/Yr)	Total Cost per Element	\$TDA requested	\$ Source 2:	Source 3:	Source 4:
Administration/ Overhead						
Activity 1:						
Activity 2:						
Activity 3:						
Activity 4:						
<i>Ex. Consultants</i>						
<i>Ex. Materials</i>						

16. Preferred Method and Schedule for TDA fund distribution, consistent with the RTC Rules and Regulations (a. 90% prior to completion/10% upon completion; or b. 100% after completion):

Quarterly reimbursement for work performed.

17. Proposed schedule of regular progress reports including an evaluation of prior year's activities:

Annual report as well as program activity narrative updates with quarterly invoices.

18. TDA Eligibility:

	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Attach resolution to claim. (If "NO," provide the approximate date approval is anticipated.)	Yes, part of Ecology Action's annual work plan.
B. Has this project previously received TDA funding?	Yes
C. For capital projects, have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency for the next 20 years? (If an agency other than the Claimant is to maintain the facility provide its name: _____)	
D. Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	To be reviewed by the RTC Bike

	Committee at their April 13, 2015 meeting.
E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual? (Available on the internet via: http://www.dot.ca.gov).	

Documentation to Include with Your Claim:

All Claims

- **A letter of transmittal** to SCCRTC addressed to the Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- **Resolution from** TDA eligible claimants indicating their roles and responsibilities; and, if applicable, commitment to maintain facilities as indicated in the submitted plans for a period of 20 years.

Bike to Work, Community Traffic Safety Coalition/Ride 'n Strike – PLEASE KEEP ANSWERS BRIEF

19. Improving Program Efficiency

- Describe any areas where special efforts have been made in the **last fiscal year** to reduce operating cost and/or increase ridership/program usage. Note any important trends.

Bike To Work/School Day participation rates over the last couple of years have been the highest in the program's 25+ year history, with over 13,000 participants in the Spring and Fall events each year. Increases in participation are a result of a multi-pronged approach including increased outreach to local businesses and employers, increased outreach to school administrators, increased education and awareness initiatives around bike safety and safe commuting tips, compelling and relevant incentives, as well as the program's continued comprehensive outreach campaign including our monthly electronic newsletter which goes out to over 4,000 recipients. To offset the cost of increased participants, EA both reduced the types of food served at the breakfast sites as well as increased food and prize donations, which helped contain staff expenses.

The Bike to Work/School program continues to reduce operating costs by developing and fostering our volunteer base through consistent volunteer retention and engagement events and communications as well as by recruiting new volunteers. In addition, EA continues to solicit a wide array of product donations, both financial and in-kind. Local businesses, public agencies, and individuals provide a high level of skilled volunteer labor to assure the smooth running of the Bike to Work program. As we strive to increase the scope and results of the program, we are faced with the rising cost of living, product costs, and general increases in doing business. The Bike to Work program has built on its 25+ years of success to generate non-TDA cash donations from local businesses, individuals and public agencies. Last year the program raised over \$20,000 in cash donations to match the TDA funds. These cash donations are from non-transportation funding sources. EA also actively seeks other funding sources such as federal and state Safe Routes to School, local foundations, and applicable funders.

- Goals for next fiscal year (ex. identify opportunities to maximize economies of scale). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:

Ecology Action (EA) will focus on volunteer coordination strategies in order to increase volunteer retention and recruitment. Our continued collaboration with Monterey and San Benito as well as our increased focus on volunteer cultivation will allow us to pool resources and take advantage of economies of scale for our outreach and promotion materials and strategies. EA will have a specific focus on expanding this program within the schools and leveraging our existing volunteer and administrator contacts at school sites in order to increase ridership among students while keeping staff time low. EA will continue to build partnerships with employers to increase ridership by providing more incentives, resources and recognition by leveraging our existing media contacts and outreach material strategies including our electronic newsletter, which will now be sent out on a monthly basis offering a more consistent platform for messaging and recognition of participating businesses.

20. What is different from last year's program/claim?

While EA will continue to focus on targeting novice and infrequent bike commuters from past Bike to Work events, our main focus will be on engaging and empowering more families and woman to cycle more regularly. EA has been in communication with the San Francisco Bike Coalition among other collaborators to strategize about ways to engage more families. EA's chief approach will be targeting schools and providing raffle prizes to students and family members on BTW/S day in addition to providing the free breakfast. EA will also advertise the BTW/S program as a family-friendly activity. As there is growing concern surrounding high childhood obesity rates, particularly in South County, EA will conduct targeted outreach to families linking more regular biking to health benefits. In addition, EA will also work to leverage the BTW/S event by emphasizing ongoing campaigns and projects in Santa Cruz that need support from residents such as the Santa Cruz County Friends of the Rail & Trail by incorporating advocacy messaging into outreach materials and tabling efforts.



Bike To Work Program Scope of Work FY 15-16

Ecology Action's Bike To Work (BTW) Program provides year-round commuter incentive, education and support services to Santa Cruz County residents and K-12 students. The BTW program consists of five main projects: 1) Fall Bike To Work & Bike/Walk to School Day; 2) Spring Bike To Work & Bike/Walk to School Day; 3) Spring Bike Week, which features inclusive, positive, fun and educational bicycle activities; 4) Ongoing support targeting novice or infrequent bike commuters via online communications including regular electronic newsletters, social media updates and website updates; 5) Targeted outreach campaign to community members and students positioning bike commuting as a growing trend within a larger Safe Routes to School and Sustainable Transportation national movement to inspire increased engagement and ridership.

Fall Bike To Work & Bike/Walk to School Day: Thursday, October 8, 2015

Work Schedule/Tasks:

Ecology Action (EA) will coordinate the 17th Annual Fall Bike To Work and Bike/Walk to School Day, which features free breakfast for all bike commuters at a minimum of 12 public sites as well as free healthy snacks and safety gear prizes at over 40 school sites. The following are tasks to be completed:

- Confirm with site managers for all public breakfast sites and all school sites
- Solicit food donations
- Increase outreach to school teachers, administrators and parents to continue to expand student participation
- Increase outreach to novice bike commuters through targeted employer and employee outreach, online social marketing and media outreach
- Create a website featuring educational resources for novice commuters to overcome obstacles to bike commuting including safety tips, suggested routes and more
- Conduct comprehensive promotional campaign including print ads, online ads, electronic newsletters, website, social media and hardcopy flyer distribution. Campaign will focus on promoting informative resources to increase ridership among infrequent riders and will focus on engaging cyclists in other campaigns such as with Friends of the Rail & Trail
- Coordinate Bike/Walk to School Day efforts with bike safety presentations conducted by EA's Bike Smart Youth Bike Safety program and the Community Traffic Safety Coalition (CTSC)
- Coordinate helmet distribution with CTSC at school sites based on supply of helmets and greatest need
- Recruit, train and coordinate 200+ volunteers to assist with outreach and breakfast sites

Performance Goals for the Fall Bike to Work/School Day, 2015

- Increase participation levels by 5% from past year's Fall BTWS Day.
- Increase the number of beginning cyclists by 5% attending BTW Day.
- Create Ecology Action Bike Programs website to promote bike commuter resources, safety tips and resources and event information

- Place over 1,000 event and informational posters at local businesses.
- Have a least two articles published in a local newspaper regarding bike commuting.
- Develop and send at least 6 targeted emails to over 4,000 past Bike to Work Day participants with bike commuting news, incentives, and resource information
- Air two weeks of PSA's on a local radio station.

Spring Bike Week, Second Week of May 2016

Work Schedule/Tasks:

EA staff will coordinate the 29th annual Santa Cruz County Bike Week event, which will feature Bike to Work Day, Bike/Walk to School Day, and other bike incentive and educational events all week long. The main goal of Bike Week will be to continue to promote bicycle commuting as well as bicycle transportation for other trips that replace single occupancy vehicle trips. Bike commuting and safety messaging will continue to be integrated into our events and EA will strive to connect Bike Week to other ongoing transportation projects such as the Rail Trail. The following are tasks to be completed:

- Secure at least 12 public Bike To Work breakfast sites and 40 school sites
- Work with large employers to offer incentives and encourage participation in Bike To Work Day
- Solicit business donations and food donations
- Continue to build the new Ecology Action Bike Programs website into an effective resource for novice or infrequent riders
- Promote bicycle transportation and bike commuting resources and tips through a regularly scheduled electronic newsletter with a distribution of 4,000+ local contacts
- Maintain regular social media presence via the Bike2Work Facebook page with over 1200 followers
- Conduct comprehensive promotional campaign including print ads, online ads, electronic newsletters, website, social media and hardcopy flyer distribution. Campaign will focus on promoting informative resources to increase ridership among infrequent riders and will focus on engaging cyclists in other campaigns such as with Friends of the Rail & Trail
- Coordinate artwork, T-shirt and color poster production with Monterey and San Benito County Bike Week staff
- Coordinate Bike/Walk to School Day with bike safety presentations conducted by EA's Bike Smart Youth Bike Safety program the Community Traffic Safety Coalition (CTSC)
- Coordinate helmet distribution with CTSC at school sites
- Expand Bike Week partnerships with additional agencies and businesses to promote Bike Week activities and bike resources throughout the year
- Recruit, coordinate and train 200+ volunteers to assist with Bike Week events
- Continue to expand efforts in South County to improve outreach to Latino populations

Performance Goals for the Spring Bike Week, 2016

- Increase participation by 5% from the previous spring Bike Week.
- Increase participation by 5% from the previous spring Bike to Work & Bike/Walk to School Day.
- Increase by 5% the outreach/promotion to businesses, public agencies, & local organizations through company liaisons from the previous spring Bike Week by using email, flyers, posters, and business site presentations/booths.
- Increase by 5% the number of beginning cyclists attending BTW Day from the previous spring BTW Day.
- Develop and send at least 8 targeted emails to over 4,000+ past Bike to Work Day participants with bike commuting news, incentives, and resource information.
- Print and distribute over 1,000 Bike Week posters. Distribute posters in both English and Spanish.

Ongoing Bike Safety and Commuter Information Resources

Work Schedule/Tasks:

EA staff will promote and provide resources for safe cycling throughout the year. Information will be provided through Ecology Action's new Bike Programs website launching in 2015, regular electronic newsletters, regular social media presence, partnerships with other local groups such as Bike Santa Cruz County to jointly promote each others events and leverage resources when appropriate, community outreach at events, engagement with business sponsors and encouragement of our bike loan program to their employees, as well as radio ads. EA will also continue to work with other public agencies to help them in their road safety and bike resource projects. EA will also continue to promote issues such as bike theft prevention, helmet use, bicycling in the rain and cold, and bike parking. These are some of the ways we conduct outreach on these issues:

- Maintain current bike resource information on our website
- Community outreach at local events where we provide informational resources and handouts
- Regular communication with our 4,000+ bike commuter list serve via electronic newsletters
- Attend RTC Bicycle Committee and CTSC meetings

Performance Goals for Bike Safety/Commuter Resources:

- Keep bike resource information current on our website, Facebook and mass emails
- Staff at least 3 information booths at community special events
- Keep BTW participants updated on important bike issues via email



Ecology Action's Bike To Work Program 2014 Program Summary/Annual Report

Program Summary

Ecology Action's (EA) Bike To Work Program continues to be one of the largest sustainable transportation campaigns in Santa Cruz County providing significant opportunities for public education and outreach regarding bicycle transportation in our community. Now in its 28th year, the Bike To Work Program (BTW) provides vital bike education, resources and incentives to local community members, employers, employees and students throughout the county. The BTW Program has had a 19% increase in participation since 2009 and continues to garner ongoing support and publicity from community members, local businesses and media outlets.

The 2014 BTW Program had the largest turnout in the program's 27-year history with a combined total of over 16,000 participants in the Spring and Fall events. This represents over a 65% increase countywide over the past decade. A combined total of over 10,600 students from 45+ school sites participated along with over 2,600 community members. Additionally, an estimated 3,000 people participated in our other Spring Bike Week events including First Night at the MAH, Cycle n Dine discount day, and group rides.

Contributes to the documented growth of Bike To Work Trips

For the 2014 program, over 675 beginner bike commuters participated in Bike To Work Day with an additional 550 participants who were infrequent bike commuters. The continued growth of both beginner and infrequent bike commuters in this program attests to the effectiveness of the program to engage commuters who normally drive to work.

Benefits of increased bicycle commuting

EA strives to provide activities that are positive, fun, and support community building among existing cyclists and those that are beginner or infrequent bike commuters. By taking a multi-pronged approach through the BTW Program, EA has been able to continually grow the participation numbers year after year thereby resulting in more people commuting by bike. By encouraging people to commute by bike, the BTW program is contributing to a healthier community by reducing air, noise and run-off pollution, reducing traffic congestion, promoting health and wellness among community members and contributing to safer streets.

Broad-base support

Every year, EA is able to leverage a considerable amount of private and public money to extend the Santa Cruz County Regional Transportation Commission's funding for the BTW Program. In 2014, EA generated over \$23,500 cash from local businesses, individuals and public agencies. In

addition, EA raised \$75,000 of in-kind services and product donations. Over 75 businesses and public agencies, plus over 200 individuals volunteered their time and contributed to the success of the program.

2014 Accomplishment Highlights

Combined figures for 2014

- Over 16,000 participants in the Spring and Fall events including over 10,600 students for Bike to School and over 2,600 community members for Bike to Work Day (a 19% increase since 2009) and 3,000 Bike Week participants.
- Over a 65% increase of Bike To Work participation countywide over the last decade.
- Over a 200% increase of Bike To School participation countywide over the last decade.
- Over 675 beginner bicycle commuters and over 550 infrequent bicycle commuters participated in the Spring and Fall events.
- Over 65,000 miles were biked instead of driven for Bike To Work and Bike/Walk to School Day
- More financial support raised than ever before from local businesses, individuals and public agencies to leverage SCCRTC funds.
- Over 75 local businesses participated in some capacity, representing more business support than ever before.

2014 Spring Bike Week Highlights

- Over 3,500 participants during Bike Week events (excluding Bike To Work Day)
- Bike Week Frist Friday Launch Party at the Museum of Art & History: Nearly 3,000 people in attendance
- Cycle & Dine program launch: EA partnered with restaurants to provide discounts to cyclists with high participation rates reported from all participating establishments
- Launched student art contest for BTW artwork with over 90 artwork submissions from local middle and high school students. The winning piece was displayed on all event posters and other outreach materials.
- Group rides were featured as part of Bike Week through program partners including the Santa Cruz County Cycling Club, Bike Santa Cruz County and the Coastal Watershed Council with hundreds of beginner and infrequent bike commuters participating

Annual Promotion

- Electronic newsletter campaign: Over 4,000 community members received regular correspondence which included education, incentives and resource to promote bicycle commuting
- Social Media: Over 1200 followers received regular updates and communications via the Bike2Work Facebook page
- News Articles: 4 articles in the Sentinel, 3 articles in the Santa Cruz Cycling Club Newsletter, articles in the UCSC Recreation Guide, the Capitola Times and the Register Pajaronian
- Newspaper Print Ads: 2 color print ads ran in the Sentinel and 2 color print ads ran in the Good Times along with online ads in both
- Website: Over 8,000 visitors to the Bike2Work.com website

- Event Outreach: EA conducted targeted outreach at over 10 events including local farmers markets, the Mountain Bike Festival, and Earth Day events
- Poster Distribution: Over 1,000 posters were distributed throughout the County. Posters were bilingual in English and Spanish.

Bike/Walk to School Promotion

- Coordination with over 45 schools
- Over 450 posters distributed to schools throughout the County
- Educational materials distributed to program participants at school sites including helmet fit guides, traffic rules and safety tips
- Over 30 'Share the Road' signs and barricades posted at school sites
- Coordinated with EA's Bike Smart Youth Bike Safety Program to run educational programs prior to event days at 8 school sites
- Worked with law enforcement to provide additional safety support on event days

2014 Collaborations

EA benefits greatly from the many partners and collaborators that help make the BTW Program successful and effective. EA continued to forge new partnerships and build upon established partnerships. The following is a partial list of our 2014 partners:

- **Santa Cruz County Regional Transportation Commission (SCCRTC):** Provided major financial support along with promotional support. EA also communicated key SCCRTC initiatives to our 4,000 list-serv and on our social media platforms throughout the year
- **Regional Bike Week Partners:** EA collaborated with the Transportation Authority of Monterey County and the San Benito COG to reduce cost of program materials and promotions
- **The Community Traffic Safety Coalition (CTSC):** EA distributed CTSC bike safety information and CTSC staff coordinated safety presentations with Bike To School events
- **Open Streets:** EA collaborated with Open Streets to cross-promote events and assist with planning efforts for events in Santa Cruz, Capitola and Watsonville
- **City of Santa Cruz:** Provided cash funding and promotional support
- **County of Santa Cruz:** Provided promotional support
- **City of Watsonville:** Provided staff and promotional support for Watsonville school and public sites
- **City of Capitola:** Provided cash and promotional support
- **University of California Santa Cruz:** Provided cash funding, staff support and promotional support
- **Cabrillo College:** Provided staff support and promotional support
- **Santa Cruz Cycling Club:** Provided promotional support and led group rides
- **Bike Santa Cruz County:** Was a program partner for the Bike Week kick-off party at the Museum of Art & History, provided bike valet at breakfast sites and assisted with promotion
- **Pedalers Express:** Hired for poster distribution and to assist with supply delivery

Attachment 5
Bike to Work
Budget Request of
\$34,427 FY '10-'11
TDA Funds

**EA's Bike to Work/School 15/16 Budget
\$50,000 TDA Funds**

	SCCRTC	Match*
Personnel		
Program Director (.15 FTE)	\$ 5,000.00	\$ 2,000.00
Program Specialist (.35 FTE)	\$ 15,000.00	\$ 5,000.00
Program Specialist (.35 FTE)	\$ 30,000.00	
Material		
Direct Costs (program materials & supplies)		\$ 25,000.00
Inkind services (staff & supplies)		\$ 18,000.00
Inkind product donations (food, advertising, prizes)		\$ 50,000.00
Total	\$ 50,000.00	\$ 100,000.00
TOTAL PROJECT BUDGET	\$ 150,000.00	

* Local business and public agencies donations, raffle and T-shirt sales contribute \$25,000 in cash plus an additional \$75,000 of inkind services and product annually for Bike to Work.

TO: Bicycle Advisory Committee

FROM: Cory Caletti, Senior Transportation Planner/Bicycle Coordinator

RE: FY 15/16 TDA Funding Request and Review of Work Plans for the Community Traffic Safety Coalition and the Ride 'n Stride Program

RECOMMENDATIONS

Staff recommends that the Bicycle Committee:

1. Review the attached proposed FY 15/16 Work Plans and Budgets from the County Health Services Agency (HSA) for the Community Traffic Safety Coalition (CTSC) and Ride 'n Stride Bicycle and Pedestrian School Education Program (Attachments 1 through 7); and
 2. Recommend that the Regional Transportation Commission approve the claim for \$100,000 in FY 15/16 Transportation Development Act funds.
-

BACKGROUND

Since FY 98/99, the Regional Transportation Commission has included \$50,000 in Transportation Development Act (TDA) funding for the Community Traffic Safety Coalition (CTSC), operated by the County of Santa Cruz Health Services Agency (HSA).

Since FY 01-02, the Commission has also funded HSA's Ride 'n Stride Bicycle and Pedestrian School Education Program with TDA funds. In prior years, funding for this program came from the Congestion Mitigation and Air Quality (CMAQ) Improvement Program and Commission reserves. In 2001, the Commission committed to approving up to \$100,000 in TDA funds in future fiscal years for the HSA and its related programs.

Per the agreement between the Commission and HSA for receipt of TDA funds, the Commission and its Bicycle Committee have the opportunity to provide input or contingencies on funding or the work plan as part of any funding approval.

DISCUSSION

The County HSA submitted the attached TDA claim forms, work plans and budgets for Bicycle Committee and Commission review and approval of funding. The full amount was programmed in the FY 15/16 budget for HSA's programs and is thus available for allocation.

Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year (conducted at the March 5, 2015 RTC meeting), 2) Bicycle Committee review and recommendation (scheduled for the April 13, 2015 meeting, and 3) RTC review and approval (scheduled for the May 7, 2015 RTC meeting).

The first work program, claim form and budget are for the ongoing work of the CTSC (see Attachments 1-4). The TDA funding request amount for the CTSC is \$51,500. The second work plan and budget request is for continuation of the Ride 'n Stride Bicycle and Pedestrian School Education Program (Attachments 5-7). This project includes staff costs but also relies on volunteers to present lessons on bicycle and pedestrian safety to elementary school students. The FY 15/16 funding request for this program is for \$48,500.

The total amount requested for the two programs does not exceed the \$100,000 currently available. HSA and other Coalition members will provide a total of \$103,800 in matching funds to the requested allocation.

Work Plan Review

The agreement between the RTC and County HSA for the CTSC and Ride 'n Stride programs includes annual review, feedback and comment by the Commission on their respective work plans as part of the funding review and approval process.

SUMMARY

Attached is a request for \$100,000 in FY 15/16 TDA funding from the Health Services Agency for the CTSC and Ride 'n Stride Programs. Staff recommends that the Committee recommend to the Regional Transportation Commission approve the funding request at the full level with \$51,500 going to the Community Traffic Safety Coalition and \$48,500 going to the Ride 'n Stride Program.

Attachments:

1. Request Letter from Dena Loijos, Health Services Manager
2. Community Traffic Safety Coalition Transportation Development Act Claim Form
3. Community Traffic Safety Coalition FY 15/16 Budget
4. Community Traffic Safety Coalition FY 15/16 Work Plan
5. Ride 'n Stride Transportation Development Act Claim Form
6. Ride 'n Stride (Bicycle and Pedestrian Education) Program FY 15/16 Budget
7. Ride 'n Stride (Bicycle and Pedestrian Education) Program FY 15/16 Work Plan

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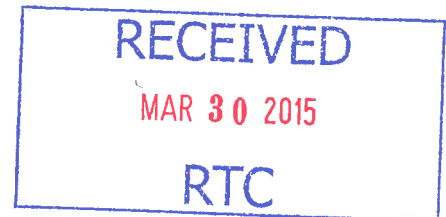
Attachment 1

COMMUNITY TRAFFIC SAFETY COALITION



March 24, 2015

George Dondero
Executive Director
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue
Santa Cruz, CA 95060-3911



Regarding: FY 2015/16 TDA Request for the Community Traffic Safety Coalition (CTSC) and Ride n' Stride program

Dear Mr. Dondero:

CTSC continues to serve Santa Cruz County residents through its efforts to reduce bicycle and pedestrian injuries/fatalities and increase the use of safe alternative modes of transportation. CTSC members developed a two-year work plan spanning fiscal years 2014-2016 that supports collaborative activities in the areas of education and training, advocacy and encouragement, engineering and enforcement. CTSC's Ride n' Stride program works in collaboration with Ecology Action's Bike Smart program to positively impact the community through its school-based education model that teaches road safety practices to thousands of young students every year as the foundation for life-long behaviors, and works with school districts, CTSC and other community partners to conduct outreach efforts and provide bike safety helmets to low-income residents.

County of Santa Cruz Health Services Agency (HSA) is requesting \$51,500 to support staffing and project implementation for CTSC, and \$48,500 to support the Ride 'n Stride school education program. HSA will provide \$103,800 in Match through other grant funding, HSA program management, fiscal and administrative support, and community in-kind contributions, for a total CTSC/Ride n' Stride budget of \$203,800 for FY 2015/16.

Enclosed you will find the Transportation Development Act (TDA) Local Transportation Funds Claim forms, work plans and budgets for each program. I attest to the accuracy of this claim and all its accompanying documentation. Every effort has been made to ensure that the CTSC and Ride n' Stride work plans reflect the needs and concerns of the community. Thank you for your consideration and continued support.

Sincerely,

 (For Dena Loijos)

Dena Loijos, MPH
Health Services Manager
Community Health and Prevention Programs
County of Santa Cruz Health Services Agency
(831) 454-5018
Dena.Loijos@santacruzcounty.us

**Transportation Development Act (TDA) – Local Transportation Funds
CLAIM FORM
for Bike/Pedestrian Projects**

Submit a separate form for each project.

*If you have any questions about this claim form or would like an electronic copy of the form,
please contact the Santa Cruz County Regional Transportation Commission at 460-3200.*

Project Information

1. Project Title: **Community Traffic Safety Coalition (CTSC)**
2. Implementing Agency: County of Santa Cruz Health Services Agency
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: Santa Cruz County Regional Transportation Commission
4. TDA funding requested this claim: **\$ 51,500**
5. Fiscal Year (FY) for which funds are claimed: **FY 2015/16**
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): **Article 8 Bike/Pedestrian Project**
7. Contact Person/Project Manager: Lynn Lauridsen
Telephone Number: (831) 454-5477 E-mail: lynn.lauridsen@santacruzcounty.us

Secondary Contact (in event primary not available): Dena Loijos
Telephone Number: (831) 454-5018 E-mail: dena.loijos@santacruzcounty.us
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks): **See Attachment A - CTSC Work Plan for FY 2014-16**
9. Number of people to be served/anticipated number of users of project/program: The number of people served will depend on the strategies utilized for each project. Some projects, such as public campaigns, will reach many community members throughout the county and might need to be estimated. For projects involving direct education, the number of those reached will be documented. For example, in the first biannual period of FY2014/15, 17 staff/volunteers from community agencies received bicycle helmet fit training and over 300,000 motorists were reached with a bicycle safety message on Mission Street marquee over an 8-day period.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): Most CTSC projects are countywide. Activities conducted with the South County Bike and Pedestrian Work Group will focus on the Watsonville/South County area. As needs and opportunities arise, specific jurisdictions within the county may be targeted for bike and/or pedestrian safety activities.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community): The CTSC continues to be the primary community-based coalition in Santa Cruz County that focuses on bicycle and pedestrian traffic safety for all age groups. The Coalition provides a forum for various agencies and individuals to share information, address community issues, collaborate on solutions, and act as a resource for its members and the community. Highlights of CTSC benefits to the community over the past year include educating 51 court-ordered attendees and members of the public through the county Bicycle

Traffic School, fitting and distributing over 500 free bicycle helmets throughout the county, and reaching 25 local driver education programs with a bilingual 3-foot passing law information packet.

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Programmed into the RTP under project #CO50
13. Measures of performance, success or completion to be used to evaluate project/program: Please see attached Work Plan for evaluation measures.
14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): CTSC's primary goal is to increase the use of alternative modes of transportation and to reduce traffic related injuries in Santa Cruz County. CTSC works to promote safe bicycling and walking by conducting community-based activities such as participating in Bike/Walk to School/Work Days and Open Streets events distributing bike helmets to low-income youth and adults, and utilizing both traditional and social media messaging to reach all age groups. CTSC supports traffic calming efforts to reduce speeding through the Trash Can Sticker and PACE Car neighborhood programs. CTSC staff also administers the County Bike Traffic School and collaborate with law enforcement to increase safer practices among all road users.
15. Project Cost/Budget, including other funding sources, and Schedule: *(complete "15a" or "15b") N/A*

15a. Capital Projects

	Planning	Environmental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
SCHEDULE (Month/Yr)								
Total Cost/Phase								
\$TDA requested								
Source 4:								

**Please describe what is included in "Other":*

15b. Non- Capital Projects – Cost/Schedule: List any tasks and amount per task for which TDA will be used. Can be substituted with alternate budget format.

See attached Community Traffic Safety Coalition Budget for FY 2015-16.

16. Preferred Method and Schedule for TDA fund distribution, consistent with the RTC Rules and Regulations (a. 90% prior to completion/10% upon completion; or b. 100% after completion): 100% after completion, county transfer fund (journal)
17. Proposed schedule of regular progress reports including an evaluation of prior year's activities: Biannual progress report to be submitted by January 31, 2016 and final report to be submitted by July 31, 2016.
18. TDA Eligibility:

	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Attach resolution to claim. (If "NO," provide the approximate date approval is anticipated.)	Yes, on file
B. Has this project previously received TDA funding?	Yes
C. For capital projects, have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency for the next 20 years? (If an agency other than the Claimant is to maintain the facility provide its name:	N/A
D. Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled	Bicycle

Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	Committee to review 4/13/15
E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual? (Available on the internet via: http://www.dot.ca.gov).	N/A

Documentation to Include with Your Claim:

All Claims

- **A letter of transmittal** to SCCRTC addressed to the Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- **Resolution from TDA** eligible claimants indicating their roles and responsibilities; and, if applicable, commitment to maintain facilities as indicated in the submitted plans for a period of 20 years.

Bike to Work, Community Traffic Safety Coalition/Ride 'n Stride – PLEASE KEEP ANSWERS BRIEF

19. Improving Program Efficiency

- Describe any areas where special efforts have been made in the **last fiscal year** to reduce operating cost and/or increase ridership/program usage. Note any important trends.
- Goals for next fiscal year (ex. identify opportunities to maximize economies of scale). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:

The primary goal of the CTSC is to bring together local groups to support safe cycling and walking in our communities. HSA continues to provide 100% match to TDA funding through grant sources, such as the state Active Transportation Program (ATP) and the state Office of Traffic Safety. The goal is to sustain CTSC programming that focuses on effective yet cost-saving methods, such as public media outreach and utilizing volunteers. CTSC created a two-year Work Plan schedule that includes increased coalition member involvement in projects and bimonthly meetings for the CTSC and its South County Bike and Pedestrian Work Group. CTSC/Ride n' Stride staff have been working with partner agencies to continue a train-the-trainer model Bike Helmet Fitting and Distribution program. Local schools and community-based organizations are set up as Helmet Fit Sites throughout the county. CTSC staff also maintains the CTSC website at www.sctrfficsafety.org and social media sites at www.facebook.com/sctrfficsafety and www.youtube.com/SCTrafficSafety, creates public information products, and conducts surveys, evaluations and data analysis in lieu of paying outside contractors or professional services.

20. What is different from last year's program/claim?

HSA's total FY 15/16 TDA request for CTSC and Ride n' Stride programs remains at the FY 14/15 allocation of \$103,800. HSA will continue to secure 100% matching funds through grants and other funding sources to maintain an adequate level of staffing for these programs to ensure continuing success and benefits to the community. The FY 14-16 CTSC Work Plan includes activities in the areas of Education and Training, Advocacy and Encouragement, Engineering, and Enforcement.

**Community Traffic Safety Coalition
TDA/CTSCBudget, FY 2015/16**

Line Item	TDA Budget	HSA Match	Total Project Costs
Personnel (Salary + 55% Benefits)			
Health Educator, .70 FTE	50,142	28,733	78,875
Program Director/Support Staff		5,000	5,000
Subtotal Personnel	50,142	33,733	83,875
Indirect Costs (15% of Personnel)		12,581	12,581
Travel/Mileage	358		358
Direct Costs			
Project Implementation	1,000		1,000
Inkind		5,986	5,986
Totals	\$51,500	\$52,300	103,800

COMMUNITY TRAFFIC SAFETY COALITION

of SANTA CRUZ COUNTY



www.sctrafficsafety.org ♦ www.facebook.com/sctrafficsafety ♦ CTSC@health.co.santa-cruz.ca.us ♦ (831) 454-4141

Work Plan for Fiscal Years 2014-2016

Mission:

The mission of the Community Traffic Safety Coalition (CTSC) is to reduce traffic-related injuries, while promoting the use of alternative modes of transportation. The primary focus is on bicycle and pedestrian safety issues. The Coalition educates all road users in safety practices to decrease the risk and severity of traffic collisions, and advocates for improved conditions to make all methods of transportation safer. The County of Santa Cruz Health Services Agency (HSA) supplies staff and administration for the CTSC.

Staff Responsibilities:

Staff to the Coalition is responsible for recruitment, retention and satisfaction of coalition members, coordinating and facilitating bimonthly coalition meetings and regular project subcommittee meetings, successful implementation of the CTSC work plan, acting as a liaison between partner agencies, tracking county bicycle and pedestrian injury statistics, writing all reports and letters of advocacy/support, representing the coalition at other agency meetings, coordinating member and community volunteers on specific projects, and maintaining the coalition website and Facebook page.

Narrative:

Coalition members select and implement projects according to current issues, public requests, and direction from community agencies and the Santa Cruz County Regional Transportation Commission (RTC). The Coalition also has several ongoing projects, including the Ride n' Stride Bicycle and Pedestrian Education Program, the Pace Car and Trash Can Sticker traffic calming projects, the CTSC website and Facebook page, the Bicycle Traffic School, and the South County Bike and Pedestrian Work Group (SCBPWG). The SCBPWG implements traffic safety projects that address the unique needs of South Santa Cruz County.

CTSC staff support all of these ongoing projects in addition to coordinating the work plan projects chosen by the Coalition members every two years. The work plan below outlines goals based on a two-year timeline, with chosen projects to be completed by the end of FY 15/16. Activities have been listed under several topic areas and an evaluation component accompanies each topic to determine the effectiveness of projects and provide feedback for improving future efforts. Several strategies and projects outlined can be combined to produce a countywide educational campaign on a particular traffic safety topic, such as speeding or distracted driving.

Ongoing guidance for implementing this work plan over the two years will include identifying agencies and members to work on certain projects, looking at collaborative opportunities with the SCBPWG and partner agencies, and prioritizing activities and spending based on community needs. The CTSC work plan is an umbrella of ideas and goals for collaborative traffic safety efforts related to alternative forms of transportation in Santa Cruz County. The work plan for Fiscal Years 2014-2016 includes ongoing activities, plus new projects and ideas to explore that will be chosen from those listed under the following topics:

Education and Training

Ongoing Activities:

- Support bicycle helmet distribution programs, including HSA's train-the-trainer program with established Helmet Fit Sites
- Coordinate conducting the Bicycle Observation Survey and Pedestrian Safety Observation Survey, collaborating with RTC on bicycle and pedestrian counts
- Create annual SWITRS (Statewide Integrated Traffic Records System) bicycle and pedestrian injury/fatality summaries for Santa Cruz County and utilize them to identify local traffic safety trends, develop or promote safety projects and community outreach.
- Promote public participation in Bicycle Traffic School and work with instructors to update curriculum as necessary
- Post regularly on the CTSC Facebook page with links to resources on the CTSC website

New Projects:

- Educate public on AB1371, the 3-foot passing law, that will go into effect in September 2014
- Produce/utilize traffic safety education messages, such as a 'Speed Kills' campaign to reduce speeding, for road users through local media outlets using Public Service Announcements (PSA's), bus/shuttle ads, etc.
- Find more ways to provide bike/ped safety education and helmets to adults and parents with school-aged children, especially local and migrant farm workers
- Utilize ideas from San Francisco's 'Light Up the Night' project to provide and install bike lights for bicyclists while providing education
- Find opportunities to give short presentations on countywide bike/ped programs at stakeholder meetings, such as for school principals and administrators
- Assist Metro and other businesses in ensuring that bus/truck drivers are adequately trained in operating safely around bicyclists and pedestrians

Ideas to Explore:

- Community-based project to paint bike skills training practice course markings in a public space (paved surface in a park, on a paved trail, etc.)
- Supply support/outreach/training to school crossing guard programs
- Reach out to school districts about obtaining bike fleets as part of the physical education curriculum on middle and high school campuses
- Publicize collision hotspot maps online, based on SWITRS or other data source, such as by using the University of California Berkeley's Transportation Injury Mapping System (TIMS)

Evaluation: Quantify audiences reached in direct education and training activities and track outreach to target populations throughout the county when feasible.

Advocacy and Encouragement

Ongoing Activities:

- Promote safe bicycling and walking for transportation and recreation through community events
- Support Bike/Walk to Work/School events and efforts
- Participate in the RTC's Bicycle Committee as needed
- Support Safe Routes to School efforts throughout the County of Santa Cruz
- Support Open Streets Santa Cruz County projects and events throughout the county

New Projects:

- Provide outreach and support to women and communities of color on bicycling and walking for transportation
- Support establishing a local or Monterey Bay regional bicycle coalition
- Partner with RTC's Commute Solutions program and the 511 program to encourage alternative and active forms of transportation
- Support programs and sustainability for the Bike Shack in Watsonville and the Bike Church in Santa Cruz
- Help promote Trips for Kids Santa Cruz mountain bike rides for youth throughout the county
- Develop a countywide bike/ped resources brochure and distribute widely to schools, Visitor's Center, bike shops, etc.

Ideas to Explore:

- Outreach to and create partnerships with non-bike/ped groups (i.e. neighborhood groups, health and service organizations, businesses, transit agencies, etc.)
- Find and use existing Spanish language messaging to support healthy transportation choices and safe behaviors
- Market county bike/ped programs by producing hanging tags or information/resource packets to go on retail bikes at bike shops

Evaluation: Document outreach and support of traffic safety and alternative transportation projects and numbers of people reached at community events.

Engineering

Ongoing Activities:

- Support the RTC Elderly & Disabled Technical Advisory Committee's (E&D TAC) Pedestrian Safety Work Group efforts
- Promote and support the RTC's online bicycle and pedestrian hazard reporting system
- Analyze bike/ped data in order to recommend or support 'best practices' for bike/ped infrastructure improvements, as well as monitor the performance of projects constructed
- Promote ongoing CTSC traffic calming efforts, including the Trash Can Sticker and Pace Car projects

New Projects:

- Encourage local public works jurisdictions to adopt the American Association of Highway and Transportation Officials (ASHTO) Guides and the National Association of City Transportation Officials (NACTO) Guides related to bicycle and pedestrian transportation
- Support local public works jurisdictions in accepting/endorsing RTC's Complete Streets Guidebook
- Encourage construction of protected/separated bikeways, such as a painted bike lane or section of rail trail, through a pilot project
- Promote the use of Bikes May Use Full Lane (BMUFL) along with Shared-Lane Markings (sharrows), especially in place of Share the Road signs, and educate jurisdictions and the public on their meaning
- Connect neighborhood families to low-cost traffic calming resources, such as 'Drive like your kids live here' signs

Ideas to Explore:

- Create a street intersection mural project as a neighborhood traffic calming measure
- Conduct evidence-based/best practices presentations to city transportation/public works commissions on bicycle and pedestrian facility designs
- Support establishment of a bike/ped coordinator and advisory committee in each jurisdiction
- Partner with local businesses to encourage bike/ped infrastructure improvements and amenities to commercial areas, including adequate bike parking
- Support finding new sources of local transportation funding, such as through ballot measures

Evaluation: Track and report the number of coalition members and community volunteers participating in meetings and project efforts by jurisdiction, plus document letters written in regard to infrastructure projects.

Enforcement

Ongoing Activities:

- Support California Highway Patrol and local police departments in bike/ped related education and enforcement
- Share information, feedback and promotion of the County Bike Traffic School with law enforcement agencies throughout the county

New Projects:

- Encourage and assess speed reduction efforts, such as traffic enforcement, use of speed feedback signs, and traffic calming measures
- Support enforcement, warnings, or notification by mail for drivers who are endangering bicyclists and pedestrians, such as failing to use turn signals, distracted driving, driving while using a cell phone, etc.
- Support enforcement of AB1371, the 3-foot passing law, that will go into effect in September 2014

Ideas to Explore:

- Assess support for a local bike/ped anti-harassment ordinance/policy
- Create an online clearinghouse/database for bike/ped incidents

Evaluation: Document collaborative efforts with law enforcement. Administer Bike Traffic School classroom evaluation form and summarize evaluation results along with program demographics.

Overall outcome evaluation methods: Utilize available data to evaluate trends in pedestrian and bicycle traffic injuries/fatalities in Santa Cruz County. Utilize local observational survey results and other available sources of data to evaluate pedestrian, bicyclist and motorist behaviors and changes in numbers of road users who are using alternate modes of transportation.

**Transportation Development Act (TDA) – Local Transportation Funds
CLAIM FORM
for Bike/Pedestrian Projects**

Submit a separate form for each project.

*If you have any questions about this claim form or would like an electronic copy of the form,
please contact the Santa Cruz County Regional Transportation Commission at 460-3200.*

Project Information

1. Project Title: **Ride n' Stride** (Bike & Pedestrian Safety school-based education program of CTSC)
2. Implementing Agency: County of Santa Cruz Health Services Agency
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: Santa Cruz County Regional Transportation Commission
4. TDA funding requested this claim: **\$48,500**
5. Fiscal Year (FY) for which funds are claimed: **FY 2015-16**
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims (ex. Article 8 Bicycle project): Article 8 Bike/Pedestrian Project
7. Contact Person/Project Manager: Lynn Lauridsen
Telephone Number: (831) 454-5477
E-mail: lynn.lauridsen@santacruzcounty.us

Secondary Contact (in event primary not available) : Dena Loijos
Telephone Number: (831) 454-5018 E-mail: Dena.Loijos@santacruzcounty.us
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks): See attached **Ride n' Stride Education Work Plan for FY 2015-16**
9. Number of people to be served/anticipated number of users of project/program: Primary work plan objective is to reach at least 2500 elementary and pre-school students to teach basic bicycle and pedestrian safety practices. In addition, it is anticipated that parent/caregiver presentations and staff participation in community events, Bike/Walk to School activities and distribution of properly fitted bike helmets will reach 100's more children, parents/caregivers and teachers throughout the county.
10. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): All projects are county wide.
11. Justification for the project. (Why is this project needed? Primary goal/purpose of the project; problem to be addressed; project benefits; importance to the community): In collaboration with Ecology Action's Bike Smart program, the Ride n' Stride program continues to provide school-based education and encouragement towards the goal of increased bike and pedestrian safety practices among youth. These skills and knowledge increase students' confidence as users of alternative modes of transportation in the community. Program staff is bilingual, enabling the program to be effective in reaching the county's diverse population of students and parents with key messages promoting the benefits of riding and walking. Over the last six years, evaluation methods have consistently shown an increase in bike safety knowledge among 3rd-6th grade level students and high satisfaction levels

among teachers.

12. Consistency and relationship with the Regional Transportation Plan (RTP) – please reference Project or Policy number: Programmed into the RTP under project #CO50.
13. Measures of performance, success or completion to be used to evaluate project/program: Please see attached Work Plan for evaluation measures.
14. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): Through road safety education, biking and walking encouragement and provision of safety helmets, more students and parents will gain confidence and motivation as cyclists and pedestrians, thereby reducing the numbers of vehicle mode trips to and from school sites, as well as for other local trips.
15. Project Cost/Budget, including other funding sources, and Schedule: (*complete "15a" or "15b"*)

15a. Capital Projects

	Planning	Environ- mental	Design/ Engineering	ROW	Construction	Other *	Contingency	Total
SCHEDULE (Month/Yr)								
Total Cost/Phase								
\$TDA requested								
Source 2:								
Source 3:								
Source 4:								

**Please describe what is included in "Other":*

15b. Non- Capital Projects – Cost/Schedule: List any tasks and amount per task for which TDA will be used. Can be substituted with alternate budget format.

See attached Ride n' Stride Safety Program Budget for FY 205-16

16. Preferred Method and Schedule for TDA fund distribution, consistent with the RTC Rules and Regulations (a. 90% prior to completion/10% upon completion; or b. 100% after completion): 100% after completion, county transfer fund (journal)
17. Proposed schedule of regular progress reports including an evaluation of prior year's activities: Biannual progress reports to be submitted by January 31, 2016 and final report to be submitted by July 31, 2016.

18. TDA Eligibility:

	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Attach resolution to claim. (If "NO," provide the approximate date approval is anticipated.)	Yes, on file
B. Has this project previously received TDA funding?	Yes
C. For capital projects, have provisions been made by the claimant to maintain the project or facility, or has the claimant arranged for such maintenance by another agency for the next 20 years? (If an agency other than the Claimant is to maintain the facility provide its name:	N/A
D. Has the project already been reviewed by the RTC Bicycle Committee and/or Elderly/Disabled Transportation Advisory Committee? (If "NO," project will be reviewed prior to RTC approval).	Bicycle Committee

	review 4/1/15.
E. For "bikeways," does the project meet Caltrans minimum safety design criteria pursuant to Chapter 1000 of the California Highway Design Manual?	N/A

Documentation to Include with Your Claim:

All Claims

- **A letter of transmittal** to SCCRTC addressed to the Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- **Resolution from** TDA eligible claimants indicating their roles and responsibilities; and, if applicable, commitment to maintain facilities as indicated in the submitted plans for a period of 20 years.

Ride 'n Stride education program – PLEASE KEEP ANSWERS BRIEF

19. Improving Program Efficiency

- Describe any areas where special efforts have been made in the **last fiscal year** to reduce operating cost and/or increase ridership/program usage. Note any important trends.
- Goals for next fiscal year (ex. identify opportunities to maximize economies of scale). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:

HSA continues to provide 100% match to TDA funding through grant sources such as Active Transportation Program (ATP) and the Office of Traffic Safety to sustain CTSC/Ride n' Stride programming that focuses on effective yet cost-saving methods. Efforts are made to utilize existing or low-cost/no-cost educational materials that reflect current best practices and are developmentally appropriate, and to secure in-kind donations of teacher and volunteer time, and to secure competitive pricing for bike helmets and other program supplies. CTSC/Ride n' Stride staff have been working with partner agencies to implement the Train-the-Trainer Bike Helmet Fitting and Distribution program based at local schools and community service organizations. In addition, efforts have been made to promote the Ride n' Stride program among selected elementary schools that tend to have lower numbers of teacher requests for the classroom presentations.

20. What is different from last year's program/claim?

HSA's total FY 15/16 TDA request for CTSC and Ride n' Stride programs remains at the FY 14/15 allocation of \$103,800. HSA will continue to secure 100% matching funds through grants and other funding sources to maintain an adequate level of staffing for these programs to ensure continuing success and benefits to the community.

CTSC
Ride n' Stride Bicycle and Pedestrian Education Program
TDA/RnS Budget, FY 2015/16

Line Item	TDA Budget	HSA Match	Total Project Costs
Personnel (Salary + 55% Benefits)			
Bilingual Health Program Specialist, .75 FTE	46,968	30,423	77,391
Program Director/Support Staff		5,000	5,000
Subtotal Personnel	46,968	35,423	82,391
Indirect Costs (15% of Personnel)		12,359	12,357
Travel/Mileage	500	218	718
Direct Costs			
Education Materials, Incentives, Supplies	1,032		1,032
Inkind		3,500	3,500
Totals	48,500	51,500	100,000

**Community Traffic Safety Coalition (CTSC)
Ride n' Stride Education Work Plan
FY 2015-2016**

The goal of the Ride n' Stride program is to increase safe bicycling and walking among children and youth in Santa Cruz County. The bicycle and pedestrian safety curriculum teaches basic traffic safety to young students. The program encourages increased riding and walking as a travel mode, and inspires participants to be role models for their friends, siblings and parents. Interactive classroom education sessions on bicycle safety (and other wheeled sports, such as scooters and skateboards) and pedestrian safety are designed to be age-appropriate, bilingual and culturally competent. Pre-/post-test results consistently show more than a 25% increase in bike safety knowledge (proper helmet use, CA laws affecting cyclists, hand signals), based on results of a written quiz administered to 3rd through 6th graders. Teacher evaluations of the program have ranked very high on a scale of 1-5. In addition, staff responsibilities in the program include: participation in community events, monthly participation in the CTSC and Watsonville Bike and Pedestrian Work Group meetings, fitting and distributing helmets to low-income families, assisting CTSC with their annual observation surveys, providing safety presentations to community agencies such as preschool centers, after-school programs and neighborhood groups as requested in order to educate parents/caregivers as well.

During FY 2013/14, Ride n' Stride program staff reached over 3,385 students and 120 parents/caregivers on traffic safety education. Ride n' Stride program staff also participated in community events including National Night Out, Annual Fitness Day, Biannual Health Fair and Bike/Walk to School reaching 930 community members. Staff also helped with fitting and distribution of 500 bike helmets at numerous locations throughout the county, and assisted in the annual bike and pedestrian safety observation surveys at local schools and neighborhood locations.

FY 2014/15 Objectives and Activities Work Plan:

- ☐ Conduct bicycle and pedestrian safety education sessions for at least 2,500 elementary school and pre-school students in Santa Cruz County school districts.
- ☐ Conduct at least 4 traffic safety presentations to parents and caregivers through schools, community agencies and neighborhood groups to promote safe bicycling and walking in Santa Cruz County.
- ☐ Participate in 4 school or community events to provide traffic safety information and promote safe bicycling and walking in Santa Cruz County.
- ☐ Collaborate with CTSC and HSA staff to conduct annual bicycle and pedestrian safety observation surveys.
- ☐ Work with CTSC, HSA and community partners to coordinate distribution and proper fitting of at least 200 bike helmets to students and other community members.
- ☐ Participate in the fall and spring Bike/Walk to School/Work events, bike rodeos and other bike/pedestrian safety activities, as staff time permits.
- ☐ Participate in traffic safety meetings, such as CTSC, South County Bike/Pedestrian Work Group, Safe Routes to School subcommittee, and/or Safe Kids Chapter meetings, as staffing capacity and other program priorities allow.
- ☐ Conduct program evaluation including pre/post-testing of student sample, teacher evaluations, and reporting of bike and pedestrian observational surveys among children and youth.

TO: Bicycle Advisory Committee

FROM: Cory Caletti, Senior Transportation Planner/Bicycle Coordinator

RE: Officer Elections

RECOMMENDATION

Staff recommends that the Bicycle Committee nominate and vote for a Chair and Vice-Chair to serve for the next year.

DISCUSSION

David Casterson and Leo Jed have served the Bicycle Committee as Chair and Vice-Chair, respectively, for the previous year. In April of each year, new elections are held. Staff recommends that Committee members consider whether they are interested in serving in either one of these capacities. Interested members should be familiar with Rosenberg's Rules of Order, be willing to facilitate the meetings in a diplomatic and constructive manner and have some history of the Bicycle Committee and its workings.

The SCCRTC's *Rules and Regulations* provides the following information regarding officers' duties:

A Chairperson and Vice Chairperson for each Committee shall be elected to serve for a term of one year. The Committee shall elect its officers at the first meeting following the March SCCRTC meeting of every year. The Chairperson shall preside at all meetings of the Committee. The Chairperson shall maintain order and decorum at the meetings, decide all questions of order, and announce the Committee's decisions. The Vice Chairperson shall perform the duties of the Chairperson in his or her absence. In the event both officers are absent from the Committee, the majority of quorum may appoint a presiding officer for that meeting. All officers shall continue in their respective offices until their successors have been elected and have assumed office.

The Chair and Vice-Chair provide assistance to each other in their duties and should be available to sign letters on the Committee's behalf and to attend occasional meetings.

On behalf of the Bicycle Committee, staff thanks David Casterson and Leo Jed for their fine service over the past year.

SUMMARY

Staff recommends that the Bicycle Committee hold elections for a new Chair and Vice-Chair to serve the Committee for the next year, through March 2016.

From: Brian Peoples [mailto:brian_peoples@rocketmail.com]
Sent: Monday, March 30, 2015 3:34 PM
To: Regional Transportation Commission, **Cc:** Brian Peoples
Subject: Comments to RTC MEeting April 2, 2015

RTC,

Comments to RTC meeting for April 2nd, 2015:

Agenda #10 – Appointment of Bicycle Committee

I am recommending that David Caterson and Amelia Conlen not be on the Bicycle Committee. The primary reason that both should not be on the Bicycle Committee they must be advocates for the use of the corridor for a trail – putting it over the need of a tourist, freight or even passenger train.

These nominees put the train over the trail and disguise their support of the train by advocating the corridor for “duel-use (train, trail)”. Unfortunately, the corridor south of Boardwalk is not wide enough for duel-use (train, trail) and in sections where it may be physically possible, it is not economically viable. As a Bicycle Committee member, they should understand the infrastructure, be technically competent to provide good advice on infrastructure improvements and understand the trends related to transportation and technology. I would argue that their stance on a train over trail actually hurt bike opportunities.

To remind Commissioners of the physical limitations for a train & trail, if you walk south on the tracks – starting at the Boardwalk:

- From the Boardwalk trestle, you can see that a train and trail will not fit under Murray Ave Bridge.
- Continuing south to the Harbor we can see that a 4th trestle can not fit and the environmental impact makes it virtually impossible to get approval for 4th trestle.
- Most people don’t realize the extensive number of trestles and limited space through Live Oak sections – but Commissioner Leopold has taken the time to walk the tracks and understands that it will take decades to build a trail parallel to the tracks.
- Approaching Capitola, we can see that the corridor near the Joulebox is not wide enough and the likelihood of a parallel Capitola trestle is not physically, economically, environmentally or politically possible.
- Continuing on through New Brighton State Park, the coastal section and bridge in the park is not physically wide enough to support a train and trail.
- Along the corridor from State Park to Aptos Village to Rio Del Mar, there are 4 trestle sections that can not physically or economically support duel-use. Two sections over the highway is not wide enough to support parallel trestles and it is not economically possible to build two new trestles over the highway. The Aptos Village trestles are not wide enough and the environmental impact requirements make it virtually impossible to build parallel trestles over the river. Even though a continuous trail from State Park to Aptos Village to Rio Del Mar will result in one of the most significant improvements in mobility through the area, Amelia and David do not support a trail over the train.
- Seascape has multiple trestles that can not be duplicated due to environmental limitations and cost.
- Lakeside Organic Group that operates the farm between Seascape and La Selva will not support a parallel trail to tracks.
- Corridor through La Selva and Manresa is not physically wide enough to support a train and trail. David and Amelia both have made public statements that they support the train in lieu of the trail. In a nutshell, I would expect the Bicycle committee members to be advocates of the trail over a train.

Agenda # 13 – Letters to RTC

Santa Cruz Metro structural deficit is evidence that a passenger train will be too expensive to operate and supported by Santa Cruz County Taxpayers.

Letter to Support Rail Extension to Monterey County Project is moving Santa Cruz County to greater cost for public transportation and will increase burden to Santa Cruz County Taxpayers. The idea that a commuter train can economically operate from Santa Cruz, through Pajaro Valley to Salinas to San Jose is not realistic. Such a trip would take over 6 hours due to configuration of tracks and distance. This subsidized train service will not be used by a significant population and such a strategy will increase public taxpayer liabilities. Vehicle technology is advancing quickly in that cars will become more of a “virtual train” as they drive in heavy congested areas. Smart cars and dump cars are becoming the common. Santa Cruz County taxpayers can not afford to make commitments to support heavy infrastructure cost associated with fixed-rail systems.

Agenda #18 – Executive Director George Dondero Performance Review

Will the criteria to assess Mr. Dondero’s performance be provided to the public and allow for public comment prior to finalizing such criteria? Due to the fact that RTC will have a major financial impact next year due to sunset of tax revenue, I would recommend an extension of Mr. Dondero contract only be for one year to put RTC in a better position to deal with possible cost reductions.

Agenda #23 – Rail Corridor Update

The Passenger Train Feasibility Study is scheduled to be completed by May, but it is not available for public review in April. Therefore, it is likely that the passenger train study will not be completed on schedule. Can RTC please provide an updated schedule and, if it is late, will the consultant be penalized for not completing the project on schedule?

Karena Pushnik (RTC Staff) statement “Now that the bridge is complete, the entire length of the line is again available for freight and passenger rail service” is not correct. Upgrades to the entire line to meet compliance requirements exceeded available funding and RTC was only able to upgrade a limited number of trestles. The railline north of Wilder Ranch is not in compliance and is not able to support passenger train service. RTC should correct this statement.

Agenda #24 – Rail Motorcar Excursion

I believe the “occasional use” of the corridor by motorized vehicles not related to improved transportation is not in the context of Proposition 116 voters. I do not believe taxpayers should fund train excursions, motorcar excursions, or other “Dinner train” operations that do not reduce traffic congestion and actually create more air and noise pollution. These excursions take RTC Staff time which is funded by taxpayers. RTC Staff hours associated with management of “excursions” is outside the charter and doing these type of activities will likely impact the 2016 RTC Tax Initiative to raise Sales Tax and DMV fees. These motorcar excursions will increase traffic and they should not be allowed to drive through our community, especially Aptos Village.

Brian Peoples

AGENDA: April 13, 2015

TO: Bicycle Committee
FROM: Karena Pushnik, Senior Transportation Planner
RE: Bicycle/Pedestrian Safety Brochure

RECOMMENDATIONS

This item is for information and discussion.

BACKGROUND

In 2006 the Community Traffic Safety Coalition produced a brochure, with funding from the Regional Transportation Commission (RTC), called "What Cyclists Would like Motorists to Know/What Motorists Would Like Cyclists to Know."

Based on the success of this piece, the Pedestrian Safety Work Group -- a subcommittee of the Regional Transportation Commission's Elderly & Disabled Transportation Advisory Committee -- developed a similar brochure called "What Pedestrians and Motorists Want Each Other to Know." The Pedestrian/Motorist brochure is available in English, Spanish and Text Reader electronic formats on the [pedestrian page of the RTC's website](#). Outreach for this brochure currently underway includes: radio interviews, announcements to councils and boards, public service announcements, media releases, Spanish language materials, and web/social media outlets.

DISCUSSION

For the same reasons that the Bicycle/Motorist and Pedestrian/Motorist brochures were developed, there is also interest in developing a safety brochure focuses on education for bicycles and pedestrians.

The purpose of this brochure could include the following:

- Increase awareness of safety issues for both bicycles and pedestrians
- Foster understanding about the needs of both groups, especially disabled individuals
- Improve relationships between groups
- Work together to find mutually agreeable solutions
- Strengthen partnerships to seek funding and improve conditions

Pedestrian Safety Work Group chair Veronica Elsea will attend the meeting to discuss potential next steps.

SUMMARY

The Pedestrian Safety Work Group is exploring the idea of working with the bicycle committee to develop a safety piece targeted to bicyclists and pedestrians.

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TO: Bicycle Advisory Committee

FROM: Cory Caletti, Senior Transportation Planner

RE: City of Scotts Valley Bicycle Projects

RECOMMENDATIONS

Staff recommends that following an oral presentation from City of Scotts Valley staff, the Bicycle Advisory Committee provides input on bicycle projects located in the City of Scotts Valley.

BACKGROUND

As discussed at prior Bicycle Committee meetings, project sponsors are encouraged to provide updates and solicit input regarding bicycle components of RTC-funded projects. In general, providing early input is very important in order to ensure that the project scope is accurately evaluated during the environmental review and design phases of project development.

At its February 2015 meeting, the Bicycle Committee also discussed some of the most significant projects needed to improve the bicycle network in Santa Cruz County, and the committee encouraged project sponsors to submit applications for the 2015 Active Transportation Program (ATP) for a few projects. However, at the February meeting, the Committee did not provide updates to priorities for the City of Scotts Valley.

As a reminder, in 2013 the legislature created the Active Transportation Program (ATP), consolidating funds historically designated for the Bicycle Transportation Account (BTA) and Safe Routes to Schools grant programs with funds from the new federal Transportation Alternatives Program (TAP). The California Transportation Commission (CTC) is responsible for approving projects for these funds, with Caltrans administering much of the program.

The goals of the Active Transportation Program are to:

- Increase the proportion of biking and walking trips
- Increase safety for non-motorized users
- Increase mobility for non-motorized users
- Advance the efforts of regional agencies to achieve greenhouse gas reduction goals.
- Enhance public health, including the reduction of childhood obesity through Safe Routes to Schools-type projects
- Ensure disadvantaged communities fully share in program benefits (25% of program)

- Provide a broad spectrum of projects to benefit many types of active transportation users

A call for Active Transportation Program Cycle 2 applications was released on March 26th 2015, with applications due June 1, 2015.

DISCUSSION

RTC staff recommends that following an oral presentation from City of Scotts Valley staff, the Bicycle Advisory Committee provide input on projects which the City may submit for Active Transportation Program funding. The Committee may also decide to submit letters of support for ATP-candidate projects.

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TO: Regional Transportation Commission

FROM: Grace Blakeslee, Transportation Planner

RE: SCC Bicycle Route Signage Program –Draft 2015 Implementation Plan

RECOMMENDATION:

Staff recommends that the Bicycle Committee provide input on the SCC Bicycle Route Signage Program- Draft 2015 Implementation Plan ([Attachment 1](#)), recommend revisions as necessary, and recommend that the Regional Transportation Commission (RTC) adopt the Final 2015 Implementation Plan.

BACKGROUND

In June 2009 the RTC programmed \$100,000 in Regional Surface Transportation Program funding for the SCC Bicycle Route Signage Program. In December 2013, RTC staff presented the Preliminary Draft SCC Bicycle Route Signage Implementation Plan. Development of the Preliminary Draft SCC Bicycle Route Signage Implementation Plan involved extensive research and review of similar implementation plans and discussions with local jurisdictions. The Preliminary Draft SCC Bicycle Route Signage Implementation Plan established goals and objectives for the SCC Bicycle Routes Signage Program, identified the target audience, recommended standards signs, and outlined potential strategies for selecting routes, sign placement, public involvement and program administration. The Draft 2015 Implementation Plan builds on previous efforts and identifies sign standards and principles for design.

DISCUSSION

The SCC Bicycle Route Signage Program identifies preferred bicycle routes. Preferred bicycle routes link common origins and destinations throughout Santa Cruz County. The Draft SCC Bicycle Route Signage 2015 Implementation Plan (Draft 2015 Implementation Plan) builds on previous planning efforts, sets up the methodology for selecting routes, lists Phase I preferred bicycle routes, defines standards signs, establishes sign design guidelines, and describes scenarios for project delivery.

The SCC Bicycle Route Signage Program is expected to be implemented over time as resources become available. The Draft 2015 Implementation Plan introduces the first group of routes proposed for implementation consistent with the Draft 2015 Implementation Plan methodology. The twenty-two routes identified in the Draft 2015 Implementation Plan are the first step in developing the community's bicycle route signage program. Starting with a few routes introduces bicycle signage to the community at a scale that fits within available planning funds and allows for revisions to the system to adapt to the community's level of interest. Upon completion of Phase I bicycle routes, including sufficient time for completion of field review and program evaluation, RTC, in partnership with local jurisdictions and partner agencies, may consider expanding the number of signed bicycle routes.

The SCC Bicycle Route Signage Program target audience includes bicycle riders of all persuasions — commuters, families, recreational riders, and visitors, including new bicyclists. All members of the community benefit from the SCC Bicycle Route Signage Program, since the SCC Bicycle Route Signage Program promotes human-scale environments, traffic calming, reduced greenhouse gas emissions, and a healthier population.

Before preparing the Draft 2015 Implementation Plan a needs assessment was completed including a review of existing facilities, safety, multimodal network quality, adopted bicycle plans, related planning efforts and bicycle routes including, but not limited to, the Monterey Bay Scenic Sanctuary Trail, the Pacific Coast Bicycle Route and the Regional Transportation Commission's complete streets planning effort

The first group of signed routes included in the Draft 2015 Implementation Plan considered common origins and destinations, target audience, traffic volumes and speeds, bicycle facilities, safety and geographic distribution. The Draft 2015 Implementation Plan categorizes routes by route type with designations including regional, local and neighborhood routes. Route types are designated to address the diverse needs of the target audience.

The standard SCC Bicycle Route Signage Program signs provide bicyclists with direction, destination, and distance information along established bicycle routes. The Manual on Uniform Traffic Control Devices (MUTCD) destination-based route signs selected for the SCC Bicycle Route Signage Program are recognizable, easy to understand and provide the greatest utility in terms of destinations and distance information. The destination-based sign system follow the look and feel of standard highway guide signs, with the addition of a bicycle graphic to identify that the signs are designed for bicyclists, and encourage consistency with existing "Bike Route" signs. Text on signs should be limited to destinations, points of interest and symbols for transit, multiuse paths and state parks as listed in [Appendix A](#) of the Draft 2015 Implementation Plan. Details regarding sign layout and assemblies, sign placement, frequency and coordination with other way finding sign systems are discussed in Chapter 4 of the Draft 2015 Implementation Plan.

A bicycle network numbering system (or protocol) developed by County resident Steve All was also considered. The CycleNet proposal "identifies routes from existing and future segments of bicycle infrastructure for discussion, planning, and mapping". The CycleNet proposal aims to associate routes with a numbering system. While a numbering system is not proposed for Santa Cruz County due to a number of concerns, the routes identified in the CycleNet proposal were considered for planning purposes. Comment related to bicycle route signing received on February 18, 2015 is included as [Attachment 2](#).

RTC will work with local jurisdictions to implement the SCC Bicycle Route Signage Program. Available resources for project delivery, related planning efforts, and institutional capacity will influence the role of the RTC and local jurisdictions in production and installation of signs. Chapter 5 of the Draft 2015 Implementation Plan provides examples of RTC and local jurisdictions roles in production and installation of signs. Local jurisdictions are expected to be responsible for sign maintenance. Agreements, contracts or memorandums of understanding desired or required to carry-out sign production and installation will be handled on a case by case basis.

SUMMARY

The SCC Bicycle Route Signage Program identifies preferred bicycle routes and is designed to increase bicycle ridership and safety. The Draft SCC Bicycle Route Signage 2015 Implementation Plan (Draft 2015 Implementation Plan) builds on previous planning efforts, sets up the methodology for selecting routes, lists Phase I preferred bicycle routes, defines standards signs, establishes sign design guidelines, and describes scenarios for project delivery. The SCC Bicycle Route Signage Program is expected to be implemented over time as resources become available. Staff recommends that the Bicycle Committee provide input on the SCC Bicycle Route Signage Program- Draft 2015 Implementation Plan (Attachment 1), recommend revisions as necessary, and recommend that the Regional Transportation Commission adopt the Final 2015 Implementation Plan.

Attachment 1: SCC Bicycle Route Signage Program – Draft 2015 Implementation Plan

Attachment 2: Comment related to bicycle route signing received February 18, 2015

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**Santa Cruz County Bicycle Route Signage Program
2015 DRAFT IMPLEMENTATION PLAN**



Prepared by the
Santa Cruz County Regional Transportation Commission
Santa Cruz, CA

Draft Update April 2015

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**Santa Cruz County Bicycle Route Signage Program
2015 Draft Implementation Plan**

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Figure 7- Example SCC Bicycle Route Sign Located on Multi Use or Trail System Post	

Chapter 1- Project Description

In an effort to further increase bike ridership and improve safety, the Santa Cruz County Regional Transportation Commission (RTC) is developing a Santa Cruz County Bicycle Route Signage Program (SCC Bicycle Route Signage Program). The SCC Bicycle Route Signage Program directs bicyclists to preferred bicycle routes. Preferred bicycle routes are link common origins and destinations throughout Santa Cruz County.

The Draft SCC Bicycle Route Signage 2015 Implementation Plan (2015 Implementation Plan) builds on previous efforts, sets up the methodology for selecting routes, lists Phase I preferred bicycle routes, defines standards signs, establishes sign design guidelines, and describes scenarios for project delivery. The 2015 Implementation Plan will be reviewed and revised as necessary.

The RTC is committed to promoting sustainable transportation options, including bicycle use. Commuters, recreational cyclists, families with children, and tourists would all benefit from a Santa Cruz County Bicycle Route Signage Program. Because the RTC is a Regional Transportation Planning Agency, not a public works department with construction authority over streets and roads, coordinating with local jurisdictions to implement such a program is vital to its success.

Background

The need for a bicycle route signage system was identified years ago by community members and transportation professionals, and more recently elected officials, in order to increase the number of bicyclists on the road, as well as improve bicyclists' visibility and safety. The project gained significant momentum after two bicyclist fatalities on Mission Street (state Highway 1). Other areas across the United States with significant bicycle ridership have implemented similar systems, including Santa Barbara, Berkeley, and Oakland in California; Portland, Oregon; Seattle, Washington; and Chicago, Illinois, among others. The Transportation Agency for Monterey County is in the early stages of developing a way finding plan including bike route signage.

In June 2009 the RTC programmed \$100,000 in Regional Surface Transportation Program funding for the SCC Bicycle Route Signage Program. In December 2013, RTC staff presented the Preliminary Draft SCC Bicycle Route Signage Implementation Plan. Development of this SCC Bicycle Route Signage Implementation Plan involved extensive research and review of similar implementation plans and discussions with local jurisdictions. Earlier stages in the development of the SCC Bicycle Route Signage Implementation Plan were used to establish goals and objectives for the SCC Bicycle Routes Signage Program, identify the target audience, recommend standards signs, and outline potential strategies for selecting routes, sign placement, public involvement and program administration.

The SCC Bicycle Route Signage Program is expected to be implemented over time as resources become available. The 2015 Implementation Plan introduces the first group of routes proposed for implementation consistent with the 2015 Implementation Plan methodology. The twenty-four routes identified in the 2015 Implementation Plan are the first step in developing the community's bicycle route signage program. Starting with a few routes introduces bicycle signage to the community at a scale that fits within available planning funds and allows for revisions to the system to adapt to the community's level of interest. Additional signed bicycle routes will be identified in phases consistent with available resources and funding opportunities.

Goals and Objectives

A bicycle route signage program in Santa Cruz County will assist in directing cyclists to preferred bicycle routes. The goals of the program are to increase traffic safety for all street users and increase bicycling in Santa Cruz County by way of reducing conflicts between bicycles and motor vehicles; educating motorists and bicyclists about shared roadways; and increasing awareness of bicycling as a viable transportation option. Increasing the bicycling mode share, a goal of the Regional Transportation Plan, will serve to maximize the existing transportation network, promote non-emission generating trips by converting short distance automobile trips to bicycling trips, and improve our community members' health and well-being.

To achieve program goals, the bicycle route signage program is designed to:

- 1) identify and guide cyclists onto streets better suited for bicycles;
- 2) promote bicycle use by making the public more aware of the bicycle as a viable transportation mode;
- 3) remind motorists that they are sharing the road with cyclists who are traveling on bicycle routes;
- 4) attract new bicycle riders, who may be intimidated by traffic and other safety considerations or constraints, to preferred routes; and,
- 5) make it easier for bicyclists to find common destinations while being informed about trip length.

The 2015 Implementation Plan will assist transportation planners, local jurisdictions and interested organizations in:

- 1) organizing the existing bikeway system to provide a framework of logical and useful routes for bicyclists in the county;
- 2) selecting bike routes that provide convenient access to a variety of major destinations and neighborhood destinations such as parks, beaches, shopping areas, schools, work, and scenic areas;
- 3) selecting routes well-suited to a broad range of riders such as commuters, tourists, families, fitness riders, and recreational riders;
- 4) eliminating and consolidating unnecessary existing bikeway signs to "declutter" area streets and bikeways; and,
- 5) developing a bike route signage program that can be implemented in phases as funding permits, and that provides clear directions to signing future bikeways in the same manner.

Audience

Community

While the main focus of the program is bicyclists and community members interested in riding a bicycle, the population to be served includes all Santa Cruz County residents and visitors. Design features to increase bicycle ridership benefits all members of the community, since it promotes human-scale environments, traffic calming, reduced greenhouse gas emissions, and a healthier population.

Bicyclists

Bike route signs will serve riders of all persuasions — commuters, families, recreational riders, and visitors. Bicycle counts taken in 2012 and 2014 show an overall increase in bicycle ridership in Santa Cruz County since 2003 with the greatest number of bicyclists in the City of Santa Cruz and mid-County including Capitola. On average, over 3,500 workers ride a bicycle to work in Santa Cruz County between 2006 and 2010 according to the American Community Survey 5-year estimate. While the sign program will clearly serve commuters, commute trips account for just 16% of all trips nationally according to the 2009 National Household Travel Survey, so a far larger number of residents traveling for other household trips such as shopping, school, and who bicycle will benefit.

New Bicycle Riders

Community members who want to travel by bicycle but have safety concerns may be encouraged by the designation of specific routes better suited to bicycling and add to the total number of bicyclists in Santa Cruz County. Safety concerns are the main reason why residents do not choose bicycling for short trips in Santa Cruz County according to a 2012 public input survey conducted by the RTC. Increased bicycle ridership also means higher visibility which heightens safety and provides an inviting atmosphere to timid or novice riders.

Visitors

Visitors to Santa Cruz County will be served from improved guidance while traveling through the county on touring trips or navigating around town by bicycle.

Pedestrian Wayfinding

While the bike route signs will be useful to pedestrians, the system will not be specifically designed to support pedestrian travel because design considerations differ for each mode. Pedestrian wayfinding signage is generally focused on a finer level of detail, supporting shorter trips, areas with higher density, and more local destinations. A bicycle signage system needs to support longer trips and the signs need to be designed and located to accommodate users traveling at speeds in the range of ten to fifteen miles per hour, or possibly higher.

Funding

The RTC initially considered an application for \$300,000 for development of this program and later estimated \$500,000 was needed for a robust and comprehensive countywide signage program. The requested amount was determined after researching the cost of developing such programs in other areas; identifying preliminary estimates for the number of routes and signs needed; considering maintenance requirements; and estimating the staff time needed to adequately coordinate sign and route development with all local jurisdictions. In response to the application for \$300,000 in funding to develop the program, the RTC approved a reduced amount of \$100,000 in RSTP funding. RTC staff worked with a limited project scope to develop a SCC Bicycle Route Signage Implementation Plan designed to accomplish program goals and position the region to take advantage of future funding opportunities.

Other jurisdictions have financed their programs through the following funding mechanisms: Bicycle Transportation Account (BTA), Transportation Development Act (TDA), Proposition 116, Transportation Enhancement Act (TEA), local maintenance funds, and various tax measures, among others. Many of these funding sources could be pursued to acquire additional funds for the county's program and others are no longer available due to legislative changes in recent years. For example, individual jurisdictions or the RTC could apply for Active Transportation Program funds to help fund their jurisdiction's portion of the sign program.

Chapter 2- Needs Assessment

Existing Conditions

As of December 2014, there are 216 bikeway miles in Santa Cruz County, consisting of 191 miles of Class II striped bike lanes on a street or highway and 25 miles of Class I separated paths designated exclusively for bicycle travel. Class II bike lanes can be found on most arterials and collector roads. Green bicycle lanes are sometimes found on Class II bike lanes when bike lanes are painted green in all or some locations, but the bike lane is not physically separated from vehicles. Class I bike paths can be found on the San Lorenzo River Levee, Arana Gulch Trail, Branciforte Creek Trail, and some segments of the Watsonville Slough Trails. RTC staff has not conducted an analysis of the number of Class III miles existing in the county. Sharrows are sometimes found on Class III facilities and provide improved visibility for bicycles. The area has an active bicycling community which promotes the provision of dedicated bicycle facilities on a variety of road way types to accommodate the varied ability and comfort levels of bicycle riders.

While the county is currently served by a wide variety of bicycle facilities, the majority of the area lacks a clear, comprehensive, and consistent sign system that provides bicycle users with directional information and information about mileage to destinations and points of interest. Two different sign systems already exist, namely the Pacific Coast Bike Route and the California Coastal Trail, but they do not provide destination or mileage-to-destination information. Additionally, many Pacific Coast Bike Route signs are in need of maintenance, and gaps in the sign system need closing. The SCC Bicycle Route Signage Program provides an opportunity to connect routes, make improvements, and integrate the entire bicycle network.

Safety

Safety concerns are the main reason why residents do not choose bicycling for short trips in Santa Cruz County according a public input survey conducted by the RTC in 2012. Santa Cruz County bicyclists' injury/fatality rate is almost twice the State injury/fatality rate with 158 bicyclists injured or killed in 2010 according to the Community Traffic Safety Coalition, 2010 Bicycle State of the County Report. State injury/fatality rates are based on collisions per total population and not collisions per total bicycle ridership. Bicycle crashes were common at major intersections on high-speed, multi-lane arterial streets, and roads with high truck traffic volumes.

Multimodal Network Quality

The level of use of bicycle facilities is highly dependent on the quality of the facility. Evaluating multimodal facility quality underscores the importance of the quality of the bicycle network for promoting greater use of active transportation. The Multimodal Network Quality Analysis of Santa Cruz bicycle facilities completed in 2014 concluded that the overall quality of the Santa Cruz County bicycle network rated 26 out of a maximum of 100. Although the presence of signed bicycle routes was not a variable analyzed in the bicycle network quality analysis, the location of bicycle facilities with respect to vehicle speed and type of bicycle facility was a factor to determining the network score.

Bicycle Plans

All local jurisdictions within the RTC planning area have developed bicycle plans to guide implementation of local policies and funding to support bikeway development, maintenance and support facilities. The purpose of bicycle plans range from developing integrated bicycle networks to implementing bicycle safety goals and designing a system that will increase bicycle commuting. Routes are generally consistent with priorities dictated in bicycle plans.

Monterey Bay Sanctuary Scenic Trail Network

The Monterey Bay Sanctuary Scenic Trail Network is planned to be a 50-mile bicycle and pedestrian pathway along the coast of Santa Cruz County, from the San Mateo County line in the north to the Monterey County line at Pajaro as defined in the Monterey Bay Sanctuary Scenic Trail Master Plan adopted in 2013. The RTC is overseeing the Santa Cruz County sections of the Monterey Bay Scenic Sanctuary Trail. In Santa Cruz County, the Monterey Bay Sanctuary Scenic Trail Network merges plans for a bicycle and pedestrian trail along the rail line – including coastal alignments and neighborhood spurs – into a connected network that will overlap and converge to provide safer and convenient route choices. Segments of the Monterey Bay Sanctuary Scenic Trail Network located in the urban areas of the City of Santa Cruz and City of Watsonville are under development. The Monterey Bay Sanctuary Scenic Trail Network will serve as the California Coastal Trail in Santa Cruz County.

California Coastal Trail

The California Coastal Trail is defined as a continuous public right-of-way along the California coastline—a trail designed to foster appreciation and stewardship of the scenic and natural resources of the coast through hiking and other complementary modes of non-motorized transportation. The Monterey Bay Sanctuary Scenic Trail Network will serve as the California Coastal Trail in Santa Cruz County.

Pacific Coast Bicycle Route

In Santa Cruz County, Highway 1 is recognized as the Pacific Coast Bike Route. The route generally follows Highway 1 north of the city of Santa Cruz, surface streets in the cities and county urbanized areas, and along rural surface streets south of Aptos. The Pacific Coast Bike Route is shown in Appendix C. Due to its spectacular scenery, the route draws many recreational bicycle riders, mountain bikers, charity ride participants, group riders, bike delivery operations, triathlons, and bicycle races and is promoted by the national organization Adventure Cycling Association.

Multiuse Pathways

There are several multi-use pathways in Santa Cruz County that serve bicycle travel including the San Lorenzo River Levee Trail, the Arana Gulch Trail, Branciforte Creek Trail and some of the Watsonville Slough Trails. The multi-use pathways are considered Class I bicycle facilities and are physically separated from motor vehicle traffic. Multi-use pathways can provide more comfortable facilities for less experienced bicycle riders because they do not have to share the path with motor vehicles and there are fewer opportunities for conflicts between bicycle riders and motor vehicles.

Neighborhood Shared Streets

Neighborhood shared streets are local roadways that emphasize slow speeds and lower volumes and optimize bicycle and pedestrian travel. Neighborhood shared streets are intended to create “low stress” routes for bicyclists, connect common neighborhood destinations, and link to other preferred bicycle routes. Neighborhood shared streets may have one or more of the following: pavement markings that signal drivers and bicyclists to share the road; dedicated bicycle and pedestrian facilities; and show where pedestrians should cross, bicycle and pedestrian scale way finding signs; and traffic calming measures.

City of Santa Cruz Way Finding Program

The City of Santa Cruz Way Finding and Signage Program is an integrated system which markets the City of Santa Cruz and communicates that the City is unique, friendly and organized through helping visitors more easily find their way to intended and discovered destinations. The City of Santa Cruz Way Finding and Signage Program recommends developing bicycle signage for the West Cliff Drive and San Lorenzo Levee bike loops, to include mileage and time specifications.

Chapter 3- Route Selection

Methodology

Preferred routes are selected based on the following features: proximity to common origins and destinations; route directness and connectivity; bicycle facilities; target audience; and traffic volumes and speeds; with safety as a major consideration. Other factors considered when choosing routes include geographic distribution, scenic attributes, topography, and route connectivity. The route selection process is undertaken in collaboration with all public works departments in the county, as many routes crossover multiple jurisdictions.

Common Origins & Destinations

Settling on common origins and destinations was the first step in selecting preferred bicycle routes for Santa Cruz County. Common origins and destinations are considered major attractors and can generally be described as: downtowns, town centers, commercial centers, universities, state parks and beaches, and neighborhood districts. In some cases, major arterials serve as a bicycle route origins (ex. Capitola Road, and Mission Street) if their location draws individuals from more than one surrounding neighborhood or may allow for links between separate routes. Points of interest along routes are also important factors in determining route locations. Points of interest are described as major transit stations, colleges, coastal access points, multi use path and trail systems. A list of common destinations are included in [Appendix A](#).

Target Audience

The SCC Bicycle Route Signage Program is designed to serve all ages and abilities and address the needs of commuters, families, recreational riders, and visitors. Within this audience there is a continuum of experience, attitudes, and comfort associated with bicycling. The Federal Highway Administration describes this continuum using a scheme based on bicyclist skill. Advanced cyclists are those whose greater skill enables them to share roads with motor traffic and may be willing to sacrifice separation from traffic stress for greater speed. Basic adult cyclists are those who lack the “skill” to confidently integrate with fast or heavy traffic. Children cyclists are those who are less capable than the basic adult cyclists at negotiating with traffic and more prone to irrational and sudden movements. Desired common destinations may also vary across the target audience. For example, recreational riders may be most interested in reaching state parks or beaches and transit stations. Families may be most interested in reaching internal neighborhood connections such as local parks or schools. The result is diverse bicycle routes that expose bicyclists to varying levels of motor vehicles and motor vehicle speeds and provide links to nearby and farther away destinations.

Traffic Volumes & Speeds

Traffic volumes and speeds can be factors in a bicycle riders safety and comfort. Increase in traffic speeds and traffic volumes create “traffic stress”. For example, multi-lane streets can promote higher traffic speeds and decrease a bicyclist’s noticeability to left-turning and cross traffic at driveways and intersections. Also, the severity of a crash involving a bicyclist and motorist increases exponentially with speed. Providing a low level of stress for bicyclists requires progressively more protective measures – dedicated bike lanes and, ultimately, physically segregated bikeways- commensurate with the traffic speed.

Bicycle Facilities

Signed bicycle routes are located on Class I, Class II and Class III bicycle facilities. Examples include bicycle routes that utilize the San Lorenzo River Levee Class I bicycle path, Class II bicycle lanes on Soquel Avenue/Drive and collectors, and local roadways, including

neighborhood streets, which serve as Class III bicycle facilities. The existing bicycle route network represented in the RTC's Santa Cruz County Bike Map should be referenced when selecting routes.

Bicycle facilities by route vary depending on the target audience and route location. Bicycle routes are typically located where there are existing bicycle facilities. Upgrades to existing bicycle facilities on identified routes may be recommended to establish the most conducive environment for the experience level and comfort of different rider types.

Safety

The most common motor vehicle- bicycle crashes are located at intersections and may include a motorist passing a cyclist on the left and turns right into the bike's path or a motorist fails to see a cyclist and makes a left turn. Other common motor vehicle- bicycle crashes are a cyclist traveling next to parked cars lined up on the street strikes a car door opened by the driver; a motorist exits a driveway or parking lot into the path of a bicyclist, a motorist overtaking bicyclists from behind. In Santa Cruz County, bicycle collisions were most frequent on arterial and collector routes with speeds between 25 and 35 mph. The SCC Bicycle Route Signage Program is designed to reduce potential conflicts between bicycle and motor vehicles.

Geographic Distribution

It is important that chosen routes are equitably distributed throughout the county. Throughout Santa Cruz County there are bicyclists with a range of needs. Providing a variety of bicycle route options at locations throughout the county is the most equitable approach to distributing the benefits of bicycling. Furthermore, the overall success of the SCC Bicycle Route Signage Program is depending on the routes ability to link common origins and destinations across Santa Cruz County.

Route Type

Preferred bicycle routes are categorized by route type. Regional, local and neighborhood routes have been designated to address the diverse needs of the target audience. Identifying three classes of preferred bicycle routes promotes routes that are designed to maximize utility and appeal to the broadest range of bicycle riders. While the preferred bicycle routes are designed for all, bicyclists should always use their judgment in selecting routes that suit their experience and comfort level.

Regional Bicycle Routes: Connect common origins and destinations that support several communities and a mixture of community needs. Routes are designed to prioritize route directness over low traffic stress. Routes are typically cross-county routes between five and twenty-miles and link to local and neighborhood routes. Routes may appeal to more experienced bicycle riders or be categorized as advanced riders according to FHWA. Routes are typically composed of Class II bicycle facilities.

Local Bicycle Routes: Connect between three or four common origins and destinations that support a local community's needs and connect adjacent jurisdictions and neighborhoods. Routes are designed to balance route directness with traffic stress. Routes are between five and eight miles in length and link with other local route and neighborhood routes. Routes may appeal to bicycle riders with less experience integrating with traffic and fall into the category of basic adult riders according to FHWA. Routes are typically composed of Class II and Class I bicycle facilities, and shared local roadways.

Neighborhood Bicycle Routes: Connect two or more common neighborhood origins and destinations. Routes prioritize low traffic stress over route directness. Routes are intended for new bicycle riders with little or no experience negotiating traffic and bicycle riders who fall into the category of children riders according to FHWA. Routes are between two and three miles in length and link with other local and regional routes. Routes are typically Class I bicycle facilities and shared local roadways such as neighborhood shared streets. Class II bicycle facilities may provide connections along the route. Neighborhood routes may be further evaluated in conjunction with other neighborhood transportation planning projects.

Phased Approach

The SCC Bicycle Route Signage Program is expected to be implemented over time as resources become available. The 2015 Implementation Plan introduces the first group of routes proposed for implementation consistent with the 2015 Implementation Plan methodology. A phased approach introduces bicycle signage to the community at a scale that fits within available planning funds and allows for revisions to the system to adapt to the community's level of interest. Additional signed bicycle routes will be identified in phases consistent with available resources and funding opportunities. Once successful routes have been signed, there will likely be public requests for additional routes. Such support could help facilitate securing of funds for future routes.

Phase I Bicycle Routes

The twenty-four bicycle routes identified in the 2015 Implementation Plan are the first step in developing the community's bicycle route signage program and establish the foundation for future routes. The Phase I bicycle routes build on the information provided in 2013 by local jurisdictions' representatives as well as by bicycle advocacy/advisory organizations' representatives during development of the SCC Bicycle Route Signage Implementation Plan. Phase I bicycle routes focus on identifying preferred routes between common origins and destinations within the primary urbanized areas of Santa Cruz County. Phase I bicycle routes are designed to link with an expanded network of routes as future phases of the SCC Bicycle Route Signage Program are implemented. [Appendix B](#) includes a list of Phase 1 bicycle routes, maps of routes by route type and geographic location, and a detailed description of the associated street network.

Program Expansion

Upon completion of Phase I bicycle routes, including sufficient time for completion of field review and program evaluation, the RTC, in partnership with local jurisdictions and partner agencies, may consider expanding the number of signed bicycle routes. Future signed bicycle routes should be selected consistent with the methodology described in the 2015 Implementation Plan. Adjustments to the methodology should only be made if the outcomes do not conflict with previously implemented signed bicycle routes.

Chapter 4- Sign Design Guidelines

Standard Signs

To assist the bicyclist, the signs provide three general kinds of guidance. The standard SCC Bicycle Route Signage Program signs provide bicyclists with direction, destination, and distance information along established bicycle routes.

- 1) Directional information instructs bicyclists about which way to go to reach common destinations near approaching decision points/intersections.
- 2) Destination information confirms the bicyclist's route choice for reaching common destinations after selection a direction at decision points and intersections.
- 3) Distance information indicates mileages and allows bicyclists to plan for energy needs and to better account for the time that the bicycle trip may require.

The SCC Bicycle Route Signage Program purposes to use the Federal Highway Administration's and California Manual on Traffic Safety Control Devices (MUTCD) sign standards to support a destination-based route signing system. The MUTCD destination-based route signs selected for the SCC Bicycle Route Signage Program are recognizable, easy to understand and provide the greatest utility in terms of destinations and distance information. The destination-based sign system follow the look and feel of standard highway guide signs, with the addition of a bicycle graphic to identify that the signs are designed for bicyclists, and encourage consistency with existing "Bike Route" signs. Several areas within California with signed bicycle routes are installing or moving towards destination-based route signs.

A modified version of sign D11-1 combined with D1-1a to D1-3a, shown in Figure 1, are the primary signs utilized for the SCC Bicycle Route Signage Program to direct bicycle riders and assure bicyclists they are on the correct route. A modified version of the D11-1 sign is proposed to remove the words "BIKE ROUTE". The words "BIKE ROUTE" officially reference a Class III facility. While this distinction is practically not of concern to users, the use of "route" on a Class I or II facility is incorrect. In addition, minimizing the number of words presented on a sign is typically preferred. Sign D11-1c shown in Figure 1 may occasionally be utilized for the SCC Bicycle Route Signage Program when only the final destination is identified, typically in more rural areas. The D1-1a/D1-3a signs provide directional and mileage aspects when combined with the D11-1 sign.

In order to give jurisdictions as much flexibility as possible while maintaining a uniform look across the county, the SCC Bicycle Route Signage Program should deploy the signs identified in Figure 1 below in a modular fashion, with consideration for the 2015 Implementation Plan sign design guidelines, and professional judgment of location and route specific circumstances.

Figure 1: Standard SCC Bicycle Route Sign

Option 1: To be used before major intersections/decision points to direct bicycle riders and assure bicyclists they are on the correct route when more than one destination or point of interest is identified.



D11-1, modified ("Bike Route" removed)

Size: 24" x 18"



D1-1a: Single Destination

D1-2a: Two Destinations

D1-3a: Three Destinations (shown here)

Size: Height varies based on number of destinations; width varies, but could limit to 24" to match width of D11-1

Note: The two signs for Option 1 can be mounted on single plate

Option 2: To be used before or after major intersections/decision points to direct bicycle riders and assure bicyclists they are on the correct route when only the final destination is identified.



D11-1c

Size: 24" x 18"

The sign layout specification for the SCC Bicycle Route Signage Program deviates from the MUTCD as described in Table 1.

Table 1: Standard Sign Deviation from MUTCD

Difference from MUTCD	Rationale
Removes “BIKE ROUTE”	Remove reference to Class III facility
Incorporates symbols with destination names	Improved communication while minimizing text

Sign Text & Mileage

Text on signs should be limited to destinations, points of interest and symbols for transit, multiuse paths and state parks as listed in [Appendix A](#). Reference to commercial destination should be minimized. Final destinations should be included on all respective route signs. Route destinations should be signed at a distance of less than six miles. Points of interest should be signed at a distance of less than two miles. Signs shall use mixed case letters (e.g. upper case and lower case).

Distances on bicycle routes should be measured from the center of intersections to the geographical or business center of urban nodes. Mileage on signs should be listed in one mile increments. When the distance is less than one mile, the mileage number is expressed as a decimal, with a zero placed before the decimal (e.g., “0.5”).

Symbols on Standards Signs

Symbols will be used to convey destination and point of interest information in a space efficient manner. Symbols will be incorporated to identify the location of multiuse paths or trails, state parks, and transit stations. Symbols that may be incorporated with the SCC Bicycle Route Signage Program are shown in Figure 2.

Figure 2: Symbols for Use with SCC Bicycle Route Signs



Multi Use Path	Transit Station	California State Park
		TBD

Figure 3: SCC Bicycle Route Sign with Transit or Multi Use Path Symbol

Symbols will be used to convey destination and point of interest information in a space efficient manner on SCC Bicycle Route Signs. The modified D11-1a signs here are combined with D11-1 modified sign to identify the location of a transit station and multi use path.



Sign Layout

The following should be considered when determining sign layout:

- 1) include no more than three locations made up of a combination of destinations and points of interest;
- 2) locate the nearest destinations or point of interests at the top two places. If destinations or points of interests are equal in distance, the sign with an up arrow should be placed on top;
- 3) the final destination should be located in the bottom place. If a point of interest is beyond the final destination, then the point of interest beyond the final destination may be located in the bottom place and the final destination should be located in the middle place;
- 4) if a combination of destinations and points of interest are greater than three, then the two nearest destinations or points of interest should be listed in the top two places and the final destination should be listed in the bottom place. If a point of interest is beyond the final destination, then the nearest destination or point of interest should be placed in the top place, the final destination placed in the middle and the point of interest beyond the destination should be placed in the bottom place;
- 5) the straight arrow should be placed to the left of a destination and be left-justified, the left arrow to the left of a destination and be left-justified, and the right arrow to the right of a destination and be right-justified; and,
- 6) symbols should be located between arrows and destination text and included only for destinations within one mile of the bicycle route.

Sign Assemblies

A sign assembly is the group of signs that are placed at one location. SCC Bike Route Signage Program sign assembly would include the modified D11-1 “Bike Route” sign shown in Figure 1 plus a second set of D1-1a to D1-3a signs mounted below that contain destination and distance information. In unison, they contain the necessary SCC Bicycle Route Signage Program information at that location.

The RTC recommends that each sign be produced separately, rather than putting all the signs for a given sign assembly on a single plate. Separate signs will ease replacement of individual units. Using a single plate for each sign assembly is possible, though, and has been done by various jurisdictions.

Sign Frequency

Signs per directional mile will vary based on the number of decision points. Some routes might be more rural, and have less decision points, meaning fewer signs are needed. More urban routes will need more signs, since decision points are abundant. Other bicycle route signage program sign frequency range from 14 to 2 signs per bi-directional mile. The Pacific Coast Bike Route signs originally installed in Santa Cruz County contain 8 signs per bi-directional mile (4 in each direction). Sign frequency should reflect the sign placement principles in the 2015 Implementation Plan.

Sign Placement

Effective placement of signs along the routes is crucial to the functioning of the system. Each route should be evaluated individually to determine the most effective location for signs. Signs should generally be located before and after major intersections or decision points, before a bike route turns.

Sign placement located near intersections should consider intersection geometrics, number of lanes, sign distance and professional judgment. For example, left turns may require a sign to be placed a greater distance before the intersection based on the number of lanes the bicyclist must merge across in order to make the left turn. Other bicycle route signage programs place decision signs 30 feet for a zero lane merge, 100 feet for one or more lane merges.

Sign locations should be mapped prior to installation. A database of final sign locations should be documented and shared between local jurisdiction and RTC. Doing so will ease maintenance efforts when signs need to be replaced, which will help maintain the integrity of the sign system. Evaluation of sign locations conducted during field reviews should utilize maps of planned sign locations.

A database of final sign location should include a detailed description of:

- sign placement including closest cross streets and distance in feet from intersections, where possible;
- sign assembly including MUTCD signs utilized, signed destination and mileage, other signage located on the sign post and a image of posted sign where possible; and,
- sign dimensions including sign height and clearance.

Other Sign Systems

SCC Bicycle Route Signage Program signs should integrate with other signs systems to avoid proliferation of signs, where appropriate. Existing signs for the California Coastal Trail, the Pacific Coast Bike Route, San Lorenzo River Levee as well as standard bike path, bike lane, and bike route signs are installed throughout the county. SCC bicycle route signs should also plan to integrate with future sign systems.

Bike Facility Signs

Figure 4 provides examples of existing bicycle sign systems in Santa Cruz County. Class III signs are similar to and can integrate well with the SCC Bicycle Route Signage Program. Class II signs are different in color scheme and Class I signs are different in color scheme and layout than the SCC Bicycle Route Signage Program. To encourage an easily recognizable sign system, where bike facility signs here bicycle facility signs are located on SCC Bicycle Route Signage Program routes:

- 1) existing Class III facility signs should generally be removed or combined with SCC Bicycle Route Signage Program signs; and,
- 2) existing Class I and Class II facility signs should be removed.

Two initiatives – one state and one national – could result in new bike signs in the county as shown in Figure 5.

The U.S. Bike Route initiative, a program sponsored by the American Association of State Highway and Transportation Officials and the American Cycling Association, is requesting that local jurisdictions designate and sign bike routes of national significance. A California initiative resulting from the passage of AB 1464 is requesting the same thing. Both programs have unique signs. At this time, RTC staff is recommending that the Pacific Coast Bike Route network be used for both programs and that no new signs be installed, in order to avoid confusion and sign proliferation.

Figure 4: Existing Bicycle Facility Signs in Santa Cruz County






Pacific Coast Bike Route	Class I Bike Path	Class II Bike Lane	Class III Bike Route
			

Figure 5: Future Bicycle Facility Sign in Santa Cruz County

Possible US Bike Route	AB 1464 State Route Program
	Image not yet determined

Pacific Coast Bike Route

The Pacific Coast Bike Route signs are similar to the SCC Bicycle Route Signage Program signs and can integrate well with the SCC Bicycle Route Signage Program. To encourage an easily recognizable sign system, existing Pacific Coast Bike Route signs may maintained or combined with SCC Bicycle Route Signage Program signs. Combining Pacific Coast Bike Route sign with the SCC Bicycle Route Signage Program sign can be accomplished by replacing the existing D11-1 “Bike Route” sign with the adopted SCC Bicycle Route Signage Program standard signs (modified D11-1 sign), adding directional sign elements, and relocating signs consistent with the SCC Bicycle Route Signage Program sign placement principles. An example of a Pacific Coast Bike Route sign combined with the SCC Bicycle Route Signage Program sign is shown in Figure 6.

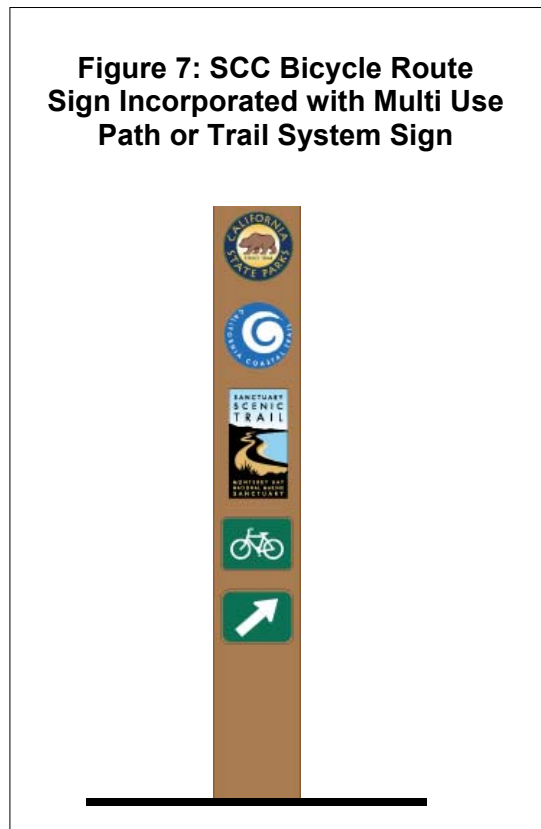
Figure 6: SCC Bicycle Route Sign Combined Pacific Coast Bicycle Route Sign



Multi Use Path & Trail System Signs

Bicycle route signs identifying the location of multi use paths or trail systems may include the multi use path or trail system symbol in addition to the text description, such as shown on Figure 3. Where SCC Bicycle Route Signage Program routes overlap with multi use path or trail systems, such as the San Lorenzo River, Watsonville Slough Trails, and future Monterey Bay Area Scenic Sanctuary Trail, signing for the SCC Bicycle Route Signage Program could be incorporated into the unique multi use path or trail use sign system. When SCC bicycle route signs are incorporated with unique multi use path or trail system signs the SCC bicycle route sign should maintain the look and feel of the standard SCC bicycle route signs and remain consistent with the 2015 Implementation Plan placement principles. The SCC bicycle route signs may be modified in size to fit within the adopted multi use path or trail post sign.

Figure 7: SCC Bicycle Route Sign Incorporated with Multi Use Path or Trail System Sign



Chapter 5- Project Delivery

As a Regional Transportation Planning Agency (RTPA), the RTC is in a unique position to implement a countywide bike route signage program. The RTC will work closely with all local jurisdictions through which routes will traverse (the Cities of Watsonville, Scotts Valley, Capitola, and Santa Cruz, the County of Santa Cruz, and possibly Caltrans for state highway facilities) to deliver the SCC Bike Route Signage Program.

In 2010, the RTC provided the initial funding for development of the SCC Bike Route Signage Program. The RTC led development of the Draft SCC Bike Route Signage Implementation Plan.

RTC will work with local jurisdictions to implement the SCC Bicycle Route Signage Program. Sign design standards and placement will be consistent with the adopted 2015 Implementation Plan.

Sign Production and Installation

Available resources for project delivery, related planning efforts, and institutional capacity will influence the role of RTC and local jurisdictions in production and installation of signs. The RTC will pursue funding for implementing the SCC Bicycle Route Signage Program as opportunities arise. Local jurisdictions may also provide funding for sign manufacturing and installation. Distribution of funds from RTC will consider equitable geographic distribution, time of requests by local jurisdiction, and route connectivity.

Some examples of RTC and local jurisdictions roles in production and installation of signs may include:

- 1) Local jurisdictions produce and install signs consistent with the 2015 Implementation Plan.
- 2) RTC coordinates production of signs and local jurisdictions install signs consistent with the 2015 Implementation Plan. Production of signs may be completed by an outside vendor or one local jurisdiction on behalf of other local jurisdictions within Santa Cruz County.
- 3) RTC coordinates production and installation of signs consistent with the 2015 Implementation Plan. Production and installation of signs may be completed by an outside vendor or one local jurisdiction on behalf of other local jurisdiction within Santa Cruz County. Because the RTC does not have a licensed traffic engineer on staff, and sign placement will be dependent on engineering evaluations after consideration of line of sight, traffic volume, lane numbers, and other factors, RTC recommends this approach only if all other options have been exhausted.

Agreements, contracts or memorandums of understanding desired or required to carry-out sign production and installation will be handled on a case by case basis. Coordination with Caltrans may require more administration, however, as local bicycle route signs may require greater level of consideration to be located on state facilities.

The RTC will provide as much assistance, direction, and guidance as possible. Local agencies' participation is paramount, and creative streamlining, such as waiving encroachment permits, will provide for significant time and cost savings.

Sign Maintenance

Sign maintenance is crucial to the success of the SCC Bicycle Route Signage Program. Missing, damaged, or vandalized signs in any link in a route could render that route incomplete.

Local jurisdictions will be responsible for sign maintenance, including manufacture of replacement signs, installation, and all associated costs. In preliminary discussions with local jurisdictions in Santa Cruz County, sign maintenance costs are estimated between \$2,000 and \$4,000 annually per local jurisdiction, depending on the number of signs installed. If funding is identified, the RTC will strive to cover on-going sign replacement as possible.

Sign Costs

A major expense in the sign program is the cost to manufacture the bike route signs and install them, including hardware and labor. In preliminary discussions with local jurisdictions and a review of other Bay Area bike route sign programs, sign production/installation costs are estimated to be between \$300 and \$400 per sign for the SCC Bicycle Route Signage Program. This estimate includes the cost of encroachment permits where they may be needed. One way of determining the total costs for implementing signage on bike routes is to determine the average number of signs used per bi-directional mile. Once the number of miles on a given route is known the number of signs and cost per route can be calculated.

Field Survey

It is recommended that a pre-installation field survey occur for each route prior to sign installation to ensure that directional guides are logical, comprehensive, and streamlined. Field survey should reveal route deficiencies that may impact sign placement and solutions or enhancements such as bicycle route pavement markings. A post-installation field review would also be advisable to confirm network connectivity and functionality. Members of the public and/or advocacy organizations could be invited to assist in this effort.

Liability

Liability questions have been raised locally by the members of the RTC. Other jurisdictions determined that improvements associated with the bike route system (i.e. improved road conditions, increased motorist awareness) could themselves reduce liability concerns. Additionally, the recent "Complete Streets" approach to transportation projects, which aims to address the safety and mobility needs of bicyclists, pedestrians, and transit users in all projects, is a goal of this improvement project as well.

Chapter 6- Promotion & Evaluation

Promotion

The Santa Cruz County Bicycle Route Signage Program will be promoted using a variety of public information strategies including public officials' endorsement at a ribbon cutting, media coverage in local publications, route maps posted on public bulletin boards and on the RTC website, and social media venues. Additionally, the resources of partnering organizations such as Ecology Action and its Bike to Work program, the Community Traffic Safety Coalition, Bike Santa Cruz County (formerly People Power) will be utilized to promote routes. At the current time, funding is not available for any specific promotional campaign so no-cost avenues will be employed.

Evaluation

Bicycle ridership counts should be completed before and after sign installation, if feasible. Surveys to capture the public's awareness of bicycle route signage and routes can also evaluate the program effectiveness. Bicycle ridership counts on bicycle routes may be incorporated into existing bicycle count programs held annually and overseen by the Community Traffic Safety Coalition and the RTC.

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Appendix A- Common Origins and Destinations & Points of Interest

Common Origins and Destinations	Sign Text*	Symbol
Aptos Village	Aptos Vlg.	
Capitola Mall	Capitola Mall	
Capitola Village	Capitola Vlg.	
Downtown Santa Cruz	Santa Cruz Dwtn.	
Downtown Watsonville	Watsonville	
Felton	Felton	
Scotts Valley	Scotts Valley	
Seacliff Village	Seacliff Vlg.	
Soquel Village	Soquel Vlg.	
UCSC	UCSC	
Points of Interest- State Beaches		
Manresa State Beach	Manresa	Park/Beach
Henry Cowell State Park	Henry Cowell	Park/Beach
Lighthouse State Beach	Lighthouse	Park/Beach
Natural Bridges State Beach	Natural Bridges	Park/Beach
New Brighton State Beach	New Brighton	Park/Beach
Nisene Marks State Park	Nisene Marks	Park/Beach
Seabright State Beach	Seabright	Park/Beach
Seacliff State Beach	Seacliff	Park/Beach
Sunset State Beach	Sunset	Park/Beach
Twin Lakes State Beach	Twin Lakes	Park/Beach
Wilder Ranch State park	Wilder	Park/Beach
Points of Interest-Multi Use Paths and Trail Systems		
Arana Gulch Trail	Arana Gulch	Multi Use Path
Branciforte Creek Path	Branciforte Cr.	Multi Use Path
MBSST	MBSST	Multi Use Path
San Lorenzo River Levee	San Lorenzo	Multi Use Path
Santa Cruz Harbor	Harbor	Multi Use Path
Slough Trails	Sloughs	Multi Use Path
Points of Interest-Transit Stations		
Pacific Transit Station	Santa Cruz Dwtn.	Transit
Capitola Mall Transit Station	Capitola Mall	Transit
Kings Village Transit Station	Scotts Valley	Transit
Watsonville Transit Station	Watsonville Dwtn.	Transit
Points of Interest-Other		
Pleasure Point	Pleasure Pt.	
Santa Cruz Wharf	Wharf	
Cabrillo College	Cabrillo Colg.	
Cabrillo College Watsonville Center	Cabrillo Colg.	
Long Marine Lab	Long Marine	
Tannery Performing Arts Center	Tannery	
Boulder Creek	Boulder Cr.	

*Sign text may be modified to fit within sign spacing requirements.

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Appendix B- Phase I Bicycle Routes

The twenty-four bicycle routes identified in the 2015 Implementation Plan are the first step in developing the community's bicycle route signage program and establish the foundation for future routes. The Phase I bicycle routes build on the information provided in 2013 by local jurisdictions' representatives as well as by bicycle advocacy/advisory organizations' representatives during development of the SCC Bicycle Route Signage Implementation Plan. Phase I bicycle routes focus on identifying preferred routes between common origins and destinations within the primary urbanized areas of Santa Cruz County. Phase I bicycle routes are designed to link with an expanded network of routes as future phases of the SCC Bicycle Route Signage Program are implemented.

Regional Bicycle Routes (RR):

- RR01- Downtown Santa Cruz to and from Soquel Village, Aptos, Downtown Watsonville
- RR02- Felton/ San Lorenzo Valley to and from City of Scotts Valley, and Downtown Santa Cruz
- RR03- Seacliff to and from Capitola Village and Downtown Santa Cruz
- RR04- Capitola Mall to Downtown Santa Cruz

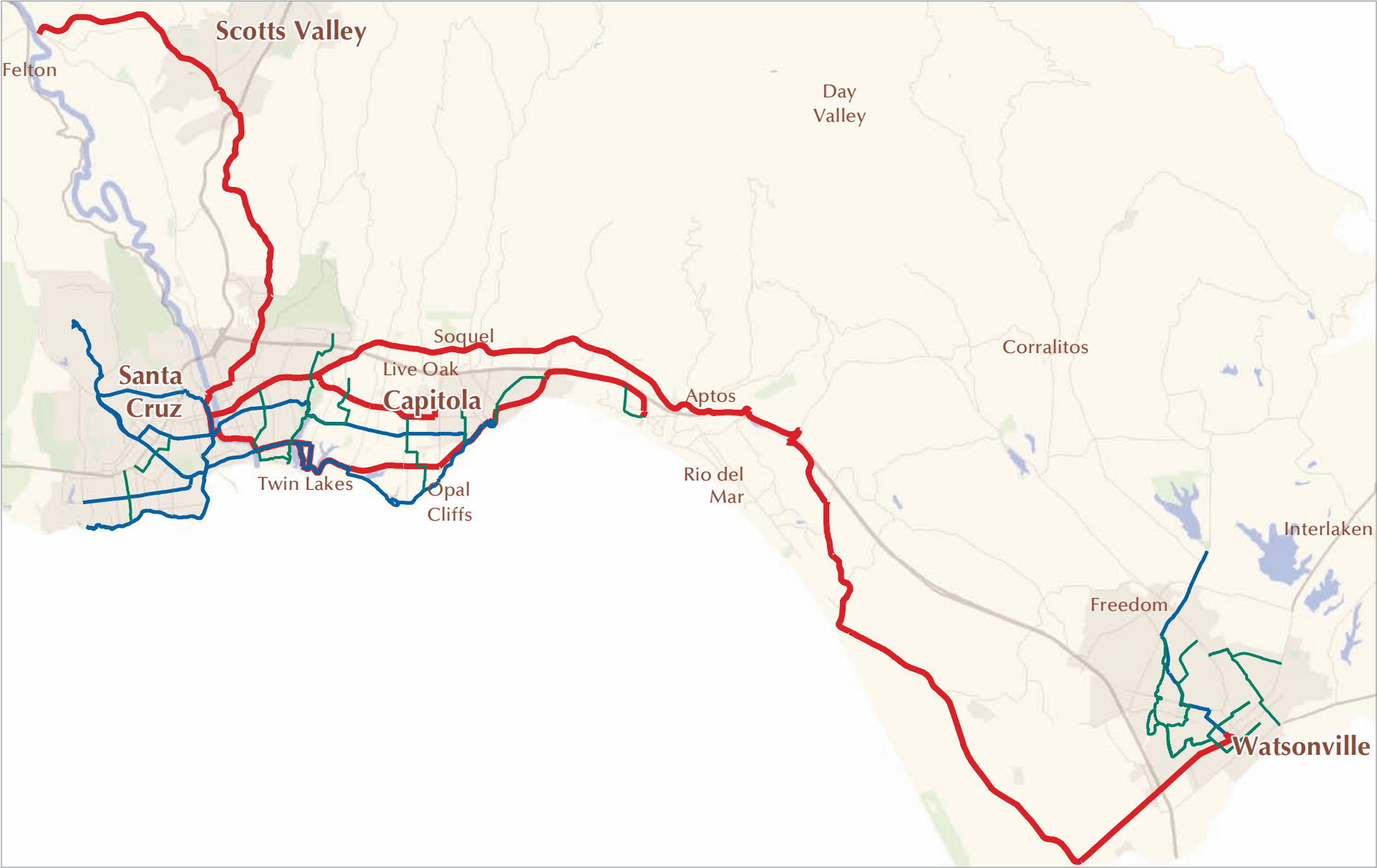
Local Bicycle Routes (LR):

- LR05- UCSC to Downtown Santa Cruz via Bay
- LR06- UCSC to Downtown Santa Cruz via High
- LR07- Natural Bridges State Beach to Downtown Santa Cruz
- LR08- Pinto Lake to Downtown Watsonville
- LR09- Capitola Village to Natural Bridges State Beach
- LR22- Capitola Village to UCSC

Neighborhood Bicycle Routes:

NR10-New Brighton State Beach to Capitola Village

- NR11-Watsonville High School to Green Valley Commercial Center
- NR12-Hall Middle School to Green Valley Road
- NR13-Freedom Boulevard to Downtown Watsonville
- NR14-Live Oak Neighborhood to Seabright Neighborhood
- NR15-Capitola Road to Pleasure Point
- NR16-Soquel Avenue to East Cliff Drive
- NR17-Prospect Heights to Seabright Neighborhood
- NR18-Mission Street to West Cliff
- NR19-McGregor Drive to State Park
- NR20- Mission Street to Laurel Street
- NR21-Clares Street to Capitola Village
- NR23- Highway 129/ Watsonville High School to Freedom Boulevard
- NR24- East Lake Avenue to Freedom Boulevard via Martinelli Street



SCC Bicycle Route Signage Program

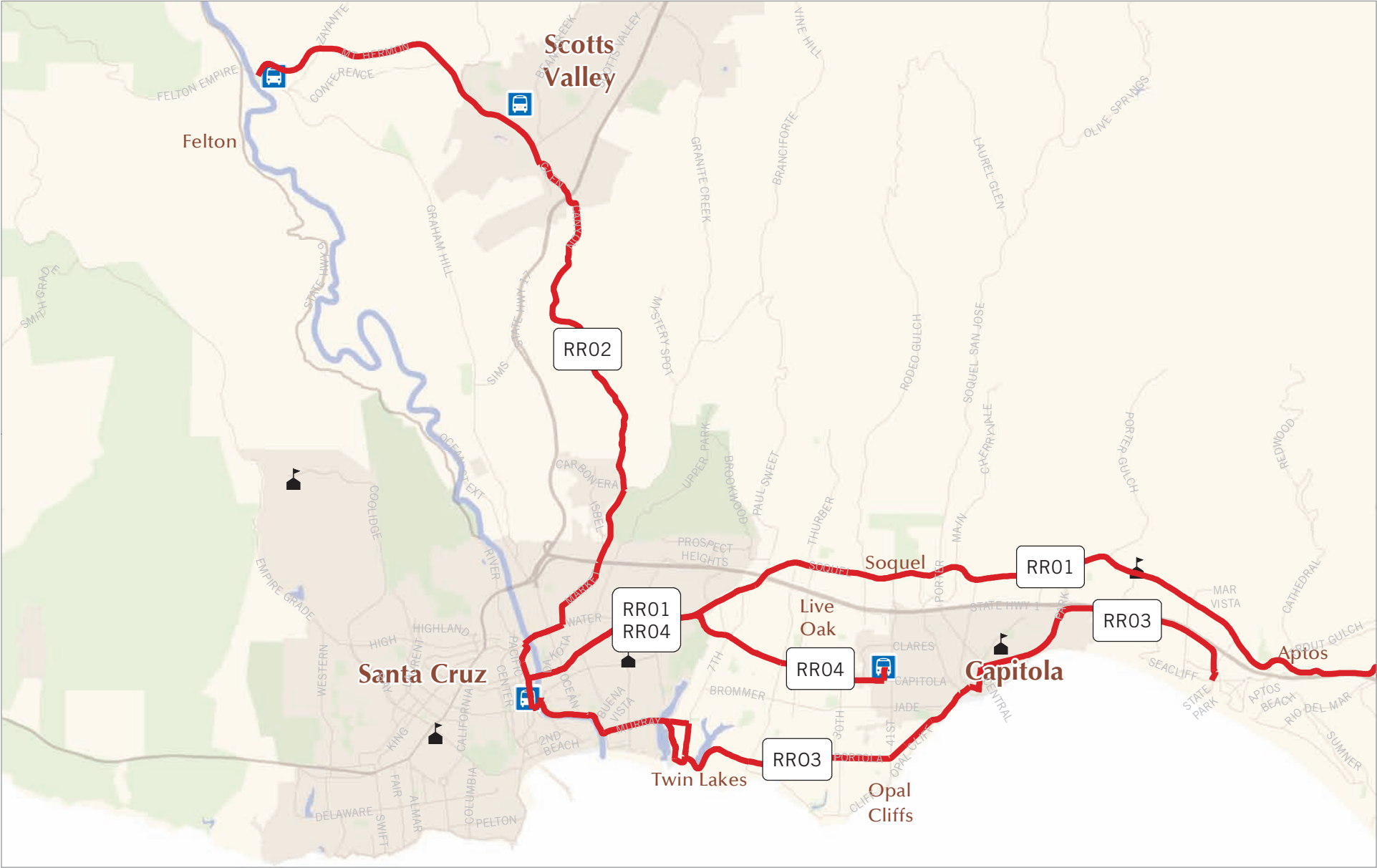
Regional Bike Routes

Local Bike Routes

Neighborhood Bike Routes

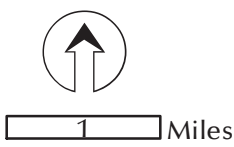
Schools

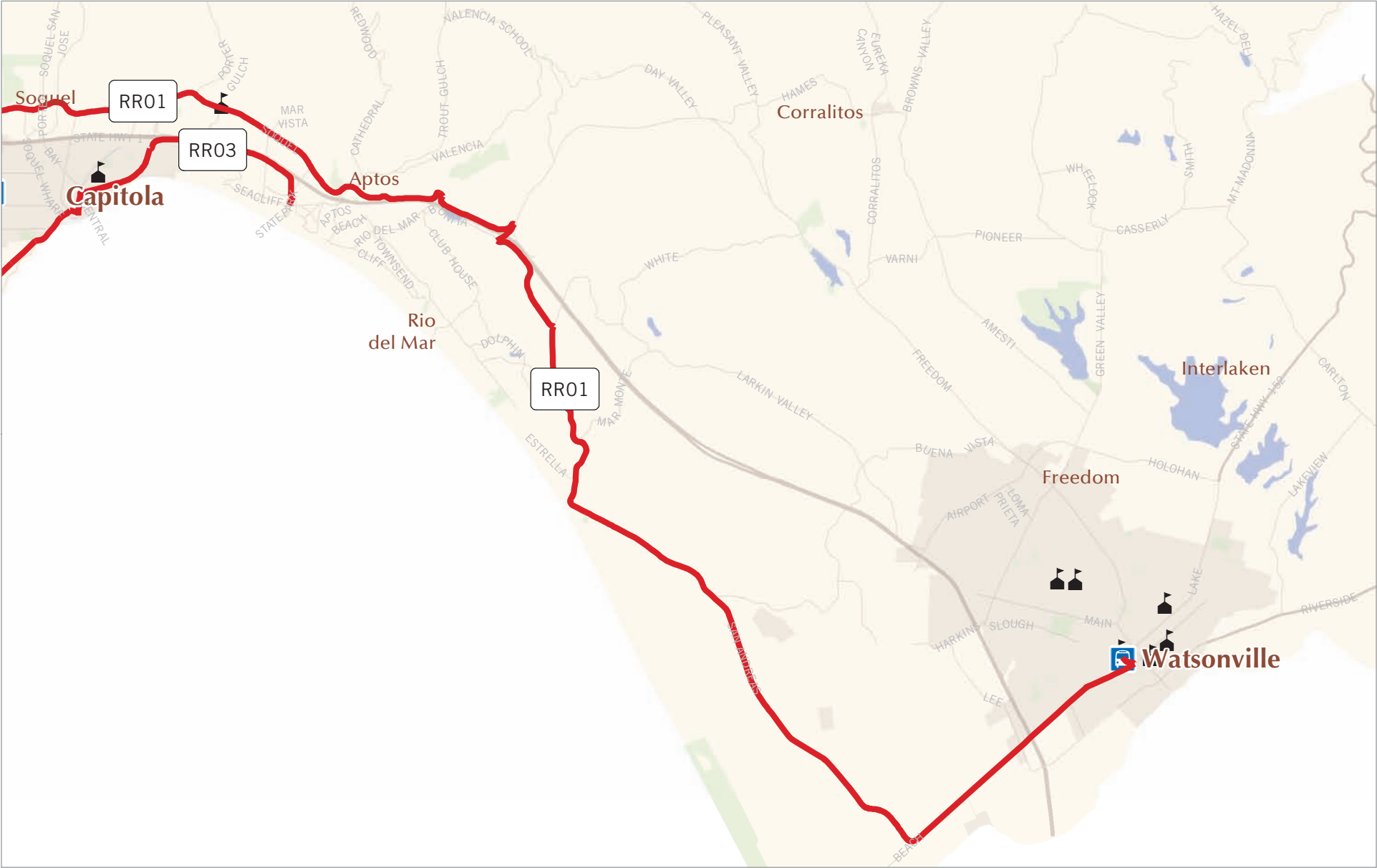
Transit Center



SCC Bicycle Route Signage Program

- Regional Bike Routes
- Local Bike Routes
- Neighborhood Bike Routes
- Schools
- Transit Center





SCC Bicycle Route Signage Program

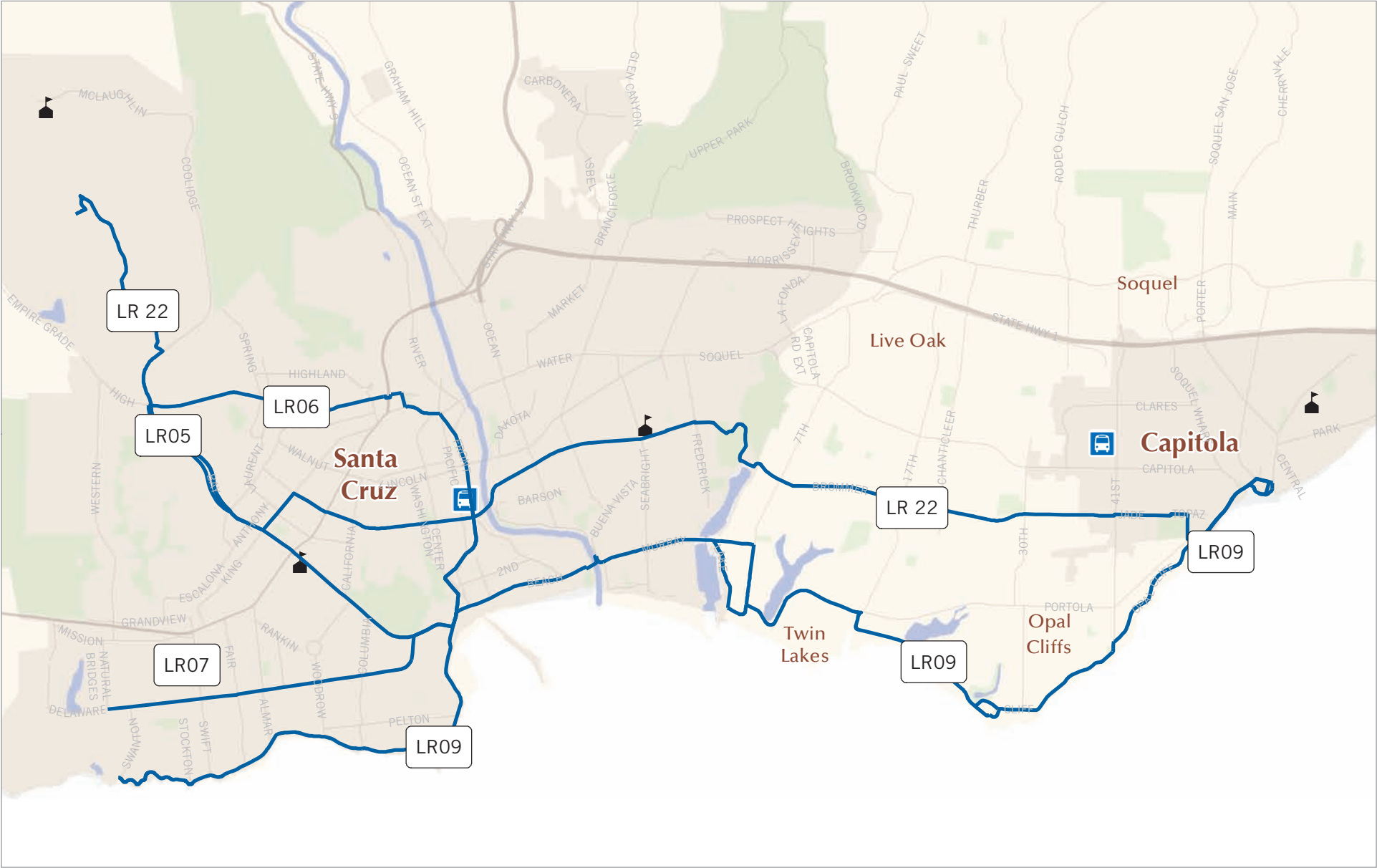
Regional Bike Routes

Local Bike Routes

Neighborhood Bike Routes

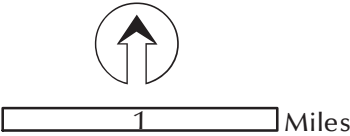
Schools

Transit Center



SCC Bicycle Route Signage Program

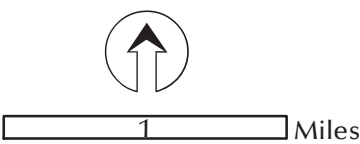
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- Local Bike Routes
- Neighborhood Bike Routes
- Schools
- Transit Center

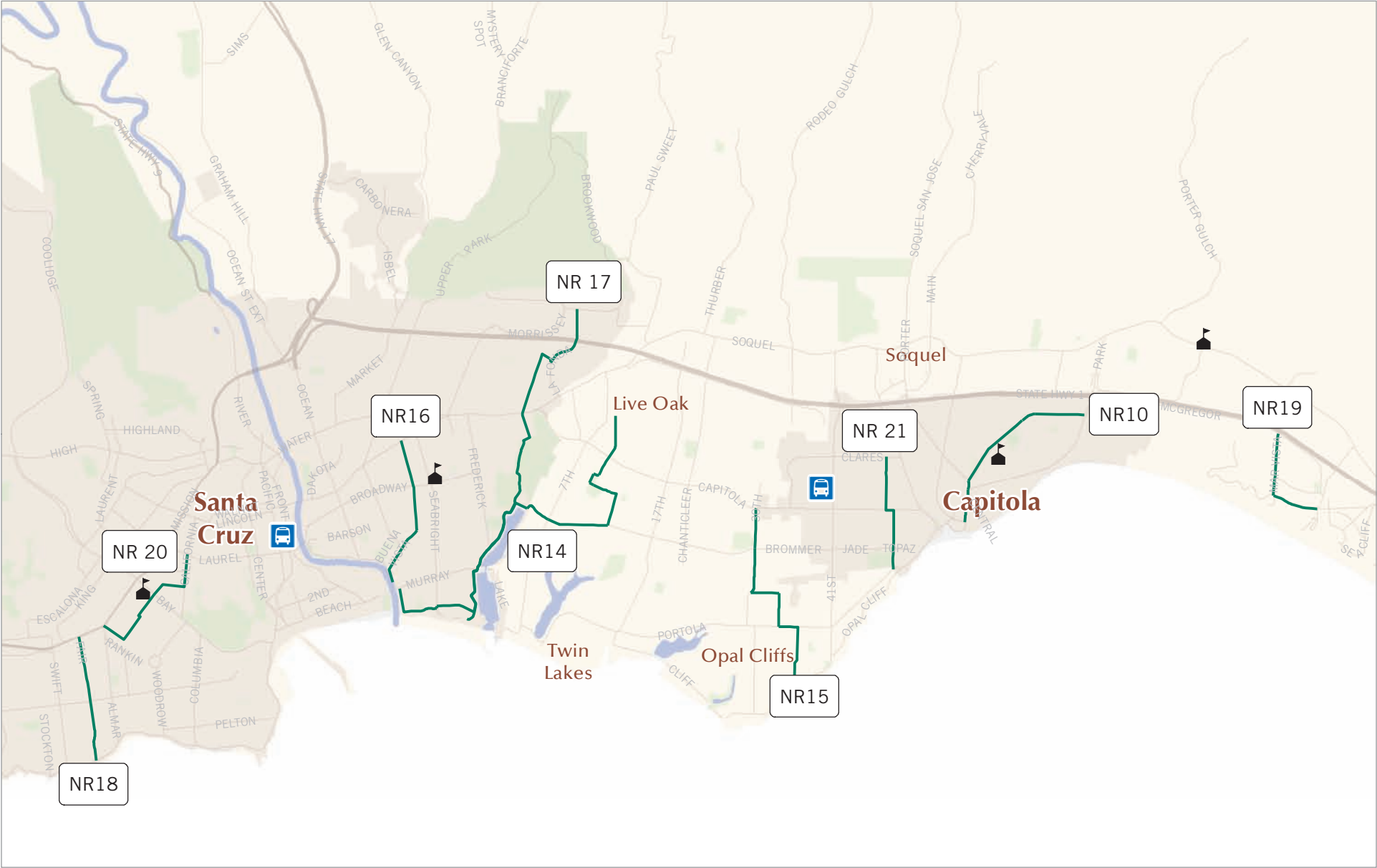




SCC Bicycle Route Signage Program

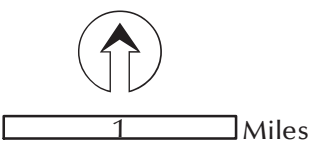
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- Local Bike Routes
- Neighborhood Bike Routes
- Schools
- Transit Center

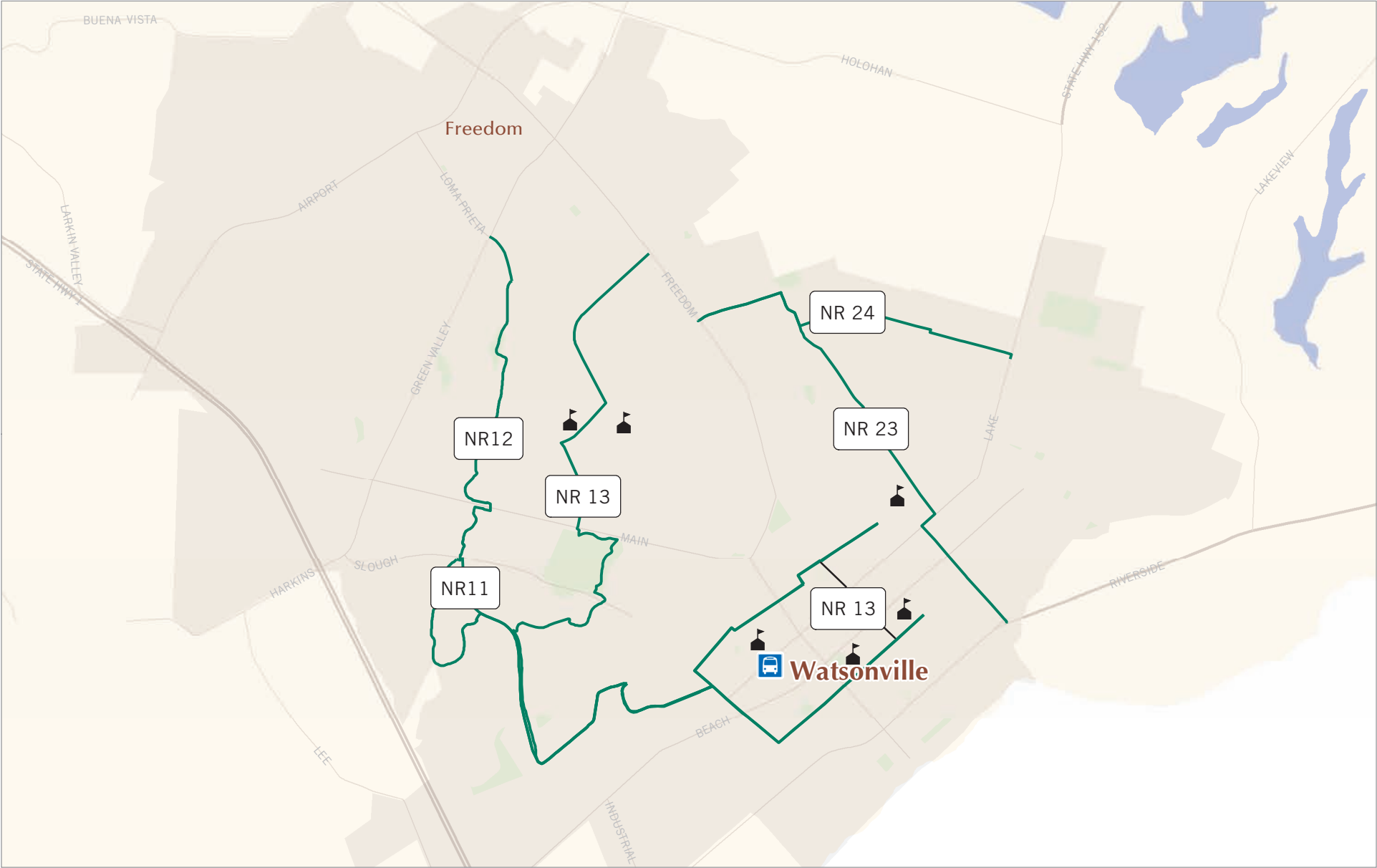




SCC Bicycle Route Signage Program

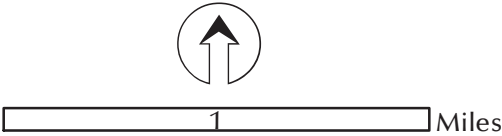
- Regional Bike Routes
- Local Bike Routes
- Neighborhood Bike Routes
- Schools
- Transit Center





SCC Bicycle Route Signage Program

- Regional Bike Routes
- Local Bike Routes
- Neighborhood Bike Routes
- Schools
- Transit Center



Appendix B- Phase I Bicycle Routes, Street Network Details

Route Reference	Route Type	Route Description	Street Network
Regional Routes			
RR01	Regional	Downtown Santa Cruz to Soquel Village, Aptos Village, Downtown Watsonville	Soquel Avenue, Soquel Drive, Bonita Drive, San Andreas Road, Beach Road, West Beach Street Soquel Avenue Soquel Drive Bonita Drive San Andreas Road Beach Road West Beach Street
RR02	Regional	Felton and Scotts Valley to Downtown Santa Cruz	Water Street, Market Street, Glen Canyon Road, Mt Hermon Road Water Street Market Street Glen Canyon Road Mt. Hermon Road
RR03	Regional	Seacliff to Capitola Village and Downtown Santa Cruz	State Park Drive, McGregor Drive, Park Avenue, Monterey Avenue Portola Drive, East Cliff Drive, State Park Drive State Park Drive McGregor Drive Park Avenue Monterey Avenue Cliff Drive Portola Drive East Cliff Drive 7th Avenue Lake Avenue Murray Street San Lorenzo River Levee Front Street
RR04	Regional	Capitola Mall to Downtown Santa Cruz	Capitola Road and Soquel Avenue Capitola Road Soquel Avenue

Appendix B- Phase I Bicycle Routes, Street Network Details

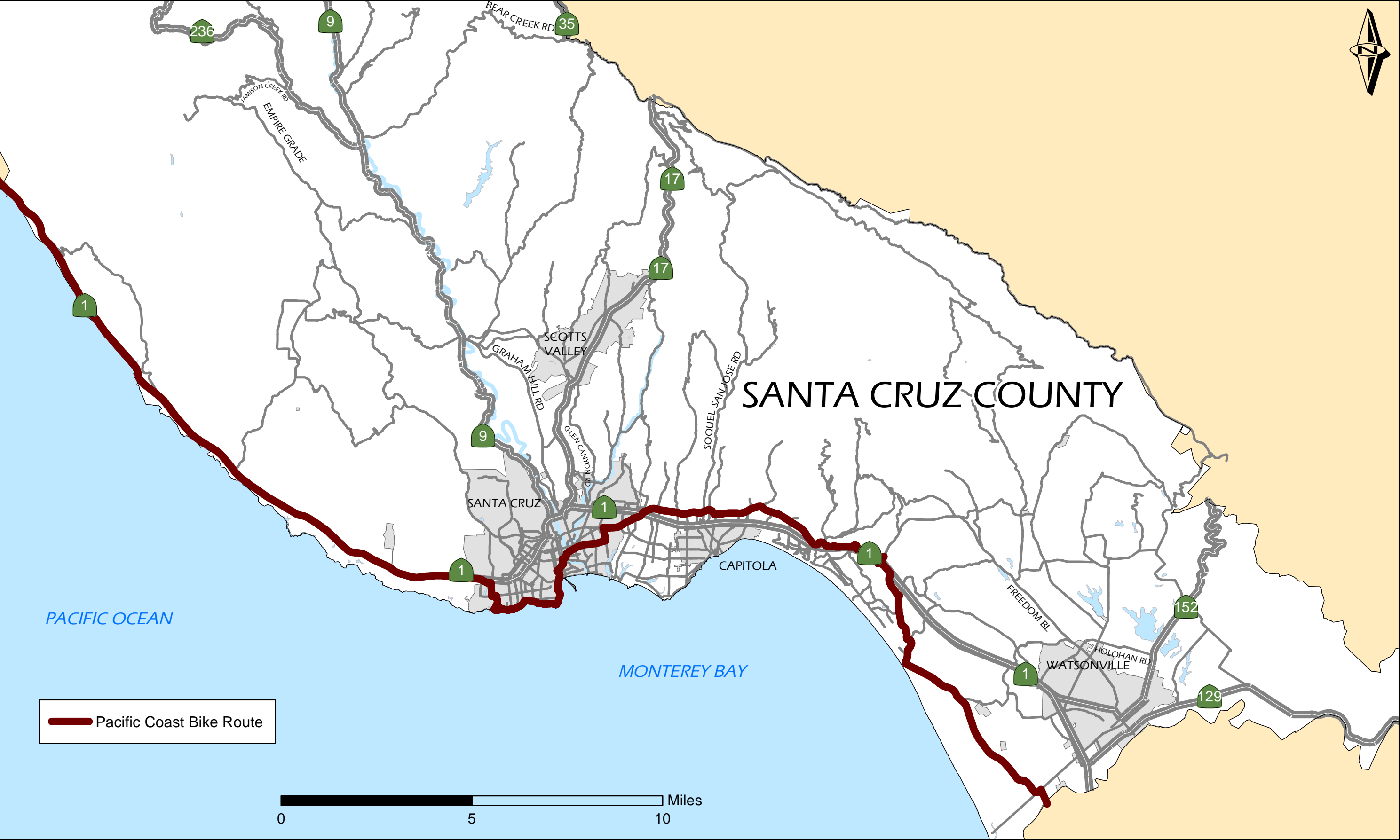
Route Reference	Route Type	Route Description	Street Network
Local Routes			
LR05	Local	UCSC to Santa Cruz Wharf and Downtown Santa Cruz	Bay Street , West Cliff (trestle), North Pacific Bay Street West Cliff (trestle) North Pacific
LR06	Local	UCSC to Downtown Santa Cruz	High Street, Spear Street, Mission High Street Spear Street Mission Street
LR07	Local	Natural Bridges State Beach to Downtown Santa Cruz	Delaware Avenue, Bay Street, North Pacific Delaware Avenue Bay Street North Pacific West Cliff (trestle)
LR08	Local	Pinto Lake to Downtown Watsonville	Green Valley Road, Pennsylvania Drive, Main Street Path, Rodriguez Street Green Valley Road Pennsylvania Drive Main Street Path Rodrigues Street
LR09	Local/Coastal	Capitola Village to Natural Bridges State Beach	Opal Cliff Drive, Lower 41st, East Cliff Drive, 7th/Lake Avenue, Murray Street, Beach Street, West Cliff Opal Cliff Drive Lower 41st East Cliff Drive 7th Avenue/Lake Avenue Murray Street Beach Street West Cliff
LR22	Local	Capitola Village to UCSC	East Cliff Drive, 47th Avenue, Topaz Street, Jade Street, Brommer Street, Arana Gulch MultiUse Path, Broadway, Laurel Street, King Street, Bay Avenue East Cliff Drive 47th Avenue Topaz Street Jade Street Brommer Street Arana Gulch Multi Use Path Broadway Laurel Street King Street Bay Avenue

Appendix B- Phase I Bicycle Routes, Street Network Details

Route Reference	Route Type	Route Description	Street Network
Neighborhood Routes			
NR10	Neighborhood	New Brighton State Beach to Capitola Village	Kennedy Drive to Monterey Avenue Kennedy Drive Monterey Avenue
NR11	Neighborhood	Watsonville High School to Green Valley Commercial Center	Maple Ave, 2nd, Walker Street, Kearney Street, Slough Trail, Oholone Parkway, Slough Trails Maple Avenue 2nd Walker Street Kearney Street Slough Trails Oholone Parkway
NR12	Neighborhood	Hall Middle School to Green Valley Road	5th to Walker, Kearney Street, Slough Trail, Oholone Parkway, Slough Trails 5th Walker Street Kearney Street Slough Trails Ohlone Parkway Slough Trails
NR13	Neighborhood	Freedom Boulevard to Downtown Watsonville	Arthur Road, Hammer Drive, Pennsylvania Drive, Slough Trails, Ohlone Parkway, Kearney Street, 5th or 2nd Arthur Road Hammer Drive Pennsylvania Drive Slough Trails Ohlone Parkways Kearney Street 2nd or 5th
NR14	Neighborhood	Live Oak to Seabright	Jose Avenue, El Dorado Avenue, Brommer Street, Arana Gulch Trail, Santa Cruz Harbor Trail Jade Avenue El Dorado Avenue Brommer Street Arana Gulch Trail Santa Cruz Harbor Trail
NR15	Neighborhood	Capitola Road to Pleasure Point	Roland, 35th, 37th, East Cliff 30th Roland 35th Avenue 37th Avenue East Cliff

Appendix B- Phase I Bicycle Routes, Street Network Details

Route Reference	Route Type	Route Description	Street Network
NR16	Neighborhood	Soquel Avenue to East Cliff Drive	Cayuga Street & Buena Vista Avenue Cayuga Street Buena Vista Avenue
NR17	Neighborhood	Prospect Heights to Seabright	Prospect Heights, Park Way, to Arana Gulch Trail, Santa Cruz Harbor Prospect Heights La Fonda Avenue La Fonda Avenue and Park Way connector path Park Way Arana Gulch Multi Use Path Santa Cruz Harbor East Cliff Drive
NR18	Neighborhood	Mission Street to West Cliff	Fair Avenue Fair Avenue (Mission St. to Delaware Ave) Fair Avenue (Delaware Ave to West Cliff Dr)
NR19	Neighborhood	McGregor Drive to State Park	Mar Vista Drive, Seacliff Drive Mar Vista Drive Seacliff Drive
NR20	Neighborhood	Mission Street to Laurel Street	Almar Avenue, Seaside Avenue, Acadia Avenue, California Street Almar Avenue at Mission Street Seaside Avenue Acadia Avenue California Street
NR21	Neighborhood	Clares Street to Capitola Village	46th Avenue, 47th Avenue, East Cliff 46th Avenue (Clares Street to Capitola Avenue) 47th Avenue (Capitola Road to East Cliff Drive) East Cliff Drive
NR23	Neighborhood	Highway 129/ Watsonville High School to Freedom Boulevard	Blackburn Street, East Lake Avenue, Brewington Avenue, Crestview Drive Blackburn Street East Lake Avenue Brewington Avenue Crestview Drive
NR24	Neighborhood	East Lake Avenue to Freedom Boulevard	Martinelli Street, Brewington Avenue, Crestview Drive Martinelli Street (East Lake Avenue to Brewington) Brewington Avenue Crestview Drive



Pacific Coast Bike Route
Santa Cruz County Map

Attachment 2

From: [Regional Transportation Commission](#)
To: steveall@softworkers.com
Subject: RE: Bicycle Route Signage Program
Date: Wednesday, February 18, 2015 2:15:43 PM
Attachments: [image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Dear Mr. All,

Thank you for your comments. They will be made available to the Bicycle Advisory Committee for review at the next meeting on Monday April 9th, 2015.

Best Regards,
Maggie



Maggie Miller Bardacke, Administrative Assistant
Santa Cruz County Regional Transportation Commission

1523 Pacific Avenue | Santa Cruz, CA 95060

Main Office 831.460.3206 | Watsonville 831.768.8012



Follow our social networks for the latest RTC news

From: Steve All [<mailto:steveall@softworkers.com>]
Sent: Monday, February 09, 2015 2:13 PM
To: info@sccrtc.org
Subject: Bicycle Route Signage Program

Dear Bicycle Committee (and if appropriate, RTC staff):

I write in regards to the Bicycle Route Signage Program. I include here two quotes from the Report:

"The Santa Cruz County Bicycle Route Signage Program provides an opportunity to connect routes, make improvements, and integrate the entire bicycle network."

"Involving the public in the development of the Santa Cruz County Bicycle Route Signage Program is essential to the success of the project."

The "Types of Signs" section outlines two reasons why signs containing route numbers are not preferred over preferred (but not California MUTCD approved) "destination" signs. The first reason stated is "the route number system necessitates use of a map, which complicates the system" and the second is "users find a greater utility in destination based signs containing distance to destination information". Signs containing destinations, mileage and route numbers have been used but signage limited width can make extraneous information difficult to read.

These reasons seem disingenuous, as RTC publishes a map of bicycle facilities in the county. Paper-, web- and smart-phone-published maps are easily and widely available, even to the occasional or tourist rider, with something as simple as a phone-scannable QR code almost instantaneously displaying a local and specific route map or a web visit to RTC. Also, a one- or two-digit route number (especially one branded as a simple shield) takes up little additional space on a "direction and distance to destination" (DDD) style sign: in fact it reinforces a route as linking two specific named destinations at each end via a simple numeric "handle" referencing that specific route. In short, adding a route number to a DDD sign greatly strengthens what is being designated: a specific route as a simple number.

The process mentioned in the Preliminary Draft Implementation Plan of "weighing the pros and cons of the different sign systems" is completely opaque and much too casually glossed over. Where and when was this "weighing" done? By whom? With what public input?

I have problems with Option 1 and Option 2 signs in Figure 2: Option 1 is modified away from MUTCD-compliant D11-1, having "Bike Route" removed (though for good, understandable and explained reasoning). And Option 2 (D11-1c) is not MUTCD-compliant in California. There are good reasons for MUTCD compliance and it is a goal to be achieved if possible. I must underscore that the M1-8 / CA SG45 (local bicycle route number sign) is MUTCD-compliant and makes an ideal "reassurance shield" (for the purpose of

what the Preliminary Draft Implementation Plan calls a "Confirmation Sign"). Additional "NORTH" or "EAST" (M3-1, M3-2S) shields on an SG45 sign can comprehensively "confirm" or "reassure" that a cyclist has chosen the correct route and direction for the intended destination.

Option 3 is much closer to an ideal sign in a style of "direction and distance to destination" (DDD). However, it does not identify routes, only destinations. Route identification is essential to solidifying a cohesive (local, state or national) network of bicycle facilities. Using names for routes (e.g., "University to Downtown") might seem sensible, but this approach suffers from the distinct problem of redundantly identifying destinations, cluttering signs with these potential route names. Much better, and already quite well established in road and bicycle routing at local, state and national levels, are route numbers. These are facts which cannot be ignored.

For purposes of this Signage Program, all bicycle infrastructure (both present and future) in Santa Cruz County must be cataloged and identified as being either part of a network without an identifiable specific route or part of a network with an identifiable specific (named or numbered) route. Routes, cataloged and segment-by-segment identified as specifically named or numbered, ideally identify a destination at each end and possibly additional destinations along its length. As sensibility reinforces these routes into a cohesive network, using already well-established principles like east-west routes are even, north-south routes are odd, major routes end in 0 or 5, et cetera, makes such a system that much better. Something along these lines is much more truly a "countywide bicycle network," something specifically identified in our planning documents as a Goal for many years.

Both route identification (connected segments and destinations) and numbering are completed with CycleNet. CycleNet is a mature bicycle route numbering protocol, released via RTC into the public domain since 2010 and additionally vetted in the public Internet cloud as web-displayable maps. CycleNet specifies a proposed route number for all bicycle infrastructure in Santa Cruz county, both presently and into the foreseeable planning future. CycleNet contains destinations for each end of each route, as well as specific destinations along the route where appropriate. CycleNet follows regular rules already familiar from other types of road/transportation networks and is harmonious with -- indeed it is well suited to -- a Signage Program such as this. Other cities and counties in California (notably San Francisco and San Jose/Santa Clara, both nearby) have similar bicycle route numbering protocols, where signage containing route numbers works well and is widely understood and used by the bicycling public. There are few if any reasons we should not have a similar numbered bicycle network in Santa Cruz County. By many opinions, we should.

In CycleNet, to route from Westside Santa Cruz to Watsonville, roughly twenty miles, you simply "bike 8 to 80." Short and sweet. The Pacific Coast Bike Route grows to USBR 95 statewide, Coastal Trail, MBSST and a rich bicycle future are already welcome and accommodated in CycleNet.

Consistent with "other businesses may wish to see their names on signs" all CycleNet references to "Boardwalk" are now "Main Beach." This will be reflected in minor update CycleNet 1.5 later in 2015. CycleNet, a de facto local bicycle route numbering protocol in Santa Cruz County, primed for integration with future state and national cycle networks, stands ready for your review. In fact, it has for several years, with nearly identical signage proposals as in this report, only with added local route numbers. These subjects (the Signage Program and CycleNet) squarely meet each other here and now. Cory has multiple releases of CycleNet 1.4 from 2014, which contain introductory materials, text, video and slide-show PDFs. I invite the Bicycle Committee as a body to formally review these, and I am happy to answer additional questions.

Most sincerely,

Stephen All
Santa Cruz

CycleNet: Bike Here!