



Santa Cruz County Regional Transportation Commission
Green Transportation Initiatives
 (Greenhouse Gas Reduction projects & services)

Fact Sheet

Current RTC Initiatives

Cruz511 Traveler Information and Rideshare Service

- Cruz511: A user-friendly, bilingual, centralized “go to” website for Santa Cruz County traveler and ridematching information, accessed by smart phones, tablets and computers. Useful interactive maps, emergency alerts, trip planning tools, and multi-modal travel options information provide a full suite of traveler information resources.
- Commute Trip Planning: Commute counselors help you plan bus trips, find carpool partners or a seat in a vanpool, identify the best bike route, or calculate commute costs via 831-429-POOL or online.
- Employer Commute Program Assistance: Helps employers develop and implement employee commute programs; also schools, colleges, and other organizations.
- Park and Ride Lots: Informs commuters about locations to meet their carpools, vanpools or bus; RTC also coordinates parking lots and is planning for additional lots countywide.
- Electric Vehicle Charging Stations: Maps location, outlet type, network and payment options
- True Cost of Driving calculator: Online calculator identifies both the direct and indirect costs associated with driving
- Carsharing: Promotes carsharing programs



CRUZ511

Bicycle and Pedestrian Programs

- Bikeways Map: Produce and distribute free maps to facilitate bicycling
- Monterey Bay Sanctuary Scenic Trail Network: Three miles already funded including sections in Santa Cruz and Watsonville.
- Bike to Work/School Program: Funded through the RTC since inception
- Bicycling Facility Planning: Assist with development of comprehensive bicycle plans
- Funding Bike and Pedestrian projects: Since 1992 approximately one-fifth of the RTC’s discretionary funds have been used on bicycle and pedestrian facilities and programs, including new sidewalks, curb ramps, pedestrian bridges and paths, pedestrian crossing at intersections, new bicycle lanes, bicycle education programs, and traffic calming measures.
- Bicycle Committee and bicycle coordinator: focused on improving bicycle facilities in the region
- Safety: Fund the Community Traffic Safety Coalition (CTSC) and South County Bicycle and Pedestrian Work Group education programs
- Elderly/ Disabled Transportation Advisory Committee and Pedestrian Safety Workgroup: Identify needs, facilitate safe and accessible travel for seniors and people with disabilities, including accessible pedestrian, transit and paratransit. Conducts safety outreach activities.
- Accessible Pedestrian/Safe Paths of Travel: Identified projects focused on improving pedestrian access to bus stops and other destinations frequented by seniors and people with disabilities.
- Hazard reporting for sidewalks and bike facilities: new interactive online form



- Bicycle Parking: Provided bicycle racks and lockers to businesses and schools through the Bikes Secure program (grant ended, but racks and lockers in use)

Reduce Congestion/Hours of Delay

- Freeway Service Patrol: tow trucks operate during weekday commute hours and on a limited schedule on the weekends. The FSP tow trucks help reduce congestion by quickly removing disabled vehicles from the roadway and assisting motorists with basic car problems to get them on their way.
- Traveler Information: Developing Cruz511 to provide timely, up-to-date traveler information to reduce congestion, increase transit use, and improve air quality. *(Launch in Spring 2015.)*
- Call Box Program: RTC owns and operates a network of 100+ motorist call boxes on Santa Cruz County highways to assist motorists and reduce congestion associated with disabled vehicles.
- Highway 1 Corridor: Operational projects, such as auxiliary lanes, to keep traffic out of neighborhoods and move toward high occupancy vehicle (HOV) lanes



Transit

- Funding public transit: RTC allocates Transportation Development Act (TDA), State Transit Assistance (STA), and Proposition 1B transit funds to the Santa Cruz Metropolitan Transit District, which operates the county bus system.
- Bus Stop Improvements: RTC has provided \$500,000 for bus stop improvements, including shelters, benches, and lighting.
- Access to transit: Projects to prioritize and improve pedestrian access to transit, especially for seniors and people with disabilities.



Other

- STARS: Developing system for rating transportation projects to improve their sustainability.
 - Applied STARS to the 2014 Regional Transportation Plan (RTP)
- Clean cement: Sidewalk constructed from materials that sequester carbon dioxide, as part of the Highway 1 Soquel-Morrissey Auxiliary Lanes project.
- State and Federal Legislative Programs: Advocate for legislative actions that provide funding for transportation programs and projects that reduce fuel consumption.
- New Development Review: Review new development proposals and actively recommend the inclusion of features that will expand the range of transportation choices and reduce the need for vehicle travel, such as making developments accessible by bikes, pedestrians, and transit and reducing parking.
- Reducing RTC's agency transportation footprint:
 - Support employee use of telecommuting, carpooling, riding transit, and bicycling to work.
 - Use agency-owned hybrid vehicle (currently Toyota Prius)
 - Agency-owned bicycle available to employees for travel to meetings
 - Maximize use of teleconferencing and videoconferencing to reduce meeting travel

Near Term Initiatives (planned for next 5 years)

- Monterey Bay Sanctuary Scenic Trail (MBSST): Master Plan developed for a network of bicycle/pedestrian facilities along coast. RTC approved funds for 3 sections of trail in 2013 and is seeking funds for additional sections of trail.
- Bicycle Route Signage: Develop and install bicycle route signs
- Cruz511 Traveler Information: Design and implement applicable components
- Park and Ride lots: Expand countywide network
- SB375 Sustainable Communities Strategy (SCS) Implementation: Collaborate with Association of Monterey Bay Area Governments (AMBAG), planning agencies countywide, and the public to improve land use and transportation coordination in order to reduce the number of miles people drive. The SCS is described in the 2014 AMBAG Metropolitan Transportation Plan (MTP).
- TDM: Pursue transportation demand management (TDM) projects (such as carpool programs, bicycle and pedestrian education and encouragement programs) that increase access and reduce the number of miles people drive and GHG emissions.
- Transit: Support planning efforts led by Santa Cruz Metropolitan Transit District, the County of Santa Cruz, and others to support high frequency transit corridors and make it easier for more people to ride the bus, especially given that nearly 60% of Santa Cruz County residents live within an eight minute walk of a bus stop.
- Alternative Fuels: Support expansion of alternative fueling stations.



Medium and Long Range Initiatives

- Efficiency: Support measures to improve overall efficiency of the transportation system and factor in life-cycle costs
- Rail: Maximize freight and passenger rail services and other transportation options within the rail corridor. Improve access and connectivity with existing and planned rail services statewide, including Caltrain, the Capitol Corridor, Coast Daylight, and High Speed Rail.
- SB375 Implementation: Continue with implementation of the Metropolitan Transportation Plan Sustainable Communities Strategy (SCS), including giving priority to projects within priority growth areas and supporting developments consistent with the SCS.
- Transit: Continue to work with Santa Cruz Metropolitan Transit District (SCMTD) on planning activities to increase transit usage and access.
- Expand use of rating systems to make transportation plans and projects more sustainable.
- Pursue new revenues (such as state and federal grants, as well as sales tax measure, vehicle registration fees, cap-and-trade revenues, etc) to fund projects that reduce greenhouse gas emissions from transportation.
- Construct projects that reduce fuel consumption and congestion, and increase carpooling and transit use.
- Support reliable ongoing funding needed for a vibrant transportation network that equitably supports the community, economic activity and preservation of the environment.



*For more information on the RTC's greenhouse gas initiatives,
call 831-460-3200 or email info@sccrtc.org.*