



# LIFT LINE

## Measure D

### *2016 Santa Cruz County Transportation Sales Tax* **Fiscal Year 2023/24 Highlights**

#### **FY23/24 Measure D Revenue and Expenditure Snapshot**

<b>Measure D Allocation</b>	<b>\$1,469,256</b>
<b>Interest earnings &amp; adjustments</b>	<b>\$15,587</b>
<b>Carryover from Prior Years</b>	<b>\$756,575</b>
<b>Expenditures</b>	<b>\$1,469,256</b>
<b>Carryover Balance</b>	<b>\$772,163</b>

#### **Highlights of Measure D Investments FY23/24\***

*\*See the Expenditure Report for full list of how Measure D was spent this year*

##### **Drivers 1 and 2**

- **Description:** Lift Line in Santa Cruz County is expanding its paratransit services to extend its hours of operation. Two additional drivers will be available to provide rides for seniors and individuals with disabilities from Monday to Friday, between 8:00 AM and 4:00 PM. This service expansion will allow more people to access safe and reliable transportation.
- **Project Benefits:** The expansion of Lift Line's transportation services allows the organization to reach a wider range of seniors and individuals with disabilities. This enhancement will enable Lift Line to better serve its customers and provide more rides. The extended service hours will make it more convenient for individuals to access transportation during the day, ensuring they can attend appointments, participate in social activities, and complete other essential tasks. This development is a significant step toward improving the independence and quality of life for those who rely on Lift Line's services.
- FY23/24 Measure D spent: \$290,088.52
- Total Project Cost: \$1,074,894.16

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##### **Driver 3**

- **Description:** Lift Line in Santa Cruz County has hired an additional driver to expand their paratransit services and provide weekend transportation.
- **Project Benefits:** The driver will be available on weekends to assist customers who require transportation outside regular business hours. This move will allow Lift Line to offer transportation services to a broader range of customers on weekends, thus increasing their accessibility and reach.
- FY23/24 Measure D spent: \$145,044.27
- Total Project Cost: \$240,999.66

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### **DRIVER TRAINER**

- Description: A driver trainer was hired to provide safety and service training for paratransit drivers. (Santa Cruz County)
- Project Benefits: The driver trainer ensures that all drivers undergo proper safety and service training to perform their duties effectively and efficiently. This is crucial to guarantee that our drivers work to the best of their ability and maintain the safety and satisfaction of all passengers.
- FY23/24 Measure D spent: \$70,518.90
- Total Project Cost: \$352,893.20

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### **EXECUTIVE ASSISTANT/DISPATCHER**

- Description: To increase Lift Line's paratransit services capacity, an executive assistant was hired on weekdays and a dispatcher on weekends.
- Project Benefits: This will ensure that Lift Line's services are better equipped to meet the rising demand for paratransit transportation.
- FY23/24 Measure D spent: \$104,408.65
- Total Project Cost: \$387,350.67

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### **OUTREACH/PUBLICITY**

- Description: Promote paratransit rides by purchasing materials like brochures and posters and using media coverage such as radio ads and published newsletters in online and printed editions.
- Project Benefits: To effectively communicate the benefits of paratransit rides, including convenience, accessibility, and affordability, and to keep individuals informed about the transportation services offered by Lift Line.
- FY23/24 Measure D spent: \$29,987.54
- Total Project Cost: \$74,058.94

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### **CONSULTANTS/PROJECT MANAGERS**

- Description: Manage facility projects, including architecture, environmental review, design, and improvement.
- Project Benefits: To provide a safer and more secure environment for storing the program's vehicles overnight.
- FY23/24 Measure D spent: \$0
- Total Project Cost: \$217,681.94

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### **OPERATIONS FACILITY**

- Description: Lift Line has its own operations facility that enables the company to centralize all employees in one place.
- Project Benefits: This centralized facility streamlines operations and improves employee

- FY23/24 Measure D spent: \$554,707.21
- Total Project Cost: \$2,905,210.63

- Description: Involves matching funds, replacing vehicles and equipment when necessary, and procuring and implementing projects.
- Project Benefits: Lift Line can enhance its operational and scheduling software, ensure proper maintenance and upkeep of office equipment, and manage its fleet of vehicles, which also includes the purchase of new electric vehicles. This will allow Lift Line to keep up with technological advancements and provide reliable services to its clients.
- FY23/24 Measure D spent: \$0
- Total Project Cost: \$170,730.27

Lift Line

Watsonville Coast Produce

Kroger Plants

Ohlone Ave

Highway 1

Watsonville

Lift Line Electric Vehicle charging stations. Located at 545 Ohlone Parkway.  
Watsonville CA, 95076

Latitude: 36.909074830  
Longitude: -121.772604670

- State of Good Repair 2 EV Shuttle Bus: Leveraged \$20,000, fund source SGR (award 2024)

### **Planned Investments for Carryover Balances and Future Funds**

Lift Line community Bridges adopted its most recent 5-year program of projects (plan) following a public hearing at its November 7, 2024 meeting. The 5-year plan identifies projects the Lift Line plans to spend carryover balances and anticipated future Measure D funds on, including:

- Lift Line facility paving and EV infrastructure, \$400,000
- Additional project matching funds for potential vehicle purchases to continue building out electric vehicle fleet and required vehicle related equipment and infrastructure. \$180,000

For the full list of projects included in the 5-year plan visit:  
<https://communitybridges.org/liftline/>

**Measure D Annual Report Cover Sheet - Fiscal Year 2023/24**  
**Measure D Recipient Agency: Community Bridges**

**Dear Measure D Taxpayer Oversight Committee:** The Community Bridges is pleased to present the following information demonstrating compliance with the voter-approved Measure D Ordinance, Strategic Implementation Plan (SIP), agreements and guidelines. Collectively they make up the Measure D annual report for recipient agencies.

<b>Measure D Financial Information</b>	
FY23/24 Formula Allocations	\$1,469,256.14
Beginning Balance (unspent prior years Measure D Revenues/carryover and Interest)	\$756,575.08
Interest earned in FY23/24 (including interest earned on balances carried over from prior years)	\$15,587.48
<b>Total Measure D Funding Available in FY23/24</b>	<b>\$2,241,418.70</b>
<b>Total Measure D Funds Spent in FY23/24</b>	<b>\$1,469,256.14</b>
Total Measure D Balance (Rollover to <u>FY24/25</u> )	\$772,162.56
<b>Measure D Compliance Documents – Check with “x” documents included</b>	
<b>1. FY23/24 Annual Report Cover Sheet</b> ( <i>this document</i> )	<b>X</b>
<b>2. FY23/24 Audited Financials for Measure D funds</b> ( <i>see “Measure D Audit Guidance” for additional information</i> )	
<b>3. FY23/24 Expenditure Report Spreadsheet:</b> List of projects that Measure D formula funds (direct allocations) were spent on. ( <i>Note-use of regional Trail, Highway Corridors, Hwy 9/SLV, and Rail category funds are reflected in the RTC’s Annual Report and do not need to be included in local agency Expenditure Reports.</i> )	<b>Attached</b>
<b>a. If applicable – Grouped projects supplemental information:</b> If the expenditure report includes any grouped projects (e.g. citywide roadway repairs, countywide transit service), attach a supplemental <b>list of specific locations</b> (road names, project limits, and length or routes/areas served) <b>where work was done.</b>	
<b>4. Annual Report Highlights</b> ( <i>see separate template Word file</i> )	<b>Attached</b>
<b>5. Map:</b> Attach or provide web link to projects funded by Measure D	<b>See Highlights doc</b>
<b>6. Performance Measures Report Spreadsheet</b>	<b>Attached</b>
<b>7. 5-Year Program of Projects (5-Year Plan)</b> ( <i>Attach the PREVIOUS 5-Year Plan adopted in Spring/Summer 2023, covering the work performed in FY23/24.</i> )	<b>Attached</b>
<b>8. Ongoing Public Outreach for Projects Using Measure D Funds</b>	
<b>a. Description of Public Outreach/Process:</b> ( <i>Describe outreach conducted during the reporting year to inform Santa Cruz County taxpayers as to how your agency is using or plans to use Measure D funds. Note, this is not about adoption of the 5-Year Plan. Per Article III.A.3.</i> )  Lift Line has established an annual communication strategy to engage organizations weekly and inform them about our services. We have contacted various entities, including non-profit organizations, local community groups, social service agencies, housing facilities, and healthcare institutions such as	

hospitals, clinics, and nursing homes. Our goal is to raise awareness about our services by providing our website's location and sending packages containing our applications, brochures, and posters. This ensures that these organizations have physical copies of our materials for their reference.

Our marketing team has made significant efforts to promote Lift Line's services. During the fiscal year 2023-2024, we allocated an estimated \$32,122.16 for advertising. This spending included television ads on KSBW, KMUV, ABC, and Estrella TV to raise awareness of Lift Line's services.

Our marketing efforts have also focused on promoting the TNC Lift Line – Access for All Program through radio advertisements. These ads aired on KPIG station from October 2023 to March 2024 and on La Preciosa and iHeart Media radio stations between November 2023 to February 2024

We have also focused on print advertising. From July 2023 to June 2024, we published one monthly advertisement in the Santa Cruz Sentinel. In June 2024, the Pajaronian Newspaper released an article promoting Lift Line's services and featured our program in their newsletter.

Our social media accounts are regularly updated with weekly, consistently shared advertisements. Posts on our Facebook account include information regarding enrollment and employment opportunities at Lift Line.

Also see attached list.

<b>b. Sample(s) of public outreach on Measure D-funded projects conducted during the reporting year</b> <i>(Note, this is not about adoption of the 5-Year Plan. Attach samples or provide links to outreach)</i>	<b>Attached</b>
<b>c. Website with Measure D information</b> <i>(per Article III.A.7.)</i>	Web address (scroll down): <a href="https://communitybridges.org/liftline/">https://communitybridges.org/liftline/</a>
<b>d. News Article:</b> <i>(Attach a copy of or weblink to at least one news article or press release about Measure D-funded projects in the past fiscal year. News release should inform public that project is funded by Measure D. Per Article III.A.8.)</i> <a href="https://lookout.co/transforming-santa-cruz-countys-transportation-landscape-lift-lines-mission-to-bridge-gaps/">https://lookout.co/transforming-santa-cruz-countys-transportation-landscape-lift-lines-mission-to-bridge-gaps/</a>	
<b>e. Signage:</b> <i>(Attach photos providing evidence that you displayed the Measure D logo on signs at construction sites, and on purchased vehicles, and optionally on public education materials/websites. See "Measure D: Sign Specifications" for additional signage guidance. Per Article III.A.6.)</i>	<b>Attached</b>
<b>f. Evidence that the 5-year program of projects adopted in CY2023 and subsequent decisions programming &amp; budgeting Measure D funds were approved through a public process.</b> <i>(List webpages/links and dates of decisions or attach staff report, resolutions, public hearing notice,</i>	Attached



<i>committee meetings, etc)</i>	
<ul style="list-style-type: none"> <li><b>Date of 5-Year Plan Public Hearing</b> soliciting input on 5-Year Plan <i>(per Article III.A.4.)</i></li> </ul>	Date: 10/10/2023 (initial input) 11/2/2023 (hearing)
<ul style="list-style-type: none"> <li><b>Date annual 5-year Plan approved by Governing Board</b> <i>(Attach or provide link to supporting documents: Public hearing notices, meeting agendas/staff reports, other meetings where use of Measure D funds discussed)</i></li> </ul>	Date: 9/20/2023 Attached
<b>g. Photos:</b> <i>(Attach before/after and construction photos if available of projects/work done in the reporting year.)</i>	N/A
<b>h. Fact Sheets</b> on larger projects: <i>(Attach more detailed fact sheet on large projects (includes public information such as project name, description of work to be done, location, project benefits/purpose, schedule, graphics/maps, complete streets components/consistency, total cost &amp; funding, including info on if Measure D was used to leverage other grants/funds).</i>	N/A
<b>9. Maintenance of Effort</b>	
<b>a. FY23/24 LOCAL funds spent on transportation projects, operations, and/or services</b> <i>(exclude grants and formula state &amp; fed funds - HUTA, TDA, SB1, STA, etc.)</i>	\$802,316
<b>b. Maintenance of Effort Baseline</b> <i>(average amount of <u>local</u> funds spent on transportation projects in 3-5 fiscal years ending June 2017)</i>	\$646,200
<b>c. If Local funds expended in the reporting year were lower than Baseline amount, <b>explain why:</b></b>	
<b>d. Evidence of MOE</b> <i>(Attach MOE form/template, MOE documentation provided to State Controller Office OR other document showing Measure D is not supplanting other funds).</i>	Attached
<b>10. Planned Use of Fund Balances &amp; Potential Liabilities</b>	
<p><b>a. Fund Balances, Carryover Projects, and Description of planned, longer-term and future uses of Measure D revenues, if known.</b> <i>(Describe planned use of balances. May include carryover projects, planned, longer-term and future uses of Measure D revenues, if known, potential cost increases, etc.)</i></p> <p>Lift Line plans to spend carryover balances and anticipated future Measure D funds on, including:</p> <ul style="list-style-type: none"> <li>Lift Line facility paving and EV infrastructure, \$400,000</li> <li>Additional project matching funds for potential vehicle purchases to continue building out electric vehicle fleet and required vehicle related equipment and infrastructure. \$180,000</li> </ul> <p><b>b. Future Liabilities:</b> <i>(Describe possible liabilities, including information on how future costs for projects not yet completed are anticipated to be funded.)</i></p>	

**Contacts:** Designated staff available to report on or answer any and all inquiries in regard to Recipient Agency's audit, projects and expenditures, and/or compliance with Measure D before the RTC and/or the Measure D Taxpayer Oversight Committee or RTC advisory committees, as applicable.

Name	Title	Phone/email
Raymon Cancino	Chief Executive Officer	831.688.8840 ext. 201 <a href="mailto:RaymonC@cbridges.org">RaymonC@cbridges.org</a>
Douglas Underhill	Chief Financial Officer	831.688.8840 ext. 276 <a href="mailto:douglasu@cbridges.org">douglasu@cbridges.org</a>
Jesus Bojorquez	Program Director	831.688.8840 ext. 241 <a href="mailto:jesusb@cbridges.org">jesusb@cbridges.org</a>
Ulyses Angon-Granados	Grants Analyst	831.688.8840 ext. 273 <a href="mailto:ulysesa@cbridges.org">ulysesa@cbridges.org</a>

Required Attachments:

- ☐ Measure D Audited Financial Statement
- ☐ Expenditure Report (spreadsheet)
  - ☐ Details for grouped projects, if applicable and not provided above (e.g. location/limits, summary of work done, schedule)
- ☐ Measure D Annual Report Highlights
- ☐ Map(s) of Measure D-funded projects
- ☐ Performance Measures Report (spreadsheet)
- ☐ Measure D 5-Year Program of Projects
- ☐ Evidence of public outreach/process for Measure D expenditures (e.g. notices, news releases, board resolutions/staff reports, etc. Links to documents okay.)
  - ☐ News Article or News Release about projects funded by Measure D
  - ☐ Signage photos
- ☐ Photos of project locations (before/after)
- ☐ Fact Sheets for major projects
- ☐ Maintenance of Effort Compliance Spreadsheet or other evidence

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## MEASURE D EXPENDITURE REPORT - Direct Allocations

Reporting Year **FY23/24**

Recipient Agency **Community Bridges**

Project Description/Location				
#	Project Name	Project Description <i>(may include additional project components, ex. complete streets, traffic calming, crossing improvements, drainage upgrades, etc.)</i>	Location/Limits (if grouped project, list each location/limit)	FY23/24 Measure D Expenditures
1	Driver 1 (see note below*)	Additional driver to provide expanded hours of paratransit service		\$ 290,088.52
2	Driver 2 (see note below*)	Additional driver to provide expanded hours of paratransit service		\$ 290,088.52
3	Driver 3 (see note below*)	Part-time Additional driver to provide expanded hours of paratransit service		\$ 145,044.27
4	Driver Trainer	To support safety and service training for paratransit drivers		\$ 70,518.90
5	Executive Assistant/Dispatcher	To support additional paratransit rides		\$ 104,408.65
6	Outreach/Publicity	Materials and videos to promote paratransit ride availability		\$ 29,987.54
7	Consultants / Project Managers	Facility project management-architects, environ review, design		\$ -
8	Operations Facility	Reserve for projected Acquisition, construction and/or renovation expenses		\$ 534,707.22
9	Vehicle Equipment Reserve	Vehicle/ Equipreplacement, matching funds, project procurement and implimentation		\$ 20,000.00
10	Audit and Expenditure Report Prep			
				<b>\$ 1,484,844</b>

3.

# MEASURE D EXPENDITURE REPORT

#	Project Name	Leveraged Funds, if any		Total Project Cost	Consistency with 5-year plan		Other
		Leveraged Fund Amounts (grants & other funds where Meas. D used as match)	Leveraged Fund Source(s) Name(s)		Project in approved 5-year plan? (yes/no)	If not in 5-year plan or different amount or scope, why different?	Other Notes or Information (optional)
1	Driver 1 (see note below*)				Yes	Increased pay rates, hours and rides being served	
2	Driver 2 (see note below*)				Yes	Increased pay rates, hours and rides being served	
3	Driver 3 (see note below*)				Yes	Increased pay rates, hours and rides being served	
4	Driver Trainer				Yes	Within 10% of budget	
5	Executive Assistant/Dispatcher				Yes	Increase due to salary increases	
6	Outreach/Publicity				Yes	Within 10% of budget	
7	Consultants / Project Managers				Yes	Same as budget	
8	Operations Facility				Yes	Increased by 42% due to advancements in projects	
9	Vehicle Equipment Reserve	\$ 1,112,440.59	Caltrans 5310 and		Yes	75% less due to less matching fund needed	
10	Audit and Expenditure Report Prep				Yes		
		<b>\$ 1,112,441</b>					

3.

## MEASURE D EXPENDITURE REPORT

Project Description/Location				
#	Project Name	Project Description <i>(may include additional project components, ex. complete streets, traffic calming, crossing improvements, drainage upgrades, etc.)</i>	Location/Limits (if grouped project, list each location/limit)	FY23/24 Measure D Expenditures
				FY 23/24 Measure D Revenues
Allocation				\$ 1,469,256.14
Interest				\$ 15,587.48

6. Measure D Transportation for Seniors and People with Disabilities Program

## Performance Measures

AGENCY:

Community Bridges Lift Line

Direct Allocation recipients are to document the performance and benefits of the projects and programs funded with Measure D funds. The following performance measures are a selection of performance standards to be documented by the recipients, as applicable. Additional or alternate performance measures may be requested by the RTC or recipients.

Submittal date:

1-Feb-25

Performance Measure	Performance Metric and Standard	Baseline - FY22/23	Current Numbers - FY 23/24	(Notes or) Corrective Action (If applicable)
<b>Ridership/Service Utilization</b>	Change in annual ridership and passenger trips per revenue vehicle hour and mile and qualitative explanation for possible reasons.			Provide information on why numbers went down
▪ Annual Ridership		50,913	116,542	Rides increased by 129% for the fiscal year 2023-2024. A significant contributor to this rise in ridership was a 26% increase in para-transit rides. Additionally, the new transportation program for the homeless shelter provided a total of 57,649 individual rides, resulting in a 49% increase in overall rides.
▪ Passenger trips per vehicle service hour		2.95	2.65	N/A
▪ Passenger trips per revenue vehicle service miles		0.18	0.18	N/A
<b>Cost Effectiveness</b>	Maintain operating cost per passenger, per revenue vehicle hour, or per revenue mile; percentage increase less than or equal to inflation as measured by CPI			
▪ Operating Cost per Passenger Trip		\$45.94	\$48.85	N/A
▪ Operating Cost per Vehicle Service Hour		\$135.50	\$129.55	N/A
<b>State of Good Repair</b>				Provide information on plan to keep bus and paratransit vehicles in state of good repair.

6.

Performance Measure	Performance Metric and Standard	Baseline - FY22/23	Current Numbers - FY 23/24	(Notes or) Corrective Action (If applicable)
<ul style="list-style-type: none"><li>Average age of bus and paratransit vehicles</li></ul>	Reduce average age of fleet/number of vehicles beyond useful life	5.9 years	7.8 years	All vehicles are serviced every 4,000 miles and safety inspections are performed every 90 days. Lift Line is in compliance with annual CHP safety vehicle inspections.
<ul style="list-style-type: none"><li>Number of vehicles beyond useful life</li></ul>		9, as defined by FTA 5310 Program	10, as defined by FTA 5310 Program	All fleet vehicles are in good and safe operating condition, even those past their useful life as defined by FTA.
Service Provision				
<ul style="list-style-type: none"><li>Frequency on major corridors or trunk lines</li></ul>	<ul style="list-style-type: none"><li>Maintain or increase frequencies</li></ul>	Lift Line operate up to 11 paratransit vehicles on major corridors daily M-F, including 2.5 designated Measure D drivers and 1 vehicle on weekends.	Lift Line operate up to 13 paratransit vehicles on major corridors daily M-F, including 2.5 designated Measure D drivers and 1 vehicle on weekends.	Lift Line enhance its service by adding two new routes specifically designed to improve accessibility to major corridors in Santa Cruz County. This initiative is part of the county's homeless shelter project, aimed to increase transportation frequency and ensuring that individuals can reach the shelter.
<ul style="list-style-type: none"><li>Service hours/span</li></ul>	<ul style="list-style-type: none"><li>Increase service span - goal is 7 days/week, 20 hours per day</li></ul>	7 days per week. 14 additional hours daily, 5 days per week and 7 additional hours Sat/Sun.	7 days per week. 14 additional hours daily, 5 days per week and 7 additional hours Sat/Sun.	Lift Line is maintaining the operation of expanded hours.
<ul style="list-style-type: none"><li>Revenue hours</li></ul>	<ul style="list-style-type: none"><li>Maintain or increase revenue hours</li></ul>	15,417	20,262	
<ul style="list-style-type: none"><li>Revenue miles</li></ul>	<ul style="list-style-type: none"><li>Number of routes</li></ul>	11	13	The number of routes has increase of 18%, leading to an enhancement of both the morning and evening routes designated for the Santa Cruz homeless shelter project. This expansion aims to improve service and accessibility for individuals in need, ensuring they receive timely support throughout the day.
<ul style="list-style-type: none"><li>Service areas</li></ul>	<ul style="list-style-type: none"><li>Total service hours</li></ul>	15,417	20,262	

6.

Performance Measure	Performance Metric and Standard	Baseline - FY22/23	Current Numbers - FY 23/24	(Notes or) Corrective Action (If applicable)
<b>Service Operations and Provisions</b>	Track number of seniors or people with disabilities served by program.	Santa Cruz, and selected areas of Santa Clara, Monterey, San Benito, San Mateo and San Francisco Counties	Santa Cruz, and selected areas of Santa Clara, Monterey, San Benito, San Mateo and San Francisco Counties	Santa Cruz, and selected areas of Santa Clara, Monterey, San Benito, San Mateo, and San Francisco.
Number of people served or trips provided to seniors or people with disabilities	<ul style="list-style-type: none"> <li>Service types such as ADA mandated paratransit, door-to-door service, taxi programs, accessible van service, shuttle service, group trips, travel training, meal delivery, and fixed-route transit</li> </ul>	42,609 Paratransit Rides including 6,565 Measure D Rides	53,735 Paratransit Rides including 5,850 Measure D rides	During the fiscal year 2023-2024, there was a notable surge in paratransit ridership, with a 26% increase compared to the previous year. This rise indicates a growing demand for accessible transportation services, highlighting the importance of meeting the needs of individuals who require specialized mobility.
Percent of fixed route service used by seniors and people with disabilities		N/A	N/A	N/A
<b>Cost Effectiveness</b>	Maintain cost per trip or per passengers			<i>Any agency with significant increase in costs must provide an explanation</i>
Cost per Trip		\$66.23	\$128.23	Lift Line collects data to determine cost of “Trip per Passenger” therefore “Cost per Trip” and “Cost per Passenger” have the same outcome.
Cost per Passenger		N/A	N/A	Lift Line is using the “Cost per Trip” option above.
Total Measure D program cost per one-way passenger trip divided by total trips or total passengers during period.		6565	5850	Measure D Rides decreased during fiscal year 2023-2024. Lift Line continue services rides to financial, food markets, restaurants, social services, and medical appointments. There was a slight decreased rides to food market and financial institutions.

6.

Performance Measure	Performance Metric and Standard	Baseline - FY22/23	Current Numbers - FY 23/24	(Notes or) Corrective Action (If applicable)
Leveraged Funds (List amount and sources)	Report total grants and other funding secured using Measure D revenues as a match.	\$215,264 LCTOP EV Shuttle, \$177,203 CARB EV Shuttle FY 22-23, Measure D funding used as required matching funds		Explain if Measure D funds fully funding projects.



**Measure D: 5-Year Program of Projects (FY 23/24-27/28)****Agency:** Community Bridges - Lift Line**Category:** Transportation for E&D

Estimated Annual Measure D Allocations

Prior and 22/23 estimate	FY23/24	FY24/25	FY25/26	FY26/27	FY27/28	Total
\$ 5,755,182	\$1,076,000	\$1,101,111	\$1,133,000	\$1,165,000	\$1,198,000	\$ 11,428,293

			Amount of Measure D Funds Programmed (includes carryover)									
Project Name/location	Description (include project purpose and complete streets components if applicable)	Total Measure D	Prior and 22/23 estimate	FY23/24	FY24/25	FY25/26	FY26/27	FY27/28	5-year total	Other fund sources	Est. Construction start date	Major project? * (yes/no)
Driver 1 (1 FTE)	Additional driver to provide expanded hours of paratransit service	\$1,191,129	\$824,546	\$ 68,361	\$ 70,754	\$ 73,230	\$ 75,793	\$ 78,446	\$ 366,584		ongoing	No
Driver 2 (1 FTE)	Additional driver to provide expanded hours of paratransit service	\$1,191,129	\$824,546	\$ 68,361	\$ 70,754	\$ 73,230	\$ 75,793	\$ 78,446	\$ 366,584		ongoing	No
Driver 3 (.5 FTE)	Additional driver to provide expanded hours of paratransit service	\$400,403	\$68,000	\$ 34,181	\$ 70,754	\$ 73,230	\$ 75,793	\$ 78,446	\$ 332,403		ongoing	No
Driver Trainer (1 FTE)	To support safety and service training for expanded paratransit operations	\$637,964	\$307,174	\$ 61,686	\$ 63,845	\$ 66,080	\$ 68,393	\$ 70,786	\$ 330,790		ongoing	No
Executive Assistant/Dispatcher (1 FTE)	To support expanded paratransit services	\$626,984	\$296,798	\$ 61,573	\$ 63,728	\$ 65,959	\$ 68,268	\$ 70,657	\$ 330,185		ongoing	No
Vehicle Operating (see note below*)	Costs associated with operating the vehicles	\$980,488	\$0	\$ 182,843	\$ 189,242	\$ 195,866	\$ 202,721	\$ 209,816	\$ 980,488		ongoing	No
Outreach/Publicity	Materials and videos to promote paratransit ride availability	\$257,366	\$65,241	\$ 30,078	\$ 37,597	\$ 39,477	\$ 41,451	\$ 43,523	\$ 192,125		ongoing	No
Consultants / Project Managers	Facility project management-architects, environ review, design	\$323,653	\$253,526	\$ 14,026	\$ 14,026	\$ 14,026	\$ 14,026	\$ 14,026	\$ 70,128		ongoing	No
Indirect Overhead**	Indirect Costs on non Capital Expenditures	\$506,447	\$0	\$ 88,837	\$ 99,056	\$ 102,535	\$ 106,141	\$ 109,878	\$ 506,447		ongoing	No
Operations Facility	Reserve for projected Acquisition, construction and/or renovation expenses	\$4,627,020	\$2,441,241	\$ 720,606	\$ 450,127	\$ 342,390	\$ 341,972	\$ 330,684	\$ 2,185,778	2.5M Bank and Owner Financing	Started 2019	Yes
Vehicle Equipment Reserve	Vehicle/ Equipreplacement, matching funds, project procurement and implimentation	\$413,006	\$173,006	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ 60,000	\$ 240,000	750K+ of LCTOP and CARB grants	Ongoing	No
Estimated Annual Measure D Expenditures		\$11,155,589	\$5,254,077	\$1,375,551	\$1,174,882	\$1,091,022	\$1,115,349	\$1,144,708	\$5,901,512			
Annual Interest Earnings on Measure D Revenues			\$ 3,220.50	\$ 504.32	\$ 205.28	\$ 131.71	\$ 131.71	\$ 173.82				
Carry over to next fiscal year			\$504,325	\$205,278	\$131,712	\$173,822	\$223,605	\$277,071				

\*Operating costs include driver support and vehicle operations such as vehicle maintenance and repair, fuel, vehicle Insurance, communications expenses, as well as taxes and licenses related to paratransit services. It also includes a prorated allocation of costs such as general liability insurance, staff training and other indirect costs. Per a request from the Measure D Oversight Committee starting in FY 2022-2023 operating expenses will be categorized in the audit.

\*\*Indirect costs based on a Federally approve Indirect Cost Rate (ICR). Includes costs such as Grant Management, Payroll, Audits, AP/AR, Contracts, HR

**Measure D: 5-Year Plan (FY23/24-FY27/28)**

Project name:  
 Location:  
 Description:  
 Purpose/Need/Benefits:

<b>Community Bridges - Lift Line Vehicle and Equipment Acquisition</b>	
<b>N/A</b>	
<b>Lift Line Paratransit Vehicles &amp; Equipment</b>	
Fund reserves that can be used for vehicle procurement projects, including fleet vehicles that cannot be funded through 5310, replace aging and or worn shop equipment, improvements and or upgrades to maintenance/operations facility. Provide project matching funds to leverage state funding.	
1) 23/24 TDA Equipment Vehicle Match for Emergency and Maintenance	
2) 21/22-23/24 Ecolane dispatching and scheduling and fleet operations software.	
3) 23/24-27/28 Additional project matching funds for potential vehicle purchases to continue building out electric vehicle fleet and required vehicle related equipment and infrastructure.	

**Schedule (estimated)**  
**Total Cost by Phase**

Measure D Funds  
 Matching Funds

<b>Vehicle</b>	<b>Equipment</b>	<b>Equipment*</b>	<b>Total</b>
FY 23/24	FY21/22-23/24	FY23/24-27/28	
<b>\$ 80,000</b>	<b>\$ 116,563</b>	<b>\$ 575,000</b>	<b>\$ 771,563</b>
\$ 30,000	\$ 30,000	\$ 180,000	\$ 240,000
\$ 50,000	\$ 86,563	\$ 395,000	\$ 531,563
Emergency Response	Ecolane	Other Vehicle Projects	

\*Future Equipment in FY 23/24-27/28 is estimated based on past projects

**Measure D: 5-Year Plan (FY23/24-FY27/28)**

Project name:  
 Location:  
 Description:  
 Purpose/Need/Benefits:

<b>Community Bridges - Lift Line Operations Facility</b>					
<b>545 Ohlone Pkwy, Watsonville, CA 95076</b>					
<b>Lift Line Administrative offices, maintenance facility,fleet parking</b>					
Purchase of property and renovation of a operations facility housing the entire CTSA Lift Line operations in one location. In June of 2019 Lift Line purchased a suitable \$3M property at 545 Ohlone Pkwy, Watsonville CA, with an estimated additional \$1.8M of renovations and other expenses. Measure D facility reserve funds were used for a \$500K down payment and closing costs, financing \$2.5M. In June of 2020, 2021 & 2022 Measure D funds were used to make \$200K principal payments on a 5-year \$1M owner carry note, and are being utilized in the renovation costs and other associated expenses. In Feb. 2023 a \$400K payment paid off the owner carry note in full, leaving the remainder on the \$1.5M bank financed note. A major project for FY 23/24 is a grading, paving & EV infrastructure project with a cost of 600K, of which Measure D funding will be utilized for the majority. In future years a solar project will be put into place to provide power for EV charging stations as well as installation of EV infrastructure and electrical grid on the new yard.					

**Schedule****Total Cost by Phase**

Measure D Funds

Fund - Capital Campaign/ Donations

Fund - Commercial Loan/Owner Financing

<b>Envir. Review</b>	<b>Design</b>	<b>Acquisition</b>	<b>Renovation / Principal</b>	<b>Contingency/ Fees</b>	<b>Total</b>
2019-2021	2019-2021	2019-2020	2019-2027	2020-2027	
<b>\$ 124,297</b>	<b>\$ 202,903</b>	<b>\$ 3,099,532</b>	<b>\$ 3,842,718</b>	<b>\$ 272,250</b>	<b>\$ 7,541,701</b>
\$ 124,297	\$ 202,903	\$ 599,532	\$ 3,700,287		\$ 4,627,020
			\$ 142,431	\$ 272,250	\$ 414,681
		\$ 2,500,000			\$ 2,500,000

**Other Info:****Personnel/Consultants:**

Personnel	76,810
Legal	7,500
Bidding Expense	6,500

**Pre-Development:**

Architecture Design	202,903
Survey / Engineering	43,200
Permits, Inspections and Fees	16,524

**Acquisition:**

Purchase of Property	3,099,532
----------------------	-----------

**Construction/Renovation:**

Construction / Renovation	3,842,718
Permits, Inspections and Fees	64,573
Equipment / Furnishings	75,000
Contingency / Utility Fees	106,440

**Total Preliminary Cost****7,541,701**

\$ -



## **Lift Line Outreach – 2023-2024**

### **July 3, 2023**

Tiffany Chinn – Vista Center for the Blind and Visually Impaired | Santa Cruz

### **July 10, 2023**

Maria Cerrillos – Caridades Católicas

Vanessa – Lifespan

Ashley – Pajaro Valley Loaves and Fishes

Anthony – The Salvation Army, Corps Community Center

Judy – Twin Lakes Church

### **July 17, 2023**

Brenda – Monarch ILS

Yareli – Paloma del Mar Senior Apartments

Tracy – Senior Care Center

Karina – Santa Cruz Center

Angie – Santa Cruz Chanticleer Center

### **July 24, 2023**

Ann – Encompass Community Services

Linda – Grey Bears

Jessica – Jacob's Heart

Dina – Mid-County Senior Center

Noel King – Oceanside Supported Living Services

### **July 31, 2023**

Victor – Brightpath Community Center

Luis – Santa Cruz County Vet Center

Andrew – Santa Cruz County Veteran's Services Office

Mylah – Soquel Leisure Villa

Barbara – La Manzana Community Resources

**August 7, 2023:**

Maria – Sunny Meadows Apartments

**August 14, 2023:**

Melissa – Community Connections

Kelsey – Mariposa Wellness Center

Natalie – Senior Inclusion Center

Terry – Volunteer Center of Santa Cruz County

Katie – Watsonville Senior Center

**August 22, 2023:**

Jocelyn – Agile Occupational Medicine

Sabrina – Clinica Medica Santa Maria

Judith – Coastal Health Partners

Jasmin – Driftwood Healthcare Center

Maureen Zeind – Sutter Care at Home

**August 31, 2023:**

Heather – Adult Protective Services

Daniel – J.B. Physical Therapy

Marie – Ocean Breeze Family Dental

Amanda – San Lorenzo Park Apartments

Zavala Yunuen – Senior Network Services

**September 7, 2023:**

John – Alexandria Victoria Assisted Living Facility

Kenny – La Posada Retirement Community

Michelle – Public Health Nurse

Jennifer – Social Worker

Luis – Watsonville Post Acute Center

**September 11, 2023:**

Maureen – Capitola Community Center

Monica – Housing Choices

Hannah – Mountain Community Resources

Hadley Owen – Nation's Finest

Nora Yerena – Raíces y Cariño

**September 18, 2023:**

Cassandra – Doctors on Duty

Alexandria – Mar Monte Medical Clinic

Sarah – Santa Cruz Residential Recovery

Sarah – Si Se Puede Behavioral Health Center

Sam – The Salvation Army

**September 25, 2023:**

Aaron Nicol – Behavioral Health Services

Erika – De Anza Community Center

Sean Hamil – Housing Matters

Samuel – Janus Community Clinic

Jacqueline – Shine a Light Counseling Center

**October 6, 2023:**

Iliana – Plazita Medical Clinic

Marisela – Melissa Lopez – Bermejo MD

Nisa – Dominican Hospital Outpatient Rehabilitation Center

Maria -- Wow! Smiles Orthodontist

Vule – Dientes Community Dental Care

**October 16, 2023:**

Charles Strauhal, Jr. – Congregational Church of Soquel

Jennifer Sparber – HUD-Veterans Affairs Supportive Housing

Annie Morrison – Palo Alto Medical Foundation | Santa Cruz

Johana – Santa Cruz Health Center

Katherine – Vista Center for the Blind and Visually Impaired | San Jose

**October 27, 2023:**

Jennifer – Clinica Familiar Coastal Central

Jacky – Brennan Medical Clinic

Karolyn – Family Matters, In-Home Care

Jen – Enhanced Care Management

Anita – Sutter Urgent Care – Watsonville

**November 6, 2023:**

Judith Lopez – Community Life Services

Blanca – Pajaro Valley Medical Clinic

Chantelle – Safe at Home Senior Care

Karina Gonzalez – Senior Network Services

Michelle Gama – Watsonville Health Center

**November 13, 2023:**

Nestor – Pajaro Health Center

Dora – Valle Verde Medical Plaza

Erick – Kaiser Permanente Watsonville Medical Offices

Trevor – Santa Cruz Women’s Health Center

Alonso – Scotts Valley El Rancho Drive Center

**December 1, 2023:**

Jacob -- Doctors on Duty

Karen – Santa Cruz Behavioral Health Division

Sophia --Vista Center for the Blind and Visually Impaired

Rebecca – Community Life

**December 8, 2023:**

Sarah -- Nation’s finest veteran’s services

Joanna--Bay Avenue Senior Apartments

Jaden – Valley Heights Senior Rental Community

Maureen – Sutter Health Social Worker

**December 11, 2023:**

Kimberly – Back In Shape Chiropractic

Leslie – Bay Eye Medical Group

Nicole – Central Coast Dental

Anissa – Salud Para La Gente

Erica – Sutter Health



**December 18, 2023:**

Sabrina – Janus of Santa Cruz

Nancy – Santa Cruz ENT Medical Group

Elaine – Santa Cruz Human Services Department

Kaila – Satellite Healthcare

Taylor – Willowbrook Residential Care

**December 27, 2023:**

Catherine – Driftwood Healthcare Center

**January 2, 2024:**

Michelle – Dominican Oaks

Marci – Watsonville Community Hospital

**January 8, 2024:**

Sarah Hall – Hospice of Santa Cruz

Erika – Dignity Health

Anthony – Senior Network Services

**January 15, 2024:**

Selena – Second Harvest Food Bank

Amanda – United Way of Santa Cruz County

Irene – Salvation Army

Sofia – Soquel Center

**January 23, 2024:**

Esmeralda – Monarch Services (Watsonville)

Janette – Monarch Services (Santa Cruz)

Angel – UCSF Medical Center

Lina – Public Health Nurse (Santa Cruz County)

**February 5, 2024:**

Andrea Soria – Dignity Health Medical Foundation

Lizbeth – Brightpath Community Center

Nelia – Hearts & Hands Post Acute Care & Center

Paulina – Kaiser Permanente Scotts Valley Medical Offices

Vivian – Watsonville Specialty Center

**February 12, 2024:**

Lisa Arthur – East Cliff Village Apartments

John – American Legion

Alejandra – Health Project Center

Judy – Department of Rehabilitation (Capitola)

Charlotte – Dientes Community Dental Care

**February 20, 2024:**

Yolanda – Family Service Agency of the Central Coast

Angelica – Catholic Charities (Santa Cruz)

Foster – Shared Adventures

Martina Pacheco – OverSight MD

**February 26, 2024:**

Luis Rocha – Watsonville Post Acute Center

Regina – Sutter Health

**March 1, 2023:**

Karina Gonzalez – Senior Network Services

**March 11, 2024:**

Daniel – JB Physical Therapy

Madeline – Highlands Park Senior Center

Josephine – Valley Haven

Erica – Aegis Living Aptos

Caroline – Brookdale Scotts Valley

**March 18, 2024:**

Brenda – Live in Serenity

Esther – Woodland Senior Apartments

**March 25, 2024:**

Norma – Bay Ave Senior Apartments

Maya – Sunshine Villa

Silvia – Independence Square Apartments

Jennifer – Twin Lakes Manor

Danielle – Driftwood Health Care Center

**April 2, 2024:**

Sandra – Mountain Community Resources

Mayra Melendres – Mountain Community Resources

**April 8, 2024:**

Mary – Salud Para La Gente

Hadley Owen – Nation’s Finest

Collin – Housing Matters

**April 15, 2024:**

Lindsey – Miracle-Ear Hearing Aid Center

Stephanie – Doctors on Duty

Adam – Agile Occupational Medicine (Santa Cruz)

**April 22, 2024:**

Irene – Valley Convalescent & Rehab

Belen – Paradise Villa

Christine – Watsonville Post Acute Center

Sonia – Association of Faith Communities

**April 29, 2024:**

Bridgette – Volunteer Center of Santa Cruz County

Ana – Mid-County Senior Center

Ariana – Cypress Medical Center

Joseph – SC Mountain Health Center

Kathy – Live Oak Health Center

**May 10, 2024:**

Matilda-Project Scouts Seniors council

Suzanne- Mountain Community Resources

**May 17, 2024:**

Vivian Vandal – Adult Protective Services

Janet Garcia – Santa Cruz County Behavioral Health

Evangelina – Mercy Housing – Gault Street Senior

**May 28, 2024:**

Aubrey – Sutter Health - AIM

Steven Matzie – Health Projects Center

Claudia – Kaiser Permanente Santa Cruz Medical Offices

Loraine – Villa Santa Cruz

Valeria – Pacific Coast Manor

**June 3, 2024:**

Anna – Monarch Services

Scott Thomas – Mission Garden Apartments

Nicole – Meadow View Apartments

Rocio – Dientes Community Dental

**June 17, 2024:**

Josephine – Pacific Coast Manor

Leo – Brennan Medical Clinic

Sabrina – Sutter Urgent Care (Watsonville)

**June 24, 2024:**

Maureen – Sutter Care at Home

Scott Thomas – Mission Gardens

Adriana – Dignity Health Medical Group

Joan – The Maple House

Pamela – Kaiser Permanente Scotts Valley

July 1, 2023 to June 30, 2024


**Lift Line**  
 July 6, 2023 · 🌐


Lift Line is one of a kind!

Unlike other transportation services, Lift Line offers DOOR-TO-DOOR transportation from origin to destination. No need to wait around or walk down the street for a ride. Simply give us a call, schedule a ride, and we'll be at your curbside. And the best part is that our services are FREE to qualifying residents of Santa Cruz County!

Not sure if you qualify for Lift Line services? You must:

- Live in Santa Cruz County
- Be 60+ years of age or disabled, as determined by: (a) Medical Health & Physical form or Physicians Document, (b) ADA ParaCruz eligibility, or (c) Other State Disability Verification
- Meet the income eligibility requirements as determined by: (a) Medi-Cal, (b) SSI Verification, or (c) Income Tax Forms

Apply online at [communitybridges.org/lift-line-application/](https://communitybridges.org/lift-line-application/) or by calling 831-688-9663



# ENROLL TODAY!

Need help enrolling? Call us!  
 831-688-9663  
[communitybridges.org/liftline](https://communitybridges.org/liftline)

COMMUNITYBRIDGES.ORG

**Lift Line**

Providing 60,000 door-to-door rides a year to seniors and people with disab...

Learn more

👍 14

🗨 Comment

🔗 Share

1 comment 9 shares

**Lift Line**  
August 3, 2023 · 🌐


"I quit driving when I turned 80, my eyesight was bad, and I didn't want to endanger others or myself on the road. So, this gives me a safer way of getting around. All of my kids live out of the area, so without anyone else around at home, it gets too quiet in the house. I like getting out."  
— Charlotte, age 87, Lift Line participant

As we reach our golden years, driving a vehicle can be challenging. But getting out of the house and keeping an active, fun, and independent lifestyle doesn't have to be. Lift Line is here to help! Our door-to-door transportation services can help you get to medical appointments throughout the Central Coast and Bay Area, and to and from local banks, churches, parks, and grocery stores. And our services are FREE to qualifying residents of Santa Cruz County!

Not sure if you qualify for Lift Line services? You must:

- Live in Santa Cruz County
- Be 60+ years of age or disabled, as determined by: (a) Medical Health & Physical form or Physicians Document, (b) ADA ParaCruz eligibility, or (c) Other State Disability Verification
- Meet the income eligibility requirements as determined by: (a) Medi-Cal, (b) SSI Verification, or (c) Income Tax Forms

Apply online at [communitybridges.org/lift-line-application/](https://communitybridges.org/lift-line-application/) or by calling 831-688-9663



**ENROLL TODAY!**

**Need help enrolling? Call us!**  
**831-688-9663**  
[communitybridges.org/liftline](https://communitybridges.org/liftline)



8B.

**Lift Line**  
September 7, 2023 · 🌐

Ensuring that Santa Cruz County's older adults and people with disabilities have access to health care, regardless of income level, is one of Lift Line's guiding princi... See more



**ENROLL TODAY!**

**Need help enrolling? Call us!**  
**831-688-9663**  
[communitybridges.org/liftline](https://communitybridges.org/liftline)

COMMUNITYBRIDGES.ORG  
**Lift Line**  
Providing 60,000 door-to-door rides a year to seniors and people with disabilities...

 18

1 comment 1 share

 Like

 Comment

 Share





## Lift Line

September 8, 2023 · 🌐

Lift Line's mission is to create a more accessible world by ensuring all Santa Cruz County residents have full and unfettered access to our community.

Our new Lift Line Access for All service will help us continue this mission!

Starting on Sept. 18, we can offer door-to-door transportation for all county residents with disabilities to any destination within Santa Cruz County at a flat-rate fee of \$5. Income-eligible older adults and people with disabilities using the existing Lift Line program can continue to do so at no cost.

Our self-service mobile app will be the primary scheduling point of contact, similar to ride-share companies like Uber and Lyft. Users can schedule rides up to seven days in advance, with a pickup available as early as the same day requested.

To register for the program and receive a login for the app, local residents can contact the Community Bridges Lift Line office at 831-688-9663.



SANTACRUZSENTINEL.COM

### Community Bridges readies for Lift Line service expansion

"We are like an Uber and Lyft for anyone in Santa Cruz County with a disability that requires an..."

1 share



Like



Comment



Share

8B.

**Lift Line**  
September 26, 2023 · 🌐

Attention Santa Cruz County residents with disabilities! ... See more



Schedule a ride through our easy-to-use App!



**\$5 FLAT RATE!**

# Lift Line

**ACCESS FOR ALL!**

Now offering transportation to all county residents with disabilities, including wheelchair users who use a wheelchair-accessible vehicle to any destination within the county at an affordable flat fee of \$5



Travel anywhere in Santa Cruz County!



Tailored to meet your needs and requirements.

**Contact Us**  
**831-688-9663**

[communitybridges.org/liftline](https://communitybridges.org/liftline)

**Lift Line**  
Providing 80,000 door-to-door rides a year to seniors and people with disabili...

6

 Like

 Comment

 Share





## Eligibility

8B.

To receive Lift Line services, you must meet the eligibility criteria and complete an application. Eligibility guidelines:

- **Resident of Santa Cruz County**
- **60+ years of age or disabled, as determined by:** (a) Medical health and physical (H&P) form or physicians document, (b) ADA ParaCruz eligibility, or (c) Other State Disability Verification
- **Meets the income eligibility requirements as determined by:** (a) Medical – income below 300% of the Federal Poverty Level (FPL), (b) SSI Verification, or (c) Income Tax Forms

Application can be completed online at [CommunityBridges.com/LiftLine](https://CommunityBridges.com/LiftLine)

## Elegibilidad

Para recibir los servicios de Lift Line, debe cumplir con los criterios de elegibilidad y completar una solicitud. Pautas de elegibilidad:

- **Ser residente del Condado de Santa Cruz**
- **Ser mayor de 60 años o tener alguna discapacidad reconocida por:** (a) Formulario Médico Físico y de Salud (H&P) o documento médico (b) Elegibilidad ADA ParaCruz, o (c) Alguna otra verificación estatal de discapacidad
- **Cumple con los requisitos de ingreso económico determinados por:** (a) Medi-Cal – ingresos por debajo del 300% del Nivel Federal de Pobreza (FPL), (b) Verificación SSI, o (c) Declaraciones de Impuestos

Aplicaciones se pueden completar en [CommunityBridges.com/LiftLine](https://CommunityBridges.com/LiftLine)

# LIFT LINE

COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD



[CommunityBridges.org/LiftLine](https://CommunityBridges.org/LiftLine)

Partially funded by



# LIFT LINE

COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD



**Free transportation promoting senior health and independence**

*Transporte gratis que fomenta la salud e independencia de los mayores*

## Promoting Independence

*Promoviendo la independencia*



# Lift Line

We provide thousands of door-to-door rides a year to seniors and people with disabilities; allowing these Santa Cruz County and North Monterey County residents to maintain their independence.

Our fleet of vehicles furnish comfortable trips for eligible riders, and our professional drivers offer door-to-door assistance from origin to destination. Escorts, personal care attendants, and a limited number of traveling companions are welcome.

Services are free of cost to qualifying participants.



Proporcionamos miles de viajes anuales de puerta a puerta para adultos mayores y personas con discapacidades, y así, permitirles a estos residentes del Condado de Santa Cruz y el norte del Condado de Monterey mantener su independencia.

Nuestra flota de vehículos proporciona cómodos viajes para pasajeros elegibles, y nuestros choferes profesionales proveen asistencia desde el origen hasta el destino. Acompañantes, asistentes personales, y un número limitado de visitantes son bienvenidos.

Todos los servicios son gratuitos para los residentes que califiquen.

## Services

### Medical Appointments:

Transportation to appointments with accredited medical professionals or for other approved medical programs and purposes across Santa Cruz, Monterey, San Mateo, San Benito, Santa Clara, and San Francisco counties.

### Veterans Medical Appointments:

Transportation to medical appointments or Veterans Administration Clinics for qualifying veterans.

### Elderday Adult Day Health Care:

Transportation to and from Elderday twice a day.

### Taxi Scrip Coupons:

Qualifying residents can purchase taxi scrip coupons from Lift Line at a discounted rate. The taxi scrip coupon is used in place of money to pay for, or supplement, the price of a ride from one of our participating taxi companies.

### Meals on Wheels Dining Sites:

Transportation to Meals on Wheels dining sites throughout Santa Cruz County.

### Extended Services:

Nutrition; Essential grocery shopping (2 bags limit) and restaurants. Rides to financial institutions. Connection shuttles to social services agencies. Physical (therapy, GYM, swimming pools, parks and beach recreational) and mental (Counseling, church and support groups) support rides.

### TNC – Access for All program:

Residents with disabilities in Santa Cruz County can access Lift Line's door-to-door transportation through the TNC – Access for All program. Regardless of income level, individuals can access transportation to any location within the county for a flat fee of \$5 per ride.

*Income eligible participants already receiving services for free can continue to enjoy our services at no cost.*

## Servicios

### Sitas Médicas:

Transporte a citas con profesionales médicos acreditados o para otros programas médicos aprobados en los condados de Santa Cruz, Monterey, San Mateo, San Benito, Santa Clara y San Francisco.

### Sitas médicas para Veteranos:

Transporte a citas médicas o a Clínicas Administradas para Veteranos que califiquen.

### Elderday Cuidado Diurno:

Transporte hacia y desde Elderday dos veces al día.

### Cupones Taxi Scrip:

Los residentes que califiquen podrán comprar cupones taxi scrip de Lift Line con un descuento preferencial. El cupón Taxi Scrip es usado en vez de dinero para pagar, o completar, el pago de un viaje en una de nuestras compañías de taxi participantes.

### Sitios de comidas de Meals on Wheels:

Transporte a merenderos Meals on Wheels por todo el Condado de Santa Cruz.

### Servicios Extendidos:

Nutrición; Tiendas de comestibles esenciales (límite de 2 bolsas) y restaurantes. Traslados a entidades financieras. Lanzaderas de conexión a las agencias de servicios sociales. Paseos de apoyo físico (terapia, gym, piscinas, parques y playa recreativa) y mental (consejería, iglesia y grupos de apoyo).

### Programa TNC – Access for All:

Los residentes con discapacidades en el Condado de Santa Cruz pueden acceder al transporte puerta a puerta de Lift Line a través del programa TNC – Access for All. Independientemente del nivel de ingresos, las personas pueden acceder al transporte a cualquier lugar dentro del condado por una tarifa fija de \$5 por viaje.

*Los participantes que cumplen con los requisitos de ingresos y ya están recibiendo servicios de forma gratuita pueden seguir disfrutando de nuestros servicios sin costo.*

## How You Can Help / Cómo Puedes Ayudar

### Donate

*Join us in our work to ensure people in need have access to life-saving medical appointments. Secure donations can be made by mail or online at [CommunityBridges.org/Donate](https://CommunityBridges.org/Donate).*

### Leave Your Legacy

*Through a charitable bequest in your will or living trust, you can ensure that we will be there for future generations of seniors in need. Visit us at [CommunityBridges.org/Legacy](https://CommunityBridges.org/Legacy) to learn more.*

### Volunteer

*Volunteers are critical to our success. Reach out to see where your passion and skills fit best. Please visit [CommunityBridges.org/volunteer](https://CommunityBridges.org/volunteer) to learn more.*

### Donar

*Únete a nosotros en nuestro trabajo para asegurar que las personas con necesidades vitales tendrán acceso a citas médicas. Donaciones pueden hacerse por correo o en línea en [CommunityBridges.org/Donate](https://CommunityBridges.org/Donate).*

### Deje su Legado

*A través de un legado caritativo en su testamento o fideicomiso, puede asegurarse de que estaremos presentes para ayudar a futuras generaciones de personas mayores con necesidades. Visite a [CommunityBridges.org/Legacy](https://CommunityBridges.org/Legacy) para saber más.*

### Trabajo Voluntario

*Los voluntarios son esenciales para nuestro éxito. Contáctenos para descubrir cómo su pasión y habilidades nos puede ayudar. Visite [CommunityBridges.org/volunteer](https://CommunityBridges.org/volunteer) para obtener más información.*

Lift Line  
545 Ohlone Parkway  
Watsonville, CA 95076  
831-688-9663

[CommunityBridges.org/LiftLine](https://CommunityBridges.org/LiftLine)



Operations facility with Measure D signage:



8E.

Lift Line electric vehicles (EV) with Measure D signage:





## **PUBLIC HEARING – Noticed for no earlier than 9:30 AM**

**AGENDA:** November 2, 2023

**TO:** Regional Transportation Commission (RTC)

**FROM:** Tommy Travers and Rachel Moriconi, Transportation Planners

**RE:** Measure D: Five-Year Programs of Projects for Regional Projects and **Lift Line** and Strategic Implementation Plan (SIP) Update

---

### **RECOMMENDATIONS**

Staff recommends that the Regional Transportation Commission (RTC) hold a public hearing, consider comments received, and adopt resolutions (Attachments 1 and 2) to:

1. Approve the Fiscal Years (FY) 2023/2024-2027/2028 Measure D five-year programs of projects (5-Year Plans) for regional investment categories and projects: Highway Corridors, Active Transportation, Rail Corridor, the Highway 17 Wildlife Crossing and San Lorenzo Valley-Highway 9 Corridor Improvements (Attachment 1: Exhibits A through E) and **Community Bridges Lift Line** (Exhibit F); and
  2. Adopt the 2023 Measure D - Strategic Implementation Plan (SIP) (available online at [www.sccrtc.org/MeasureD](http://www.sccrtc.org/MeasureD) and [here](#))
- 

### **BACKGROUND**

In November 2016, Santa Cruz County voters approved Measure D, a ½-cent transactions and use tax (similar to sales tax) for transportation projects and programs. The [Measure D Expenditure Plan](#) provides funding by formula for five categories of projects over 30 years:

- Neighborhood projects: 30% of net measure revenues:
  - \$5 million for the Highway 17 Wildlife Crossing
  - \$10 million for San Lorenzo Valley (SLV)/Highway 9 Corridor
  - Balance (approx. 28%) to cities and County by formula
- Transportation for Seniors and People with Disabilities: 20% total
  - 16% to Santa Cruz METRO and 4% to Lift Line
- Highway Corridors: 25%
- Active transportation/MBSST-Rail Trail: 17%
- Rail Corridor: 8%





## BOARD OF DIRECTORS

Wednesday, September 20, 2023, 5:00 PM to 7:30 PM

<https://us02web.zoom.us/j/613973795>, Meeting ID: 613 973 795

### REGULAR SESSION DRAFT AGENDA

**5:00 1. CLOSED SESSION**

**6:00 2. Adjourn Closed Session**

**6:00 3. Call to Order/Establish Quorum**

**6:00 4. Agenda Review (5 min)**

**6:05 5. Announcements/Program Updates (10 min)**

**6:15 6. \*CONSENT AGENDA – Action Items (5 min)**

*\*In approving the consent agenda, the Board is approving recommendations within each committee's minutes listed below.*

*6.1 Draft Minutes of the June 21, 2023 Board of Directors Meeting*

**6.1 a Motion to accept and approve the FY 23/24 budget as written. Motion moved by Mary/Ryan, MSP.**

**6.1 b Motion to approve the development plan as written. Motion moved by Michael/Mary, MSP.**

*6.2 Draft Minutes of the July 12, 2023 Governance Committee Meeting*

**6.2 a Motion to approve LL Title VI Plan Resolution. Motion moved by Silvia/Ryan, MSP.**

*6.3 Draft Minutes of the August 9, 2023 Governance Committee Meeting*

*6.4 Draft Minutes of the July 12, 2023 Finance Committee Meeting*

**6.4 a Motion: Adopt enrollment goals and deadlines for EED to present to full board. Motion moved by Mary/Jack, MSP.**

*6.5 Draft Minutes of the August 9, 2023 Finance Committee Meeting*

**6.5 a Motion to approve the Measure D 5-Year Plan. Jack/Steph, MSP.**

*6.6 Draft Minutes of the September 13, 2023 Finance Committee Meeting*

*6.7 Draft Minutes of the August 9, 2023 Development Committee Meeting*

*6.8 Draft Minutes of the September 13, 2023 Development Committee Meeting*

**6.9 5310 Federal Transportation Dollars - Passed by Unanimous Email Vote**

**6.10 State Good Repair Funding – Passed by Unanimous Email Vote**

**6:20 7. Receive comments from members of the public on “Items not on the Agenda” (5 min)**

**6:25 8. BOD Chair Report – Jack Jacobson (5 min)**

**6:30 9. CEO Report – Ray Cancino (30 min)**

**a) Program Presentation – Elderday**

- b) *MOW Kitchen*
- c) *EED Hold Harmless*
- d) *ELD License*

**7:00 10. Development Report–Tony Nunez/ Anna Vaage (10 min)**

**7:10 11. Finance Committee Update – Doug Underhill**

**(15 min) 7:25 12. Newspaper Articles**

- a) [Temporary resource center opens in Pajaro to help residents affected by the flood](#) – Monterey County Weekly, July 2023
- b) [Federal grant funds Santa Cruz County WIC outreach to immigrants and farmworkers](#) – Lookout Santa Cruz, July 2023
- c) [Community Bridges opens temporary resource center in Pajaro](#) – Santa Cruz Sentinel, July 2023
- d) [Farm to Fork Gala to benefit flood-impacted farmers](#) – The Parjaroian, July 2023
- e) [Quick Bites | Farm to Fork dinner supports Pajaro Valley farmers and farmworkers](#) – Santa Cruz Sentinel, July 2023
- f) [From Soquel to Pajaro, fundraisers put the focus on farms, farmworkers](#) – Lookout Santa Cruz, July 2023
- g) [Community Bridges opens temporary resource center in Pajaro](#) – The Parjaroian, July 2023
- h) [County's storm aid program has doled out over \\$450K to hundreds of households](#) – Monterey County Weekly, July 2023
- i) [Global nonprofit leader named new Santa Cruz County Meals on Wheels director](#) – Santa Cruz Sentinel, July 2023
- j) [Santa Cruz County is graying and the impending silver tsunami has service providers worried](#) – Lookout Santa Cruz, July 2023
- k) [Community Bridges seeks to dispel myths surrounding food assistance in Santa Cruz County](#) – Good Times, July 2023
- l) [Monterey County looks at a long-term recovery planning committee to rebuild Pajaro](#) – KSBW, August 2023
- m) [Kaiser Permanente offers emergency financial assistance to the town of Pajaro after a flooding disaster in Monterey County](#) - Look Inside KP, August 2023
- n) [Months after Pajaro flood, repair crews race against winter rain](#) – Santa Cruz Local, August 2023
- o) [Pajaro levee repairs underway but questions remain](#) – KSBW, August 2023

**7:25 13. Items for Next Agenda (5 min)**

**7:30 14. Adjourn Regular Meeting**

**Next Meeting:** *Wednesday, November 15, 2023, 5 pm - 7:30 pm, Meeting Location Elderday (501 Main St, Watsonville)– Zoom will be offered.*

**MEASURE D****Annual Maintenance of Effort Compliance Report**Reporting Fiscal Year: **July 1, 2023-June 30, 2024****AGENCY CONTACT INFORMATION**Agency Name: **COMMUNITY BRIDGES - LIFT LINE**Date: **1/31/2025****Primary Point of Contact**Name: **Douglas Underhill**Title: **CFO**Phone: **831-688-8840 x276**Email: [douglasu@cbridges.org](mailto:douglasu@cbridges.org)**Agency's Certification of True and Accurate Reporting by Submission**

By submitting this Compliance Report to the Santa Cruz County Regional Transportation Commission, the submitting agency certifies the compliance information reported is true and complete to the best of their knowledge, and the dollar figures in the agency's Audited Financial Statement matches exactly to the revenues and expenditures reported herein.

**Program Compliance Report Structure**

This Reporting Form is broken into the following sections for the Measure D Direct Local Allocation Programs applicable to the recipient agency.

- \* **Cover - Agency Contact**
- \* **Table 1 -MOE Baseline Calculation: Summary of Average Revenue and Expenditures**

9. **Measure D Maintenance of Effort (MOE) Certification Form**

Jurisdiction: Community Bridges - Lift I

Year: 2023-2024

Date of Report: 1/31/2025

Calculation of Annual Average Transportation Expenditures/MOE Baseline	BASELINE = pre-Measure D			
	Total Expenditure by Year			
REVENUES SPENT - Enter the amount of LOCAL revenues expended on transportation projects. <i>(update with actual source names used on street/road, transit operations, maintenance and capital projects)</i>	FY23/24	FY16/17	FY15/16	FY14/15
<i>Local Jurisdictions (CORE, Capitola, Watsonville, SV)</i>	\$32,667	\$76,385	\$75,356	\$74,726
<i>Local Foundations</i>	\$75,000	\$40,000	\$40,000	\$40,000
<i>Service Fees-Paratransit</i>	\$275,987	\$534,544	\$476,344	\$467,996
<i>Donations-Individual/Business</i>	\$5,400	\$24,581	\$21,932	\$15,989
<i>Misc Other</i>	\$413,262	\$9,069	\$24,063	\$17,614
<b>Annual MOE Revenues SPENT</b>	<b>\$802,316</b>	<b>\$684,579</b>	<b>\$637,695</b>	<b>\$616,325</b>
<b>\$646,200</b>				

MOE Exclusions* - Formula Funds & Special Grants (non-discretionary)				
<i>One-Time Only Funding : FTA Section 5310</i>	\$93,603	\$137,475	\$28,000	\$7,600
<i>One-Time Only Funding; CRRSAA</i>	\$0	\$0	\$0	\$0
<i>One-Time Only Funding; CARB,LCTOP</i>	\$22,716	\$0	\$0	\$0
<i>TDA,STA</i>	\$1,232,709	\$668,545	\$626,561	\$633,145
<i>Measure D</i>	\$1,469,256	\$0	\$0	\$0
<i>Older Americans Act</i>	\$20,000	\$39,280	\$39,283	\$39,281
<b>MOE Exclusions</b>	<b>\$2,838,285</b>	<b>\$845,300</b>	<b>\$693,844</b>	<b>\$680,026</b>
<b>Total Revenues Used for Transportation Projects</b>	<b>\$3,640,601</b>	<b>\$1,529,879</b>	<b>\$1,331,539</b>	<b>\$1,296,351</b>

How funds were spent: Enter amount expended on various transportation purposes. <i>(e.g. categories: Fixed-Route Service, paratransit service, streetsweeping, pavement, bike, ped, etc. Update with applicable categories, based on your agency's budget/financial statements.)</i>	FY23/24	FY16/17	FY15/16	FY14/15
<i>Ongoing operations - Paratransit</i>	\$2,049,481	\$972,930	\$902,416	\$1,097,220
<i>Administration - Paratransit</i>	\$945,421	\$324,952	\$216,103	\$231,018
<i>Agency Indirect costs</i>	\$339,367	\$139,555	\$129,951	\$131,205
<i>Vehicle/Facilities Reserves</i>	\$301,967	\$10,500	\$0	\$0
<i>Deficit Reduction</i>	\$4,365	\$81,941	\$130,280	\$16,540
<b>Total Expenditures</b>	<b>\$3,640,601</b>	<b>\$1,529,878</b>	<b>\$1,378,750</b>	<b>\$1,475,983</b>

Source/location of supporting budget or fiscal statement documentation.

*E.g. Annual Financial Statements; Fiscal audit; adjusted annual budget; State Controller Road Report, etc.*

**Certification:**

Yes <input checked="" type="checkbox"/>	The AGENCY has budgeted and will meet the Maintenance of Effort requirement for the reporting year.
No <input type="checkbox"/>	The AGENCY did not meet the Maintenance of Effort requirement for the reporting year for the following reasons:
<p><i>If revenues spent on transportation in a year did not meet or exceed pre-FY17/18 Baseline average, explain here.</i></p>	

  
Finance Director Signature

1-31-2024

Date

\*Funding sources excluded from MOE calculation are listed for information purposes and will make it easier to reconcile this report against annual budgets. Excluded sources include special, non-formula, competitive grants, and/or past revenues carried over for special projects and/or emergencies. This includes one-time grants - such as RSTP/STBG, STIP, ATP, ARRA, FEMA, HSIP, FTA5310, No & Low Emission Bus program.