



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

MEETING AGENDA

Monday, April 13, 2026

5:30 pm to 8:00 pm

In-Person Meeting

SCCRTC Office: 1101 Pacific Ave, Suite 250A, Santa Cruz, CA

Remote Participation

Remote participation for a) members of the public, b) nonvoting alternates, or c) voting Committee members unable to attend in person due to an emergency or for cause per AB 2449 (see p. 3 below for more information):

<https://us02web.zoom.us/j/85986691416>

Online meeting ID: 820 7372 6884

Dial-in: +1 669 900 9128 or +1 669 444 9171

COMMITTEE MEMBERSHIP

<u>Member</u>	<u>Alternate</u>	<u>Representing</u>
Scott Roseman	Corrina McFarlane	District 1
Jack Brown	Vacant	District 2
Sally Arnold	Alex Santiago	District 3
Anna Kammer	Steven Jonsson	District 4
Rick Hyman	Theresia Rogerson	District 5
Paula Bradley	Christopher O'Connell	City of Capitola
Matt Farrell	Jae Riddle	City of Santa Cruz
Vacant	Vacant	City of Scotts Valley
Gina Cole	Catherine Weber	City of Watsonville
Matt Miller	Jennifer Villegas Moreno	Ecology Action/Bike To Work
Alexander Yasbek	Kelly Curlett	Comm. Traffic Safety Coalition

The majority of the Committee constitutes a quorum for the transaction of business.

1. Call to Order
2. Introductions
3. Consider any AB 2449 requests by voting members to participate remotely.

4. Announcements – RTC staff
5. Oral communications – members and public

The Committee will receive oral communications during this time on items not on today’s agenda. Topics 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.

6. 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.

7. Approve draft minutes of the February 9, 2026 Bicycle Advisory Committee Meeting
8. Receive Summary of Hazard Reports
9. Recommend to the Regional Transportation Commission approval of the Ecology Action’s TDA request for the Bike Encouragement and Walk and Roll to School (Bike to Work) Program

REGULAR AGENDA

10. Receive information and Recommend to the Regional Transportation Commission approval of HSA’s TDA request for the Vision Zero Program – Kelly Curlett, County of Santa Cruz
11. Receive information and provide input on RTC’s Active Transportation Program (ATP) Cycle 8 application – Jaeden Gales, RTC
12. Nominate and vote for a Chair and Vice Chair to serve on the Bicycle Advisory Committee – Committee members
13. Updates related to committee functions – Committee members (oral updates)
14. Adjourn

NEXT MEETING: The next Bicycle Committee meeting is scheduled for May 11, 2026, from 5:30pm to 8:00pm at the RTC offices. Members of the public and non-voting committee alternates may join remotely.

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.)

HOW TO REACH US

Santa Cruz County Regional Transportation Commission | 1101 Pacific Avenue Ste. 250, Santa Cruz, CA 95060
phone: (831) 460-3200 | email: info@sccrtc.org | website: www.sccrtc.org

AGENDAS ONLINE

To receive email notification when the Bicycle Advisory Committee meeting agenda packets are posted on our website, visit <https://sccrtc.org/about/esubscriptions/> and choose “BAC Interest – Bicycle”

REMOTE PARTICIPATION –Committee Members (AB 2449)

This meeting is being held in accordance with the California Ralph M. Brown Act as amended by AB2449 of 2022 and AB2302 of 2024 and as interpreted by Attorney General Opinion 23-1002.

- 1. Members of the committee may attend by teleconference if the location from which they are attending is open to the public to participate and the remote meeting location is listed on the agenda.*
- 2. Members of the committee may attend via zoom up to two times per year due to an emergency or for cause according to requirements set forth in Government Code Section 54953, as long as a quorum of the committee is present in person at one meeting location within the county. The remote location from which the member is participating does not need to be listed on the agenda and does not need to be available to the public.*
 - Government Code Section 54953(j) defines “just cause” as:*
 - Care of a child, parent, grandparent, grandchild, sibling, spouse, or domestic partner;*
 - a contagious illness that prevents a member from attending in person;*
 - a need related to a physical or mental disability as defined by statute; or*
 - travel while on official business of the RTC or another state or local agency*
 - Government Code Section 54953(j) defines “emergency circumstances” as a physical or family medical emergency that prevents a member from attending in person. The committee member must provide a general description of the circumstances relating to your need to appear remotely at the given meeting (not exceeding 20 words). Medical condition does not need to be disclosed. The ITAC must take action to approve the request to participate due to an emergency circumstance at the start of their regularly scheduled meeting.*
- 3. Per Attorney General Opinion 23-1002, members with an Americans with Disabilities Act (ADA) qualifying disability that precludes their in-person attendance may participate remotely as a reasonable accommodation due to their disability.*
- 4. Under any circumstance that a member is participating remotely: The members must be connected in real time through both audio and visual means, and they must disclose the identities of any adults present with them at the remote location.*

REMOTE PARTICIPATION - Public

The public may participate in the meetings of the Regional Transportation Commission (RTC) and its committees in person or remotely via the provided Zoom link. If technical difficulties result in the loss of communication for remote participants, the RTC will work to restore the communication; however, the meeting will continue while efforts are being made to restore communication to the remote participants. Members of the public participating by Zoom are instructed to be on mute during the proceedings and to speak only when public comment is allowed, after requesting and receiving recognition from the Chair.

PARTICIPACIÓN REMOTA – El público

El público puede participar en las juntas de la Comisión Regional de Transporte (RTC) en persona o remotamente a través del enlace Zoom proporcionado. Si problemas técnicos resultan en la pérdida de comunicación con quienes participan remotamente, la RTC hará lo posible por restaurar la comunicación. Pero, la junta continuara mientras se hace lo posible por restaurar la comunicación con quienes participan remotamente.

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.

TITLE VI NOTICE

The RTC operates its programs and services without regard to race, color and national origin in accordance with Title VI of the Civil Rights Act. Any person believing to have been aggrieved by the RTC under Title VI may file a complaint with RTC by contacting the RTC at (831) 460-3212 or 1101 Pacific Avenue Ste. 250, Santa Cruz, CA, 95060 or online at www.sccrtc.org. A complaint may also be filed directly with the Federal Transit Administration to the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

https://rtcsc.sharepoint.com/sites/Planning/Shared Documents/Bicycle Advisory Committee/Agenda Packets/BC2025/7. October/BAC_October_2025_Agenda.docx

Designing Cycle Tracks for Success

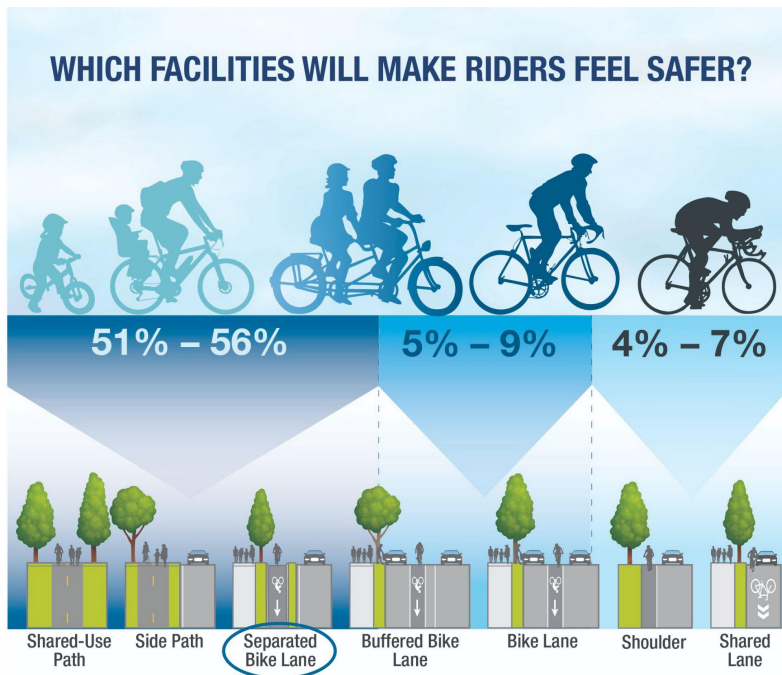
A Cycle Track Toolkit

San Diego County Bicycle Coalition
March 2022

Purpose

The development process for cycling infrastructure projects often involves gathering input from the community. More specifically, the San Diego County Bicycle Coalition is often in a position to provide input on cycle track designs. The purpose of this document is to provide guidance to Coalition staff and spokespersons on how best to respond at these opportunities. This document is also a general resource for community members to structure their thinking about cycle tracks.

Overview



Note: Percentages represent the level of comfort people feel bicycling, according to peer-reviewed surveys as recent as 2016.
Source: FHWA Bikeway Selection Guide:
https://safety.fhwa.dot.gov/ped_bike/tools_solve/docs/fhwasa18077.pdf
For more information, please visit the FHWA Bicycle and Pedestrian Program website:
https://www.fhwa.dot.gov/environment/bicycle_pedestrian/



Cyclists come from many walks of life and have different abilities and preferences. This infographic, based on surveys of people identifying as cyclists, illustrates a spectrum of rider types and the kinds of infrastructure they may prefer to use. Experienced cyclists are often comfortable with unprotected lanes and sharing the road with cars; usually with more miles ridden or formal bicycling education comes more skills and comfort with bicycling in traffic.

About half of riders, however, prefer some kind of physical separation from motor vehicles, and importantly, new prospective riders seek more comfort and protection from traffic before they will take up bicycling for recreation or commuting.

Cycle tracks can be great facilities for encouraging more bicycling. A well-designed cycle track can help reduce motor vehicle use, decrease traffic fatalities, address climate change, improve the environment, and better the health and well being of us all. Accordingly, the San Diego County Bicycle Coalition wants to encourage cycle tracks and ensure that they are safe for all riders.

Also known officially in California as *Class IV Separated Bikeways* or commonly called “*Protected Bike Lanes*”, cycle tracks can provide increased safety from mid-block collisions with motor vehicles. Perhaps more importantly, they are perceived by many as being safer and more comfortable. Many riders feel protected when there is a barrier between them and other traffic. Feeling safer makes cycling more comfortable and will likely be attractive to new riders—lessening Americans' reliance on motor vehicles. Cycle tracks have the promise of bringing the health and environmental benefits of cycling to people who have previously considered it to be too dangerous.

There are several categories of bikeways in California: Bike lanes, buffered bike lanes, multiuse or bike paths, trails, roadways, shared roadways/bike routes and separated bikeways, aka cycle tracks. Unlike other bicycle facilities, cycle tracks currently have a wide latitude in design. There is much room for innovation and interpretation in the Caltrans DIB 89-01¹ guidelines for separated bikeways. Their placement, size, barriers, adjacent facilities, pavement markings, signage and so on are non-standardized.

As San Diego County looks to expand its network of bikeways, and implement cycle tracks beyond the urban core setting where they are commonly found, it's important that they are used in the right places and are well designed. We don't want cycle tracks that merely *seem* safer, we want cycle tracks that *actually* are safer and thereby retain or increase bicycling safety utility.

The Bike Coalition seeks to lead the way to improved bicycling by offering these tools for going beyond minimal guidelines. We want facilities that increase ridership and exceed expectations for comfort, safety, and effectiveness. It is still early in U.S. cycle track design development, and an unsafe or frustrating cycle track is counterproductive in the long run. In order to keep the reputation of cycle tracks high in the public's eye, we present this toolkit. It is intended as a resource for anyone considering a cycle track as a way to improve bicycling conditions along a roadway.

Cycle Track Principles for Plan Evaluation

Always consider the following:

1. **Evaluate Context**

Every setting is unique. Choose the appropriate bikeway type for the location, traffic conditions, and current and anticipated bicycle usage:

- a. What is the **overall setting**? Who will be the users? The road context classification from the FHWA Bikeway Selection Guide is useful; urban core, urban, suburban, rural town, or rural. This classification along with traffic volume and the speed difference between bikes and motor vehicles help determine which facility is most appropriate.

- b. Where are the **vehicle conflict points**? Entry and exit points for roadside businesses and attractions create conflicts similar to intersections. All conflict points, including those at intersections, need to be considered.
- c. How much **space** is available? If there is ample room, the wider, more comfortable Class I bikeway is usually preferred, especially in non-urban contexts. In some areas a wide shoulder may provide the most safety and utility.
- d. Is the cycle track **wide enough**? Adequate bikeway width for comfort, safety, and utility is context dependent, and for two-way cycle tracks must safely accommodate opposing bicycle traffic. Consider the variety of bicycle users, bicycle types, and the volumes of users. Is there sufficient adjacent pedestrian facility space to accommodate expected pedestrian travel? Or does the cycle track width need to anticipate pedestrian traffic as well as bicycle traffic?
- e. Is there a significant **downhill grade**? Cyclists coast downhill at relatively high speeds. Ensure safety with adequate maneuvering width. Be mindful of likely speeds at intersection approaches and when extended sightlines are needed.
- f. Is the **transition into and out of** the cycle track intuitive and safe? This is particularly important when the cycle track is on a different side of the road than the cyclist's direction of travel. For two-way cycle tracks, care must be taken for cyclists in the contra direction where opposing traffic is adjacent to the cycle track.

2. **Analyze Safety and Usage**

Municipalities should track pre and post ridership metrics—volumes, collisions, time of day, etc.— to gauge improvement accurately.

- a. **Did ridership increase?** Since a primary goal is to increase ridership, usage data on the facility and alternative routes may be important to justify the resources required for the project and for funding future projects.
- b. **Is it safer?** If a primary goal is to increase safety, data to demonstrate improvement after implementation should be collected. This may also require advocating for improvements in bicycle crash reporting. To be effective, data must be complete. Solo crashes, injuries, and those that do not involve a motor vehicle should also be collected. Currently, bicycle crashes in Class IV and Class I separated facilities, that do not involve motor vehicles or are not on a roadway, are not normally collected or reported to SWITRS (Statewide Integrated Traffic Records System) and TIMS (Transportation Injury Mapping System.)
- c. Crash types and contributing factors should be collected by municipalities and analyzed to better determine potential mitigations. Ideally “near miss” data should be collected.

3. **Require Safety Measures at Intersections**

Physical barriers can reduce motor vehicle intrusions into cycle tracks, but cyclists and drivers still must cross each other at intersections, driveways, alleys, and other conflict points. Everyone using a roadway needs to be able to clearly see, anticipate and quickly decide how to appropriately react to each other.

- a. Are all **conflict points** accounted for? Driveway and alley openings present uncontrolled conflict points with a cycle track. These can be as dangerous as intersections of roadways.
- b. **Which treatment** will each conflict point get? FHWA guidelines⁴ recommend two general intersection alternatives: either (1) removal of vertical barriers prior to intersections to enable *mixing zones* where cyclists can carefully position themselves in relation to other traffic based on their intended direction of travel, or, (2) continue separation up to and through the intersection with use of a “*protected intersection*” design.
- c. Is the **right-of-way** obvious? Vehicle, bicycle and pedestrian right-of-way must be explicitly and *clearly* established at intersection conflict points in a manner consistent with California Vehicle Code. Right-of-way decisions should be as *intuitive as possible, able to be successfully performed*, and follow the California Vehicle Code (CVC). If the right-of-way is difficult to understand or ambiguous, then special signage, pavement markings or traffic controls (e.g. no right on red signs, separate traffic signals for bikes and motor vehicles) should be used.
- d. Is the **location of conflict points** clear to both drivers and riders? Can cyclists **position themselves** so they can be seen by motor vehicle drivers? Consider the use of signage and the new standard for bike lanes, dashed green pavement markings, to highlight conflict points.

4. **Anticipate Temporary Obstructions**

Slower or wrong-way cyclists, debris, and pedestrians can easily constrain movements, add hazards, or block a cycle track.

- a. Can a cyclist **avoid an obstruction**? The cycle track should be wide enough for anticipated user types and volumes to comfortably pass each other.
- b. Can the cycle track be **maintained**? The cycle track must be kept smooth and free from pavement breaks, potholes, and debris. Special, narrower, mechanized cleaning vehicles, and frequent cleaning, on the same or higher frequency as the rest of the roadway, may be required. (Luckily in most of California, snow and ice are not a problem, but where these occur, adequate preparation for clearing should be in place.)
- c. Do **pedestrians** have a place to walk without affecting cycle traffic? Ideally pedestrians will have a separate, dedicated facility/sidewalk and crosswalk,

especially in high volume areas. Otherwise, even when pedestrian use will be minimal, the design should accommodate expected pedestrians with extra width, signs, pavement markings, crosswalks, and/or traffic controls.

- d. Will the cycle track be subject to **flooding**? Edges and depressions of roads often accumulate rainwater. Adequate drainage for rain should be provided.

5. **Consider Barrier Safety**

The vertical separation can present a crash hazard in itself for cyclists, but good design can minimize the danger.

- a. Is there a **buffer** space between cyclists and the barrier? There should be buffer width between the traveled area of the cycle track and the vertical barriers on each side of the cycle track to minimize the chance of a bicyclist striking the separation barrier or curb. If parked cars are the barrier, then there should be a passenger exit door zone space. The standard minimum operating width for a *single* bicyclist is usually considered to be 4 feet. AASHTO recommends 5 feet.
- b. Could the barrier snag the bicycle **handlebar or divert the front wheel**? Consider the potential crash consequences of a handlebar or front wheel striking the barrier causing loss of bicycle control and a fall.
- c. Is a curb too **sharp, abrupt or steep**? Angled contact with low but raised barriers and linear cracks, such as gutter seams, wheel-stops, or curbs can deflect a bicyclist's front wheel causing a "diversionary" fall. The raised barrier design, location, and spacing should not present an unreasonable or hidden fall hazard to the cyclist.
- d. Can cyclists **freely move in and out of the cycle track**? Vertical barriers should allow a bicyclist to leave and enter the cycle track. Bicyclists may need to make necessary and lawful turning movements or avoid temporary obstructions. When intermittent vertical barriers are used, exit/entrance could be achieved by sufficiently wide spacing of the posts. For curbed barriers, rolled curbs may be more appropriate than abrupt rises to allow cyclists to roll up to get in or out of the cycle track safely.
- e. Is the **barrier visible**? For a flex post barrier design, the posts should be high enough to provide visibility to motorists, especially at night, yet low enough so that a standard height bicycle handlebar does not become deflected causing a crash. Other types of barriers should be conspicuous, especially in poor lighting.

6. **Design for All Riders**

In order to encourage more people to choose to use bicycles, cycle tracks should expand and improve bicycling movement choices. "Complete Streets" concepts should be followed so that all users are served.

- a. Are we **anticipating the desired future** of bicycling volumes and participation? Consider all types of active transportation users who may lawfully be traveling

the route. This should include e-bike users and experienced bicyclists who can easily travel over 20 mph. The growing population of e-bicyclists, the operating characteristics of e-bikes, and the desire by experienced bicyclists to keep trip times short should be factored into cycle track and adjacent roadway lane designs. Accommodating faster e-bike and commuters concerned with travel times may be provided by using Shared Lane Markings (sharrows) on travel lanes adjacent to a cycle track.

- b. How will **current cyclists** be affected? When the route already has regular bicycle usage, adding Class II bike lanes or Shared Lane Markings (sharrows) and Bikes May Use Full Lane (BMUFL) signage adjacent to the cycle track helps to expand, rather than decrease, bicyclist choices for where to ride. Sharrows and BMUFL signs serve to inform *everyone* that bicycling should be accommodated in travel lanes.
- c. Do people **know what to do** when cycle tracks or other bikeway types are introduced? Public education should be used to prepare users for the changed travel environments and encourage compliance. A public education outreach program should accompany the introduction of new facilities. The program should educate bicyclists, motorists, and pedestrians of best practices, especially at intersections, and inform traffic law enforcement staff about lawful and expected behaviors.

Glossary

California Department of Transportation's Bikeway Classification:

- Class I Bikeway – a bike path or shared use path that is apart from the roadway
- Class II Bikeway – a bike lane designated by pavement striping on a street
- Class III Bikeway – a bike route or bike boulevard on a low traffic street
- Class IV Bikeway – a separated bikeway, aka a cycle track

FHWA: Federal Highway Administration, a division of the Department of Transportation

AASHTO: American Association of State Highway and Transportation Officials, a standards body

NACTO: National Association of City Transportation Officials, a coalition of about 80 Departments of Transportation in North American cities

References

1. Design Information Bulletin [sic] 89-01, aka DIB 89, California Department of Transportation, https://dot.ca.gov/-/media/dot-media/programs/design/documents/dib-89-01_kf-a11y.pdf
2. Separated Bike Lane Planning and Design Guide, Federal Highway Administration, aka FHWA Guide,

https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/separated_bikelane_pdg/separatedbikelane_pdg.pdf

3. NACTO: National Association of City Transportation Officials Urban Bikeway Design Guide, <https://nacto.org/publication/urban-bikeway-design-guide/cycle-tracks/>
4. FHWA Bikeway Selection Guide
https://safety.fhwa.dot.gov/ped_bike/tools_solve/docs/fhwasa18077.pdf Feb, 2019
5. NACTO "Don't Give up At the Intersection" guidance.
https://nacto.org/wp-content/uploads/2019/05/NACTO_Dont-Give-Up-at-the-Intersection.pdf
6. ITE Journal article: Providing Vehicular Cyclists with Routine Accommodation in the U.S. as Part of Complete Streets, January 2018, page 38
https://www.nxtbook.com/ygsreprints/ITE/G86608_ITE_Jan2018/index.php?startid=6#/p/38



**Santa Cruz County Regional
Transportation Commission's**

BICYCLE ADVISORY COMMITTEE

**MEETING
DRAFT MINUTES
Monday, February 9, 2026
5:30 pm to 8:00 pm**

This meeting was held in person at the RTC Offices, 1101 Pacific Ave #250, Santa Cruz, CA 95060
Remote participation was via Zoom and followed AB 2449 requirements.

1. Call to Order: Chair Gina Cole called the meeting to order at 5:34 pm.

2. Introductions

Members Present, in Person:

Corrina McFarlane, District 1 (Alt.)
Jack Brown, District 2
Anna Kammer, District 4
Rick Hyman, District 5
Theresia Rogerson, Dist. 5 (Alt.)
Paula Bradley, City of Capitola
Matt Farrell, City of Santa Cruz (Vice Chair)
Gina Cole, City of Watsonville (Chair)
Matt Miller, Ecology Action
Alexander Yasbek, CTSC

**Members Remote, Voting under Just
Cause or Emergency:**

Staff:

Tommy Travers, Transportation Planner
Max Friedman, Transportation Planner

Members Remote, Not Voting:

Unexcused Absences:

Sally Arnold, District 3

Excused Absences:

Alex Santiago, District 3 (Alt.)
Steven Jonsson, District 4 (Alt.)
Christopher O'Connell, City of Capitola (Alt.)
Jae Riddle, City of Santa Cruz (Alt.)
Jennifer Villegas Moreno, Ecology Action
(Alt.)
Kelly Curlett, CTSC (Alt.)

Vacancies:

District 1 - Primary
District 2 - Alternate
City of Scotts Valley - Primary and Alternate
City of Watsonville - Alternate

Guests:

Tim Nguyen, County of Santa Cruz
Jeffrey De Los Santos, County of Santa Cruz
Leo Trujilo, County of Santa Cruz Consultant
Kelly McClendon, Caltrans D5
Jon Silver, Bike Santa Cruz County
Danielle Lewis, Bike Santa Cruz County

3. Considered any AB 2449 requests by voting members to participate remotely:

None.

4. Staff announcements

Staff announced several vacancies on the Bicycle Advisory Committee including primary for District 1, alternate for District 2, primary and alternate for Scotts Valley.

5. Oral communications

Corrina McFarlane expressed concern regarding safety at the intersection of Rodriguez Street and 17th Street, noting that limited visibility at the stop sign creates hazardous conditions for cyclists.

Rick Hyman reminded the Committee of the upcoming deadline to submit comments on the Rural Highways Safety Plan and encouraged members to provide feedback.

Matt Miller suggested improving the process for submitting hazard reports by exploring reporting systems used by peer agencies.

Gina Cole announced monthly Women's Rides in Watsonville.

6. Additions or deletions to consent and regular agendas:

A replacement page was distributed for Item 8.

CONSENT AGENDA

7. Approve draft minutes of the December 8, 2025, Bicycle Advisory Committee Meeting

8. Receive Summary of Hazard Reports

9. Recommend to the Regional Transportation Commission approval of the City of Santa Cruz's TDA claim for the Laurel Bikeway and Pedestrian Striping project

Item 9 was pulled from the consent agenda.

10. Receive information on committee member stipends

A motion was made (Hyman/Farrell) to approve the consent agenda, excluding item 9. The motion passed unanimously with McFarlane, Brown, Arnold, Kammer, Hyman, Bradley, Farrell, Cole, Miller, and Yasbek voting in favor.

For Item 9, a motion was made (Hyman/Farrell) to recommend approval of the City of Santa Cruz's TDA claim for the Laurel Bikeway and Pedestrian Striping Project, with the caveat that the City respond to concerns raised by the Committee regarding drainage. The motion passed unanimously with McFarlane, Brown, Arnold, Kammer, Hyman, Bradley, Farrell, Cole, Miller, and Yasbek voting in favor.

REGULAR AGENDA

11. Receive information and provide input on the design of the Soquel Drive/Robertson Street Signalization Project – Tim Nguyen, County of Santa Cruz

Tim Nguyen provided a presentation on the design of the Soquel Drive / Robertson Street Signalization Project. The Committee received information and provided input on the Project. A Committee Member suggested incorporating a green bike box for cyclists turning from Soquel Drive onto Robertson Street, installing a "No Turn on Red" restriction on Robertson Street, and adding dashed bike lane markings through the intersection for the eastbound direction. Committee members expressed overall support for the Project, including the addition of a traffic signal at the intersection, while also stating that there are many youth who ride e-bikes through the intersection.

12. Receive information on Bike Santa Cruz County's programs and provide input on Project PASEO scope changes – Jon Silver, Bike Santa Cruz County

Jon Silver provided a presentation on Bike Santa Cruz County's programs and proposed scope changes to Project PASEO. Committee Members expressed support for the proposed project scope changes. A Committee Member suggested incorporating a bike lock giveaway and promoting voluntary bicycle registration as part of program activities. A Committee Member inquired about whether there is ongoing communication with participants who join rides; it was noted that Bike Santa Cruz County maintains a mailing list for continued engagement. A Committee Member suggested that the Bicycle Advisory Committee develop a memo on bike security to be circulated at Bike Santa Cruz County events.

13. Receive information and provide input regarding the Highway 17 Comprehensive Multimodal Corridor Plan – Kelly McClendon, Caltrans D5

Kelly McClendon, Caltrans District 5, provided a presentation on the Highway 17 Comprehensive Multimodal Corridor Plan. The Committee received information and provided input.

A Committee Member identified the Felker Street and Grant Street area at the southern end of State Route 17 as a point of conflict between pedestrians, cyclists, and vehicles, and suggested consideration of a multiuse overcrossing or undercrossing. Committee Members expressed support for grade-separated crossings to improve bicycle access across State Route 17 and for an active transportation connection between Felton, Scotts Valley, and Santa Cruz. Committee Members noted that the Glen Canyon Road underpass is narrow, poorly lit, and constrained for bicycle use, and suggested improvements, further noted that the Granite Creek overcrossing bridge may require widening to better accommodate active transportation, and suggested signage and striping improvements be considered for safety at all of the freeway interchanges in the project area.

14. Discuss Construction safety for roadwork and encroachments affecting bicyclists and pedestrians – Committee members

The Ad-hoc Subcommittee presented its recent work and shared that they will also present to the other RTC advisory committees. The Committee discussed construction safety for roadwork and encroachments affecting bicyclists and pedestrians. A Committee Member suggested developing a consolidated checklist for construction zones using plain language, and a Committee Member recommended that with adequate inspections, a job site can be shut down if it has inadequate traffic control procedures. Rick Hyman was added to the subcommittee.

16. Updates related to committee functions – Committee members (oral updates)

None


17. Adjourn

The meeting adjourned at 7:59 p.m.

NEXT MEETING: The next Bicycle Committee meeting is a special meeting scheduled for April 13, 2026, from 5:30pm to 8:00pm at the RTC offices. Members of the public and non-voting committee alternates may join remotely.

Minutes respectfully prepared and submitted by:
Max Friedman, Transportation Planner

Date	First Name	Last Name	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Maintenance Number	Response
04/06/26	Jack	Brown	2801 Soquel Ave		Live Oak	Bike: Rough Pavement or Potholes	Tree roots are heaving asphalt parallel to curb reducing the width of bike lane	DPW	04/08/26		<p>04/08/26 Arizza Murillo: Hello,</p> <p>Thank you for your email. This seems to be a duplicate request.</p> <p>I am forwarding to our Road Maintenance division for review & response.</p>
04/06/26	Jack	Brown	2801 Soquel Ave		Live Oak	Bike: Plant Overgrowth or Interference	Trees are overgrown providing very little clearance for bike riders in bike lane forcing them into traffic.	DPW	04/08/26		<p>04/08/26 Arizza Murillo: Hello,</p> <p>Thank you for your email. I am forwarding to our Road Maintenance division for review & response.</p>
04/06/26	Jack	Brown	5015 Soquel Avenue		Soquel	Bike: Construction Hazard	Road Work Ahead sign left in bike lane, but no road work was ongoing, nor were any construction vehicles in the area at 7:15 AM 4/6/2026	DPW	04/08/26		<p>04/08/26 Arizza Murillo: Hello,</p> <p>Thank you for your email. I am forwarding to our Road Maintenance division for review & response.</p>
04/03/26	Richard	Stover	Bay Dr	Nobel Dr	Santa Cruz	Bike: Hazardous Drain Grate	N/A	Dan Estranero, Joanna Edmonds	04/08/26		
04/03/26	Andrew	Dyer	Beach St	Cliff St	Santa Cruz	Bike: Other	<p>Beach Street at Cliff Street. Bike Lane Railroad Crossing. The bike lane transition/RR crossing at Santa Cruz Boardwalk Casino. The permanent steel plates in the south/east bound lane have lost the green lane paint and anti-slip grip surface. These are as slick as ice.</p> <p>The plates are on the south side of the rail tracks there on Beach Street in front of the Casino. It is often wet from morning dew or evening fog.</p>	Dan Estranero, Joanna Edmonds	04/08/26		
03/30/26	Tom	Brady	South Main St	Porter to Soquel Dr	Soquel	Bike: Bikeway Not Clearly Marked	<p>South Main street has become a commuter cut through at high speeds, There are customers crossing to Carpo's, Beer 30, Buzzo's and Sunnyside Produce from the north side of the street from the parking lot. There is a need for a bike lane along this road to protect cyclists. Additionally, at the intersection of South Main st and East Walnut Street there is a need for designated lanes for traffic going straight, traffic turning right split by a bike lane. I have been overtaken by motorists as I approach the intersection only to cut me off, I am baffled why South Main St does not have any bike lane markings when it is near 3 different schools,</p>	DPW	04/08/26		<p>04/08/26 Arizza Murillo: Hello,</p> <p>Thank you for your email. I am forwarding to our Traffic division for review & response.</p>
03/20/26	Sherida	Robertson	Paper Mill Road		Soquel	Bike: Rough Pavement or Potholes	<p>Our neighborhood has complained about these potholes and uneven pavement for a very long time. Last night coming home, my husband went head over heels on his e-bike in one of these potholes. Thank God he was wearing a helmet. He could have died. These need to be fixed, yesterday. Kids use this street to ride to the elementary school and the high school everyday.</p>	DPW	03/23/26		<p>03/23/26 Brittni Smrz: Good morning Daniel & Sherida,</p> <p>Thank you for submitting a report. I am forwarding to our Road Maintenance for review.</p>

Date	First Name	Last Name	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Maintenance Number	Response
03/19/26	Lori	Lelieur	4305 Portola Drive		Pleasure Point	Bike: Debris on Shoulder or Bikeway	In front of 4305 Portola Drive is an unhitched trailer with orange cones. Both trailer and orange cones infringe on the bike lane. This is the second week in a row that I have come up on it suddenly at night. Area is very dark and even with my small LED bike light, the trailer and Cones are hard to see until you're right up on them.	DPW	03/23/26		03/23/26 Brittni Smrz: Good morning Daniel & Lori, Thank you for submitting a report. It does not appear that Public Works is the appropriate department to respond to the hazard you have reported as we do not enforce parking regulations. I would suggest contacting the local non-emergency law enforcement department to see if this is something they can enforce.
03/07/26	Lisa	Sheridan	Spreckels Dr	Between East Seacliff Dr and Soquel D East	Aptos	Bike: Debris on Shoulder or Bikeway	Rocks, gravel, potholes along Spreckles Drive, between East Seacliff Dr and Soquel D East. On freeway underpass, heading toward Soquel Dr. Needs, rocks swept from bike, pedestrian lane. Extremely hazardous for bike riding.	DPW	03/11/26	SR 26-000496	3/11/26 Brittni Smrz: Good morning Daniel & Lisa, Thank you for submitting a report. I am forwarding to our Road Maintenance division for review.
03/03/26	Jack	Brown	Soquel Dr		Soquel	Bike: Bikeway not clearly marked	On the Soquel Avenue Drive Bike Lanes: As of 3/3/2026 at 6 PM there are 18 delineators in the westbound direction knocked off their bases and 22 delineators knocked off their bases in the westbound direction for a total of 40. Each of these were on a black base that blends into the asphalt and is extremely dangerous to bike riders at night.	DPW	03/10/26		03/10/26 Arizza Murillo: Hello, Thank you for your email. I am forwarding to our Road Maintenance division for review & response.
03/03/26	Mitchell	Bramlett	E Cliff Drive		Twin Lakes	Bike: Debris on Shoulder or Bikeway	Scary amount of sand in the bike lane	DPW	03/04/26		03/04/26 Brittni Smrz: Good morning, Thank you for submitting a report. I am forwarding to our Road Maintenance division for review.
03/02/26	Alex	Yasbek	E Cliff Drive		Twin Lakes	Bike: Debris on Shoulder or Bikeway	Large amount of sand in bike lane - forcing bicycles to merge with vehicle traffic on blind corner.	DPW	03/03/26		03/03/26 Arizza Murillo: Hello, Thank you for your email. I am forwarding to our Road Maintenance division for review & response.
02/26/26	Isaac	Jensen	E Cliff Drive		Twin Lakes	Bike: Debris on Shoulder or Bikeway	A lot of sand has built up in the bike lane on East Cliff Drive in front of the lagoon at Twin Lakes Beach. It covers the bike lane completely, forcing cyclists into the roadway. The location is just past 9th avenue on the inside of the large curve where east cliff drive loops around Schwann lagoon.	DPW	03/03/26		03/03/26 Arizza Murillo: Hello, Thank you for your email. I am forwarding to our Road Maintenance division for review & response.
02/26/26	Denise	Poland	Towne Terrace		Santa Cruz	Bike: Rough Pavement or Potholes	Big pothole/ sinkhole. City has filled in twice past w days, hole sinking from cars running over it. Dangerous hazard for bikes, people, cars.	Dan Estranero, Joanna Edmonds	03/03/26		03/03/26 Joanna Edmonds: I have forwarded to our Streets Maintenance team, but it sounds like it is already on their radar if they have been filling it in. The reporting party requested no contact.
02/25/26	Cyreine	Adams	Soquel Ave	Capitola Rd	Seabright	Bike: Rough Pavement or Potholes	Right after you turn right from Soquel onto Capitola Road across from Jeffries diner. There is a MASSIVE pothole on the road, that threatens to pop my car tire. If someone was biking there they would be busted.	DPW	03/03/26		03/03/26 Brittni Smrz: Thank you for submitting a report. Looking at the GIS website, it appears the location of the pothole reported is within the City of Santa Cruz jurisdiction. I have added Public Works from the city on this response for their review & reply.
02/16/26	Cindy	Pierce	Brommer St	41st Ave	Capitola	Bike; Traffic Signal Problem	The traffic light here is obscenely long, and traffic travelling on 41st doesn't warrant such a long signal. It's annoying on a bike, as a pedestrian and in a car. Often the lineup of cars don't make it through the intersection once the light finally does turn green. Please shorten the signal. Additionally, there was previously 2 lanes  east on Brommer, one for going straight and one for right turns. It was blocked off several years ago with Bollards creating more congestion and worse traffic flow and leaves no room for bikes to get by on the right. Can this be restored to it's previous configuration?	Capitola	02/17/26		*Follow up email was sent on 03/11/26

Date	First Name	Last Name	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Maintenance Number	Response
02/24/26	Kristy	St.George	Highway 9	Bear Creek Rd	Boulder Creek	Bike: Rough Pavement or Potholes	Multiple potholes on all directions at junction Hwy 9 and Bear Creek Rd.	Caltrans	02/25/26	152701	<p>02/25/26 Customer Service Request: Please retain this information for future reference. A copy of this confirmation has been sent to the email address that you provided. Customer Service Requests (CSR 's) are handled Monday through Friday, 8AM to 4PM.</p> <p>Thank You for being a concerned citizen and reporting this maintenance issue.</p>
02/16/26	Cindy	Pierce	17th Ave	Brommer St	Live Oak	Bike: Traffic Signal Problem	<p>The left turn signal is not triggered by a bicycle (no matter what type of bike). If there isn't a car behind me to trigger the signal, I'm stuck in the turn lane for more than a full cycle of lights until a car approaches from behind. My solution (as I've seen many other bikes do) is to turn left when oncoming traffic is clear and the light is still green for traffic going straight. It's illegal but I'm not going to wait multiple signals. If you are unable to create a loop sensitive enough for bikes, then how about this: a period of time when the turn arrow is neither green or red, and turning traffic can proceed when safe (like the good old days) or how about a yellow left turn arrow indicating to turn with caution?</p> <p>(This situation occurs at many intersections in SC)</p>	DPW	02/17/26		<p>02/17/2026 Brittni Smrz: Good morning Cindy,</p> <p>Thank you for submitting a report. I will forward to our Traffic division for review & response.</p> <p>02/18/2026 Victor Acevedo: Good morning,</p> <p>Thank you for reporting this issue. We've forwarded your concerns to our traffic signal contractor for review and investigation of the bicycle detection at the northbound left-turn movement from 17th Ave onto Brommer St.</p> <p>We appreciate you bringing this to our attention.</p>
02/15/26	Jim	Cumming	Nova Dr	Bain Ave	Pleasure Point	Bike: Rough Pavement or Potholes	Uneven and badly damaged asphalt pavement throughout the area	DPW	02/17/26		<p>02/17/2026 Brittni Smrz: Good morning Jim,</p> <p>Thank you for submitting a report. I will forward to our Road Maintenance division for review.</p>
02/15/26	Craig	James	Mission St		Santa Cruz	Bike: Rough Pavement or Potholes	Potholes on 3000 block of Mission St. (in narrow gully west of Pacific Collegiate School). There are three or four potholes large enough do damage bicycle wheels, and they're getting larger.	Caltrans	02/17/26		<p>02/26/2026 Joanna Edmonds: This was forwarded to our Streets Maintenance crew to have a look at and respond as needed.</p>
02/13/26	Anne	Berne	Water St	Mission St and Chestnut Ext	Santa Cruz	Bike: Bikeway not clearly marked	<p>Because there are a lot of cars during hours when parents driving kids to school (mission hill) and people going to work or school at UCSC in the mornings, the cars line up in the angle of the right hand lane and block the bike lane. I am trying to bike up the hill and there are two to three cars in the bike lane waiting for the green light. They think they are in line for the right lane (not the right turn lane to go to Highway 17/1) but going straight to UCSC.</p>	Dan Estranero, Joanna Edmonds	02/17/26		<p>03/05/2026 Jonathan Wulff: We inspected and got further information from the citizen, it looks like they were talking about the small block that we owned. After review we determined if this happens, they need to reach out to CHP as what they described is a traffic infringement.</p>
02/12/26	Jack	Brown	Soquel Dr	Hardin	Soquel	Bike: Construction Hazard	<p>4ft+ Construction signs blocking bike lane on both sides of Soquel for construction on Hardin Way, well away from the sign locations. Signs and cone completely block the bike lane forcing bicyclists on both sides of Soquel Drive to take evasive action and merge into traffic. Signs have been up since at least 7 AM this morning and are still up past 4 PM</p>	DPW	02/17/26		<p>02/17/2026 Brittni Smrz: Good morning Jack,</p> <p>Thank you for submitting a report. I see you had originally submitted this 2/12, it is now 2/17 when we are receiving the report. Can you please confirm if the hazard you reported is still present?</p> <p>Thank you for clarifying that, Jack. Please continue to utilize the Bicycle Hazard Report tool to submit a report of any hazards you notice, and we will make sure they get to the appropriate division within CDI. For your request about speaking to the contractors, I will pass this on to our Construction Project Managers.</p>

Date	First Name	Last Name	Location	Cross Street	City	Reported Hazards	Additional Comments	Forwarded To	Forwarded Date	Maintenance Number	Response
02/05/26	Geoffrey	Smith	High St.	Empire Grade	Santa Cruz	Bike: Debris on shoulder or bikeway	I notice that there were many areas with very fine glass shards in the bike lanes which will case punctures. There needs to be a street sweeper to remove all of the glass and other debris.	Dan Estranero, Joanna Edmonds and DPW	02/10/26		2/10/26 Brittni Smrz: Good afternoon, Thank you for submitting a report. I will forward to our Road Maintenance division for review.

TO: Bicycle Advisory Committee
FROM: Tommy Travers, Transportation Planner
RE: FY 26/27 Bike Encouragement and Walk and Roll to School (Bike to Work) TDA funding request

RECOMMENDATION

Staff recommends that the Committee:

1. Review the attached FY 26/27 Bike Encouragement and Walk and Roll to School (Bike to Work) funding request, work plan and budget from Ecology Action (Attachment 1) and provide input; and
 2. Recommend that the Regional Transportation Commission approve \$72,000 in FY 26/27 Transportation Development Act (TDA) funds.
-

BACKGROUND

The RTC has supported the Bike Encouragement and Walk and Roll to School (WRTS) (formally Bike to Work) program for the 40 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, including Modo which focuses on active transportation. In February 2003, the Commission approved \$40,000 in FY 03/04 TDA funds for the Bike to Work program and committed to providing on-going funding at a level of \$40,000 per year as approved each year in its annual budget. The most recent budget increase was approved by RTC in 2022 to fund the program with \$72,000.

The program’s goals of increasing levels of bicycling in Santa Cruz County are consistent with goals in the RTC’s Regional Transportation Plan, and the project provides an unparalleled level of bicycle promotion throughout the county on an ongoing basis.

Per the agreement with the RTC for receipt of TDA funds, the RTC has the opportunity to provide input or contingencies on funding or the work plan as part of any funding approval; therefore, the Committee should advise the RTC as to what changes or contingencies are recommended.

DISCUSSION

Ecology Action submitted a FY 26/27 Bike to Work TDA request letter and other required materials ([Attachment 1](#)) for Bicycle Advisory Committee and RTC review and approval. They anticipate holding in-person Walk and Roll to School Day (formerly Bike/Walk to School) events in October and Spring, an in-person Bike To Wherever (Bike To Work) Day event in April, and continuing general-public online encouragement and education campaigns, including Bike Challenge months where community members are motivated to increase bicycle use for all trips in a friendly competition. Events including group rides, workshops, and e-bike demos will also be held, similar to the previous fiscal year. The amount of \$72,000 has been budgeted in the RTC's FY 26/27 budget for the Bike to Work program.

The Transportation Development Act Claim form and the submitted scope of work provide a detailed description of services Ecology Action proposes to provide during the coming fiscal year. A summary of services provided by Ecology Action during the 2025 calendar year is also attached ([Attachment 2](#)). The requested amount represents about 64% of the program's annual budget which is \$112,000.

Funding the program will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year, 2) Bicycle Committee review and recommendation, and 3) RTC review and approval which is scheduled for the June RTC meeting.

SUMMARY

Attached is a request from Ecology Action for TDA funding for the Bike Encouragement and Walk and Roll to School Program for \$72,000. Staff recommends that the Bicycle Advisory Committee provide input, including possible changes and contingencies, and recommend approval of the requested amount to the Regional Transportation Commission.

Attachments:

1. Letter and supplemental materials from Andrew Hoeksema, Ecology Action
 - a. Letter
 - b. Claim form
 - c. Proposed scope of work
 - d. Proposed budget
2. Progress reports from 2025

<https://rtcsc.sharepoint.com/sites/Planning/Shared Documents/Bicycle Advisory Committee/Agenda Packets/BC2026/2. April/TDA - BTW - consent/BTW TDA SR.docx>



March 2026

Sarah Christensen
Executive Director
Santa Cruz County Regional Transportation Commission
1101 Pacific Avenue, Suite 250
Santa Cruz, CA 95060

Dear Director Christensen,

Ecology Action respectfully requests \$72,000 in Transportation Development Act (TDA) funds for FY 2026–2027 to support our countywide Walk & Roll Programs (formally Bike To Work), including Fall Biketober, Spring Bike Month, Bike to Wherever Day, and Walk & Roll to School Day. These programs are among the longest-running and most comprehensive active transportation encouragement efforts in Santa Cruz County, supporting both K–12 students and adults in choosing biking and walking for everyday trips.

During FY 2026–27, Ecology Action will deliver a mix of in-person engagement and year-round digital programming to drive behavior change, increase awareness of new and planned bicycle infrastructure, and normalize biking as a safe, accessible transportation option. Programming will include pop-up Bike to Wherever Day breakfast sites across Santa Cruz County; countywide bike challenges and events; and coordinated Walk & Roll to School activities at 30–40 school sites, with a strong emphasis on South County and other underserved areas.

TDA funding provides essential foundational support that allows Ecology Action to leverage additional state, regional, and private resources—including Active Transportation Program (ATP) grants, employer partnerships, volunteer support, and in-kind donations—to maximize reach and impact. Our programs directly complement significant local investments such as the Rail Trail, new bike and pedestrian bridges, school access improvements, and expanding e-bike access and incentive programs.

With nearly four decades of experience, Ecology Action is uniquely positioned to deliver inclusive, culturally responsive encouragement programming. We prioritize bilingual materials, partnerships with community-based organizations, and focused outreach in equity-priority communities, including Watsonville, Live Oak, and Beach Flats. We also leverage platforms such as Love to Ride to track



participation, transportation, health, and equity metrics, ensuring accountability and continuous improvement.

We are grateful for the RTC's longstanding partnership and respectfully request consideration of this \$72,000 TDA allocation for FY 2026–2027 to sustain and strengthen active transportation participation countywide.

Sincerely,

A handwritten signature in blue ink, appearing to read "A. Hoeksema".

Andrew Hoeksema
Vice President Community Programs
Ecology Action

Transportation Development Act (TDA) CLAIM FORM

Submit a separate form for each project.

This form has been developed in an effort to standardize information required from TDA recipients, based on TDA Statute, RTC Rules and Regulations, and/or RTC board requests.

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: Ecology Action's Walk & Roll Encouragement Programs
2. Implementing Agency: Ecology Action
3. Sponsoring Agency (if different) – must be a TDA Eligible Claimant: SCCRTC
4. Funding requested this claim: TDA– Local Transportation Funds (LTF) \$_____ \$72,000_____

STA (transit/paratransit only) \$_____
5. Fiscal Year (FY) for which funds are claimed: FY __26__ / __27__
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims:
 - Article 8 Bicycle and/or Pedestrian Facility
 - Article 4 Public Transportation
 - Article 8 Specialized Transportation via city sponsor
 - Article 3 & 8 TDA Admin or Planning
7. Contact Person/Project Manager

Name: Emily Gomez

Telephone Number: _____ E-mail: _____

Secondary Contact (in event primary not available): Tawn Kennedy

Telephone Number: _____ E-mail: _____
8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks):

Summary of Funded Scope of Work (FY 2026–2027) (see attached for full Scope of Work)

- Implement countywide **active transportation encouragement and education programming** combining in-person events and digital engagement to support everyday walking and bicycling.
- Plan, coordinate, and deliver **Fall Biketober (Oct 2026)** and **Spring Bike Month (May 2027)** campaigns, including rides, workshops, ebike safety activities, and community events.
- Organize and host **Bike to Wherever Day** with in-person breakfast stations across incorporated and unincorporated Santa Cruz County communities.
- Coordinate and implement **Fall and Spring Walk & Roll to School Days** at K–12 school sites countywide, in collaboration with Ecology Action youth bike safety programming.
- Conduct **community outreach and engagement**, with targeted efforts in South County and underserved communities to increase equitable participation.
- Recruit, train, and coordinate **volunteers** to support school-based and community events.

- Develop and deliver **multichannel promotional and marketing campaigns**, including original artwork, print materials, email newsletters, websites, and social media.
- Provide **ongoing digital engagement** and campaign management through online platforms to encourage participation and track engagement.
- Conduct **infrastructure awareness and education** highlighting new and upcoming bicycle and pedestrian projects that improve safety and access.
- Produce and distribute **bilingual (English/Spanish) outreach and education materials** for all major campaigns and events.

9. 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.

10. 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)

Ecology Action's program addresses the growing need to reduce single-occupancy vehicle travel while expanding access to safe, affordable, and healthy transportation options in Santa Cruz County. Consistent with successful Bike to Work and Bike Month programs across California, the program provides incentives, education, and outreach that support residents in choosing bicycling for everyday transportation.

The primary goal is to normalize bicycling as a viable and practical mode of travel for a wide range of trip types. Through year-round programming, the project offers residents multiple opportunities to experience how bicycling can replace car trips for commuting, errands, and school travel. A multi-pronged outreach strategy ensures broad community reach and sustained behavior change.

The project delivers significant community benefits, including reduced traffic congestion and parking demand; decreased air, water, and noise pollution; and lower greenhouse gas emissions. By promoting active transportation, Bike Encouragement also supports public health goals by increasing physical activity and helping to address rising rates of obesity among both adults and youth.

This effort is particularly important as Santa Cruz County faces worsening congestion, climate impacts, and rising transportation costs. Bicycling offers a low-cost alternative for short and medium trips, helping residents reduce fuel expenses and increasing transportation affordability. The growing availability of local and regional e-bike rebates further expands access by making bicycling feasible for longer distances and a broader range of riders.

Overall, this program is an effective, proven approach to advancing a more sustainable, healthy, and resilient transportation system for the community.

11. Project Productivity Goals for this fiscal year:

- a. Measures of performance, success or completion to be used to evaluate project/program (ex. increase use of facility/service, decrease collisions, etc.):

Ecology Action (EA) will evaluate project productivity, success, and completion using a combination of participation metrics, digital engagement data, and equity-focused indicators that reflect increased active transportation usage, expanded reach, and efficient program delivery.

Performance measures for the fiscal year include:

- Event participation totals for Bike to Wherever Day and Walk & Roll to School Days.
- School participation, with an achievable target of approximately 30–40 K–12 school sites countywide.

- Digital communications performance, including reach, engagement, and interactions across social media, electronic newsletters, and campaign communications.
- Digital platform data collected through the Love to Ride platform, including new user registrations; participation by new and occasional riders; workplace and regional participation (e.g., Watsonville vs. Santa Cruz); trip data such as miles ridden, trips logged, and estimated CO₂ emissions avoided; self-reported health and active-exercise benefits; age and gender equity indicators; peer encouragement and engagement activity; and digital marketing metrics including email open and click-through rates. These data points will be used to evaluate outcomes and refine ongoing campaign targeting and messaging.

Building on prior years, EA will continue to monitor the number of participants overall; first-time, beginning, and infrequent riders; shifts away from single-occupancy vehicle trips; and non-car travel to school among K–12 students. EA also tracks media reach, website traffic, newsletter growth, and the number of community, business, and school events supported through in-person outreach.

Together, these performance measures provide a comprehensive framework to assess productivity, ensure accountability, and support continuous improvement, while advancing equitable access to active transportation opportunities throughout Santa Cruz County.

- b. Number of people to be served/anticipated number of users of project/program (ex. number of new or maintained bike miles; number of people served/rides provided):

We anticipate 7,700-10,000 people will participate directly in this program

- c. How does this project advance equity for low-income individuals and/or people of color?

Ecology Action is committed to ensuring all programming advances equity and meaningfully serves low-income communities and communities of color. In Santa Cruz County, approximately 46% of K–12 students are eligible for free or reduced-price lunch, a commonly used proxy for low-income households (National Center for Education Statistics / California Department of Education). Additionally, district-level summaries from the Santa Cruz County Office of Education report 60–70% minority enrollment, indicating that well over half of students countywide are students of color.

Our Walk & Roll programming serves roughly half of all public schools in Santa Cruz County, with intentional and sustained resourcing over the past several years to expand participation in Pajaro Valley Unified School District, where student populations are predominantly Latino and from low-income households. This targeted approach helps reduce barriers to participation and ensures that encouragement, safety education, and access to active transportation resources reach communities most impacted by transportation inequities.

Equity is further advanced through data-informed outreach and culturally responsive engagement. By leveraging data collected through the Love to Ride platform—including age, gender, health indicators, and ridership patterns—we are able to tailor outreach to specific audiences, including Spanish-speaking communities, using culturally relevant messaging and timely encouragement to increase participation.

Our staff team reflects the communities we serve and includes Spanish-speaking staff and speakers of Indigenous languages such as Mixteco. In collaboration with Ecology Action’s DEI team, our marketing and outreach efforts prioritize in-language, culturally aligned campaigns to ensure programming is inclusive, welcoming, and accessible. Together, these strategies help remove participation barriers, increase representation, and foster positive, community-driven engagement in active transportation.

12. Consistency and relationship with the Regional Transportation Plan (RTP) - Is program/project listed in the RTP and/or consistent with a specific RTP Goal/Policy? Yes, Project RTC #26

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

This program supports a measurable shift away from single-occupancy vehicle travel by encouraging bicycling, walking, rolling, and multimodal trips. Program activities reduce driving and parking demand while increasing the use of active transportation and transit connections.

Consistent with outcomes observed across the state for similar Bike To Work programs, the project promotes mode shift by encouraging participants to replace vehicle trips with bicycle and walk trips, or to combine bicycling with public transit for longer commutes. Many participants report increased use of bus-and-bike trips, supported by transit bicycle accommodations and employer- and community-based encouragement activities.

At schools, the program contributes to reductions in short vehicle trips by increasing the number of students who bike, walk, or roll to school. Through Walk & Roll to School Day and related education and encouragement efforts, families are supported in choosing non-car travel modes for daily school trips, which can reduce congestion and parking pressure in school zones during peak arrival and dismissal periods.

The program also complements broader transportation demand management strategies used throughout California, including incentive-based encouragement, trip tracking, and public outreach, which are widely recognized as effective tools for reducing single-occupancy vehicle trips and supporting multimodal travel choices.

Overall, the Bike Encouragement and Bike School program advances a more balanced, multimodal transportation system by reducing reliance on driving, increasing active and transit-supported travel, and improving safety and access for people of all ages.

14. Estimated Project Cost/Budget, including other funding sources, and Schedule: *(attach project budget). Specialized Transportation Claims require 10% local match or other performance standard. Local match can take the form of fares, donations, agency charges, grants, revenue sharing and other non-restricted sources. In kind services many NOT apply toward the local match. In lieu of a 10% match performance standard, the Volunteer Center performance standard is to provide 4,000 rides per year.*

See Ecology Action budget attached with demonstrated match

What is the total project cost? \$112,000

Is project fully funded? No

What will TDA (and STA, if applicable) funds be used on (ex. operations, administration, brochures, engineering, construction)?

Staff time to cover the numerous activities that directly engage youth, families, adults and seniors.

15. Preferred Method and Schedule for TDA-LTF fund distribution *(see RTC Rules and Regulations for details and requirements. Note if funds are distributed in advance of use, agencies will be required to subsequently provide documentation of actual expenditures.):*

a. Bike/Ped: Cities/County: Up to 90% upon initiation of work OR 100% upon project completion

HSA/BTW: Quarterly disbursement OR Semi-annual disbursement

b. CTSA: Quarterly disbursement, with up to 35% in first quarter, and the remaining quarterly payments being one-third of the remaining claim amount;
OR Quarterly disbursement

c. Volunteer Center: Full approved claim amount in the first quarter

d. SCMTD: Quarterly disbursement

16. TDA Eligibility:	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Form of approval _____ (eg resolution, work program, budget, other document) If "NO," provide the approximate date approval is anticipated. _____	YES
B. Has this project previously received TDA funding? If yes, date RTC approved: _____	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? (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 RTC Bicycle Committee April 2026
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).	
F. For Article 4 transit claims: Does operator meet Article 4 eligibility requirements? i. Farebox recovery ratio? and/or, ii. 50 percent expenditure rule as an older operator, defined as service starting prior to 1974?	

Bike/Ped (Article 8) Only

17. Project Cost/Budget, including other funding sources, and Schedule: (complete "24a" or "24b")

a. Capital Projects (Bicycle projects: Bicycle Advisory Committee or RTC must approve the final project design plans prior to construction; see RTC Rules & Regulations)

	Plannin g	Environ -mental	Design/ Engineering	ROW	Constructio n	Other *	Contingency	Total
SCHEDULE (Month/Yr) Completion Date __/__/__								
Total Cost/Phase								
\$TDA Requested (this claim)								
Prior TDA:								

Source 3:								
Source 4:								
Unsecured/ additional need**								

*Please describe what is included in "Other":

- b. 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 Ecology Action budget attached*

Work Element/ Activity/Task	SCHEDULE (Month/Year)	Total Cost per Element	\$ TDA requested	\$ Source 2:	\$ Source 3:	\$ Source 4:
Administratio n/Overhead						
Activity 1:						
Activity 2:						
Activity 3:						
Activity 4:						
Ex. Consultants						
Ex. Materials						

SCMTD, CTSA, Bike to Work, HSA, Volunteer Center Only – PLEASE KEEP ANSWERS BRIEF

18. Improving Program Efficiency/Productivity

- 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.

To increase program visibility, engagement, and impact, Ecology Action continues to deliver all active transportation education and encouragement programs under the unified Modo brand. Modo allows us to communicate clearly and effectively with a broad cross-section of Santa Cruz County residents, including grade school students in Watsonville, university students at UCSC, seniors in Live Oak, and residents of all ages, backgrounds, abilities, and mobility needs throughout the county.

By eliminating industry-specific jargon, the Modo brand improves accessibility and helps community members more readily understand and engage with our programs, supporting increased participation and usage.

During the most recent fiscal year, Ecology Action made targeted efforts to reduce operating costs while sustaining and expanding program delivery. A primary strategy has been continued investment in our volunteer program. Ecology Action actively develops and retains a skilled volunteer base through consistent engagement, including regular communications, volunteer appreciation and engagement events, and ongoing recruitment of new volunteers. Volunteers provide critical program support and contribute skilled labor that enhances program quality while reducing staffing costs.

In addition, Ecology Action continues to leverage strong community partnerships to secure both cash and in-kind donations that supplement TDA funding. Local businesses, public agencies, and individual supporters contribute equipment, professional services, and product donations that directly offset operating expenses and

allow limited transportation funds to be used more efficiently. Building on nearly 40 years of program delivery experience, Ecology Action consistently generates non-TDA matching resources from non-transportation funding sources.

In the prior year, the program secured over \$50,000 in cash and in-kind support services, strengthening fiscal sustainability and expanding program reach without increasing public subsidy requirements. Ecology Action also continues to pursue complementary funding from federal and state Active Transportation programs, local foundations, and other applicable funders to diversify revenue streams and reduce reliance on any single funding source.

An important trend influencing program delivery is the increasing complexity of active transportation safety needs, particularly related to youth bicycling and the rapid growth of e-bike use. In response, Ecology Action is emphasizing scalable, cost-effective education models that allow programs to adapt to emerging trends while maintaining efficient use of resources. These strategies position Ecology Action to maximize impact, expand program usage, and remain responsive to evolving community needs.

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

In the upcoming fiscal year, Ecology Action (EA) will implement targeted strategies to maximize economies of scale, improve program efficiency, and increase active transportation usage, with a particular focus on emerging residential density in downtown Santa Cruz and other high-density areas. As housing patterns evolve, EA is refining outreach and program delivery to better reach residents who are more likely to rely on walking, biking, and shared mobility for daily trips.

EA will continue to prioritize high-impact, in-person community engagement while strengthening a coordinated digital engagement strategy. By aligning messaging, outreach schedules, and promotional assets across campaigns, EA will reduce duplicative efforts while maintaining consistent year-round visibility and opportunities for participation. These integrated approaches allow staff time and resources to be used more efficiently while expanding overall reach.

The expansion of e-bike share presents a significant opportunity to increase ridership and program usage, particularly among residents of multi-unit housing who may face barriers to bike ownership such as cost, storage, and maintenance. EA will work closely with BCycle and the local host jurisdiction to deliver targeted education and encouragement focused on how e-bike share can support everyday transportation needs. Outreach will be concentrated in higher-density residential areas and downtown activity centers to maximize system utilization and program efficiency, while coordinated messaging across e-bike share, incentives, and safety education will amplify impact.

EA will also leverage data collected through the Love to Ride platform during the prior fiscal year—including participation by age, gender, and geography—to refine outreach strategies and tailor messaging to populations and neighborhoods with the greatest potential for growth. Using these data insights to guide campaign design will allow EA to more effectively engage new and occasional riders, increase participation rates, and reduce per-participant costs. Together, these strategies will strengthen program sustainability and support increased active transportation usage countywide.

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

Compared with FY 25–26, the FY 26–27 program places greater focus and simplification on core, in-person encouragement events—Walk and Roll to Wherever Day and Fall/Spring Walk & Roll to School Days.

The new scope also introduces more coordinated digital engagement, tighter alignment across campaigns, and greater reliance on participation data (e.g., school participation, digital metrics, Love to Ride survey insights) to refine outreach, target audiences for increased encouragement and improve efficiency.

Overall, FY 26–27 reflects a shift toward streamlined programming, more focused event delivery, and data-guided efficiency improvements not emphasized in the prior year

20. Schedule of regular progress reports including an evaluation at the end of the year:

SCMD – April each year

Specialized Transportation: Quarterly¹ to E/D TAC, RTC _____ (Months/Year)

HSA/BTW: Bicycle Committee _April, 2026_____ (Month, year); RTC __May 2027_____ (Month, year)

SCMTD, CTSA and Volunteer Center Only

21. a. Are these transportation services responding to transportation needs not otherwise being met within the community or jurisdiction of the claimant?

b. Does the project meet an unmet transit need from the most recently approved RTC **Unmet Paratransit and Transit Needs List**? Describe.

CTSA and Volunteer Center (Article 8) Only

22. Where appropriate, are these specialized transportation services coordinated with other transportation services, including METRO service? Describe.

23. Provide performance information, as pertinent, which demonstrate service efficiency and effectiveness, such as: verification of the operating cost per passenger, operating cost per vehicle service hour, passengers per vehicle service hour, passengers per vehicle service mile, and vehicle service hours per employee for last fiscal year (definitions available in Section 99247 of TDA Guidelines). *(99246d, per Performance Audits)*

a. *Volunteer Center, only:* provide a minimum 4,000 rides per year

24. Discuss the needs and types of the passengers being served, the employment of part-time drivers and the contracting with common carriers of persons operating under a franchise or license to provide services during peak hours, as defined in subdivision (a) of Section 99260.2. *(99246d, per 2010 Performance Audit)*

SCMTD, CTSA, Volunteer Center & RTC Only

25. List the recommendations provided in the last TDA Triennial Performance Audit and your progress toward meeting them.

- Describe the work your agency has undertaken to implement each performance audit recommendation and the steps it will take to fully implement the recommendation.

¹ If feasible, the quarterly TDA reports submitted by Community Bridges for Lift Line as the Consolidated Transportation Services Agency (CTSA) should include on-time performance of the service.

Vehicle on-time arrival to pick up a passenger at the scheduled time is an important measure of operational effectiveness and customer service.

Documentation to Include with Your Claim (all TDA Claims):

All Claims

- A letter of transmittal addressed to the SCCRTC Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- Statement from the TDA Eligible Claimant indicating its role and responsibilities.

Article 8 Bicycle/Pedestrian Claims

- Evidence of environmental review for capital projects

Article 8 Bicycle/Pedestrian Claims sponsored by RTC (Bike to Work, HSA)

- A budget including the name (for key personnel), classification, actual hourly rate, and billing rate for labor (later changes must be approved in writing by RTC TDA coordinator in advance of billing period and should not result in a reduction in scope identified in this claim).
- Approved indirect cost ratio in effect, if planning to use TDA for indirect costs. Indirect costs are only eligible if the organization has a current ICAP approved by Caltrans for the period covering when expenditures are incurred.

All Transit and Specialized Transportation Claims (SCMTD, CTSA, and Volunteer Center)

- A copy of the operating and capital budgets for the coming fiscal year
- Description of capital projects, including timeframe over which project will be funded and implemented
- Operating Plan for current and upcoming activities (can be within project/program description)
- TDA Standard Assurances Checklist

Article 4 Transit Claims

- A certification from the California Highway Patrol (completed within the last 13 months) indicating that the operator is in compliance with Section 1808.1 of the Vehicle Code.
- Other Certifications

Local Agency Certification:

This TDA Claim has been prepared in accordance with the SCCRTC's Budget, SCCRTC's Rules and Regulations, and Caltrans TDA Guidebook (<http://www.dot.ca.gov/hq/MassTrans/State-TDA.html>). I certify that the information provided in this form is accurate and correct. I understand that if the required information has not been provided this form may be returned and the funding allocation may be delayed.

PROOF OF EXPENDITURES: Claimant acknowledges it is required to submit all expenditure backup as well as evidence of other funding used for project to RTC, to RTC's satisfaction, before receiving periodic disbursement or disbursement upon project completion.

CERTIFIED FISCAL AUDIT: Claimant certifies that it has submitted a satisfactory, independent fiscal audit, with the required certification statement, to SCCRTC and to the State Controller's Office, pursuant to PUC 99245 and CCR 6664 for the prior fiscal year (project year minus two). Claimant assures that this audit requirement will be completed for the current fiscal year (project year minus one). *This requirement does not apply to new transit operators nor Bike to Work or HSA claims submitted through the SCCRTC.*

Signature  Title: Development Manager Date: 3/10/2026



Walk & Roll Programs (formally Bike To Work)

Scope of Work | FY 2026–2027

Program Overview

During FY 2026–2027, Ecology Action (EA) will continue to advance active transportation throughout Santa Cruz County through a comprehensive suite of encouragement, education, and support activities. Programming will combine in person events with digital engagement to deliver effective behavior change messaging and accessible resources that respond to evolving community needs. This funding will be leveraged with Active Transportation Program (ATP) grants to provide robust, countywide programming for residents and workers.

Ecology Action’s Walk & Roll Programs (formally Bike To Work) will celebrate its **40th anniversary in Spring 2027**, marking four decades of growth from a small grassroots effort into one of the county’s largest and most impactful sustainable transportation campaigns. This Program provides critical opportunities to increase bicycle transportation, foster community scale behavior change, and support biking across the lifespan—from K–12 students to working adults.

Bike to Wherever Day and In Person Engagement

In FY 2025–2026, EA successfully returned to in person programming for its signature event, rebranded as **Bike to Wherever Day**. Building on this momentum, FY 2026–2027 programming will continue to center live, popup breakfast sites that create welcoming spaces for community connection and reinforce bicycling as a viable daily transportation option.

EA plans to host in person breakfast sites across **all four incorporated cities—Watsonville, Capitola, Scotts Valley, and Santa Cruz—as well as unincorporated communities including Aptos and Live Oak.**

In person engagement provides additional benefits, including:

- Opportunities for local agencies to share transportation projects and planning efforts
- Outreach by community based organizations promoting complementary programs and services
- Engagement with commuters through Go Santa Cruz County
- Supportive education from County Health on ebike safety and rules of the road



Beyond these tangible benefits, the longstanding tradition and visibility of Bike to Wherever Day generates enthusiasm, curiosity, and positive disruption—key drivers of lasting transportation behavior change.

Core Program Components

Ecology Action’s Walk & Roll Programs includes the following components:

1. **Fall Walk & Roll to School Day** (in person)
2. **Spring Walk & Roll to School Day** (in person)
3. **Fall Biketober Challenge**– Inclusive and educational activities including rides, workshops, ebike demos, and partnered events (October)
4. **Spring Bike Fest Challenge**– Countywide rides, workshops, ebike demos, and collaborative events (May)
5. **Walk and Roll to Wherever Day** breakfast stations throughout the county (May)
6. **Ongoing digital engagement** targeting new and regular bike commuters via newsletters and social media
7. **Infrastructure awareness and education**, highlighting new and upcoming bike projects that improve commuter safety and access (e.g., Rail Trail, Chanticleer Bike/Pedestrian Bridge, new bike lanes)

Fall Biketober – October 2026

Work Schedule / Tasks

EA will coordinate a countywide Fall Bike Transportation Campaign focused on transportation, school travel, health, and wellness. The campaign will provide incentives, resources, peer support, and direct engagement to encourage bicycling for everyday trips.

Tasks include:

- Implement a Fall Biketober program featuring diverse in person and on bike activities
- Implement Fall Walk & Roll to School Day at K–12 schools throughout the county
- Conduct a comprehensive promotional campaign including print ads, digital ads, e-newsletters, website updates, social media, and flyer distribution
- Create original campaign artwork and visual assets
- Coordinate Walk & Roll to School efforts with EA’s Youth Bike Safety Program
- Conduct outreach to teachers, administrators, and parents to expand student participation
- Recruit, train, and coordinate volunteers for **35–40 school sites** countywide
- Strengthen outreach and participation in South County, prioritizing underrepresented communities
- Complimentary events with focus on ebike safety geared towards driving participation in Biketober



Performance Goals – Fall Biketober 2026

- **Engage at least 1,000 participants** in the Love to Ride Spring Bike Fest Challenge and leverage the Love to Ride platform to track and report performance metrics, including new user registrations; participation by new and occasional riders; workplace and regional participation (e.g., Watsonville vs. Santa Cruz); trip data (miles ridden, trips logged, estimated CO₂ emissions avoided); self-reported health and active-exercise benefits; gender and age equity indicators; peer encouragement and engagement activity; and digital marketing performance (email open rates and click-through rates) to inform ongoing campaign targeting and messaging.
- Engage **30-40 K-12 school sites** with active participation
- 6 in-person complimentary bike activation events to drive participation in Biketober
- Distribute **hundreds of campaign posters and flyers** at businesses, schools, and community locations
- Deliver targeted email communications to **6,000+ subscribers**, with open and clickthrough rates tracked along with 14 social engagement posts
- Produce **bilingual (English/Spanish)** Biketober and Walk & Roll to School materials
- Increase digital engagement (social media reach, shares, and website visits) by **5%** during the campaign period

Spring Bike Month – May 2027

Work Schedule / Tasks

EA will coordinate the **40th annual Santa Cruz County Spring Bike Month**, including Bike to Wherever Day, the Bike Fest Challenge, and a Spring Bike Transportation Campaign supporting trips for work, school, health, and daily errands.

Tasks include:

- Host in-person Bike to Wherever Day breakfast sites throughout the county
- Implement a Spring Bike Month with a range of in-person and on bike activities
- Implement Spring Walk & Roll to School Day at K-12 schools countywide
- Partner with large employers to offer incentives and encourage commuter participation
- Maintain consistent digital engagement across EA's social media channels and campaign landing pages
- Conduct a comprehensive, multichannel promotional campaign emphasizing storytelling, peer influence, incentives, and fun
- Create original artwork and campaign assets
- Recruit, train, and coordinate volunteers for **35-40 school sites**
- Strengthen outreach and participation in South County, prioritizing underrepresented communities
- Complimentary events with focus on ebike safety geared towards driving participation in Biketober



Performance Goals – Spring Bike Month 2027

- **Engage at least 1,200 participants** in the Love to Ride Spring Bike Fest Challenge and leverage the Love to Ride platform to track and report performance metrics, including new user registrations; participation by new and occasional riders; workplace and regional participation (e.g., Watsonville vs. Santa Cruz); trip data (miles ridden, trips logged, estimated CO₂ emissions avoided); self-reported health and active-exercise benefits; gender and age equity indicators; peer encouragement and engagement activity; and digital marketing performance (email open rates and click-through rates) to inform ongoing campaign targeting and messaging.
- Engage **30-40 K-12 school sites** with active participation
- **8** in-person complimentary bike activation events (including ebike safety events) to drive participation in Biketober
- Engage **500+ participants** at in-person Walk & Roll to Wherever Day breakfast sites
- Partner with **6+ employers, agencies, or community organizations as part of Walk & Roll to Wherever Day**
- Distribute **hundreds of campaign posters and materials** countywide
- Deliver targeted email communications to **6,000+ subscribers**, tracking engagement metrics and 12-14 social engagement posts
- Produce **bilingual (English/Spanish)** Bike Month and Walk & Roll to School materials

**Ecology Action Walk & Roll Program (formally Bike To Work) Budget 26/27 - \$72,000
TDA Funds**

	SCCRTC	Match*
Personnel		
Program Manager	\$ 16,392.00	\$ 5,000.00
Program Specialist	\$ 33,306.00	\$ 5,000.00
Creative Director	\$ 4,121.00	\$ 2,000.00
Marketing Director	\$ 3,778.00	\$ 2,000.00
Art Director	\$ 7,452.00	\$ 1,000.00
Visual Designer	\$ 1,110.00	
Vice President, Community Programs	\$ 1,922.00	
Budget and Operations Analyst	\$ 1,174.00	
Director of Operations, Community Programs	\$ 1,687.00	
Development Manager	\$ 1,058.00	
Material*		
Other Direct Costs:		
Non-personnel including: Incentives, food & beverages, advertising & promotion, mileage and misc materials		\$ 25,000.00
Total	\$ 72,000.00	\$ 40,000.00
TOTAL PROJECT BUDGET		\$ 112,000.00
<p><i>* Local business and public agency donations are anticipated to be a minimum of \$40,000 in cash and in kind products. Budget allocated per position may be subject to change at the time of implementation. Total amount will not be exceeded.</i></p>		



**ECOLOGY ACTION
QUARTERLY PROGRESS REPORT
TDA Bike to Work Program**

January through March 2025

January

- Developed and updated 2025 business sponsor packages
- Setup calls and virtual meetings with returning sponsors, to debrief 2024 programs and look ahead to 2025
- Identified potential new business sponsors and solicited over 30 businesses
- Worked on staff budgeting, staff planning, and material budgeting for 2025
- Met with Love to Ride to discuss platform licensing for 2025, continuing with the mini engagement campaigns in spring and winter we piloted in 2023 to drive more engagement during the non-challenge months of the year, reviewed Spanish site and email communication options, reviewed new software/app developments, challenge timelines, and reporting from winter riding campaign
- Worked with Love to Ride to improve outreach efforts to low income and Spanish speaking neighborhoods
- Followed up with first early confirmations from business sponsors
- Initiated outreach to schools across the county for Walk and Roll to School Day participation
- Started initial brainstorming and message building with the field team and marketing team to create a campaign that was equitable and accessible to everyone across the county and uplevel messaging and resources to target new and regular bike commuters.
- Changed the Bike Month name to Bike Fest to expand our efforts beyond just a month concept

February

- Continued outreach, meetings, and confirmations of business sponsors
- Conducted initial brainstorming meetings with the marketing and delivery team to discuss the newly envisioned Bike to Work Day, now Bike to Wherever Day
- Initial mapping for Bike Fest 2025 including calendar of activities and events scheduled and spread out throughout April and May with partners and EA led events
- Continued planning for Walk and Roll to School, updating school coordinator messaging and resources, conducting material inventory from 2025 event, and mapping out schools for outreach for May 2025 Walk and Roll to School
- Invoiced business sponsors for financial contributions and coordinated in-kind product contributions
- Mapped out Bike to Wherever Breakfast sites across the county and initiated outreach to the businesses for commitment

March

- Conducted a kickoff meeting internally with EA program staff and marketing staff to plan the Bike Fest 2025 campaign



- Designed and executed a comprehensive marketing campaign for Bike Fest and Bike to Wherever Day, encompassing the following promotional materials: hardcopy posters, landing pages, event calendars, print, radio, online, social media advertising, email marketing, and community outreach initiatives
- Create original artwork and other campaign assets Create bilingual original artwork and other campaign assets for Walk and Roll to School, Bike Fest and Bike to Wherever Day
- Coordinated staff and volunteer roles and shifts for Walk and Roll to School (WRTS) Day including food/supply distribution day and event day at 38 schools
- Coordinated with food sponsors for Walk and Roll to School Day
- Planned the social media campaign for Spring Bike Fest posts, email blasts, announced weekly Bike Fest prize winners, and reached out to partners and volunteers to help with additional social media story telling
- Continued outreach, meeting, confirmations and invoicing of program sponsors
- Coordinated with partners on Bike Fest events, gathering links, event descriptions, creating the Bike Fest calendar and working to space events out across the county and across April and May
- Architected communication plan, email/social cadence, campaign launch dates
- Wireframed Bike Fest website, creative assets, branding elements
- Worked with the Volunteer Coordinator to provide outreach at all April Bike Fest events promoting Bike Fest, the Love to Ride Challenge and Bike to Wherever Day in addition to providing volunteers to support the Bike to Wherever Day breakfast sites.
- Confirmed business participation at all the Bike to Wherever Day breakfast sites and organized catering
- Organized county poster distribution for all 3 campaigns



**ECOLOGY ACTION
QUARTERLY PROGRESS REPORT
TDA Bike to Work Program**

April through June 2025

April

- Worked on rebranding Bike Month to Bike Fest with the idea of expanding the focus beyond the month and embrace a broader message for behavior change
- Worked on Bike Fest marketing campaign design and strategy including email automation, creative design for web, print, social media, email, and all aspects of Bike Fest campaign timing and execution.
- Reviewed and edited marketing assets for Bike Fest, including all creative assets, website, display ads/paid promo, partner promotion kits, going through iterative design phases.
- Worked on landing pages for Bike Fest, Walk and Roll to School Day, Bike to Wherever Day and Love to Ride.
- Worked on Love to Ride site content and email communication Spanish translation QC
- Worked on rebranding Bike to Work Day to Bike to Wherever Day to be more inclusive to all riders.
- Mapped out 12 site locations throughout the county to host Bike to Wherever Day
- Outreached and coordinated with all 12 site hosts
- Recruited a site lead and volunteers to support each Bike to Wherever site
- Sent out communications to school districts, school coordinators, and recruited site volunteers for leading Walk and Roll to School Day.
- Worked on food donations, food procurement, and ordering/delivery logistics for Walk and Roll to School Day food.
- Recruited volunteers to help with food and supply distribution day for Walk and Roll to School Day.
- Coordinated with Bike Fest event partners for event/activity information, event links, and marketing assets.
- Finalized 2025 business sponsors and conducted direct outreach to help launch the Bike Fest campaign.
- Designed and ordered Bike Fest and Bike to Wherever Day posters, Bike Fest stickers, and large format event signs.
- Finalized all campaign components, websites, emails, social media, print, and employer toolkit.
- Launched Bike Fest campaign landing page, event registration, bike challenge registration April 15th.
- Outreached to all local government agencies, business sponsors, past participants, and EA business members with direct Bike Fest promotion material, social assets, and instructions/guidance on how to participate.
- Followed up with new and returning employers who signed up for the Bike Fest challenge on Love to Ride to review event dates, incentives, and guidance for sharing and promoting the month.
- Scheduled and planned several bike events throughout the month across the county including community rides, bike repairs and workshops.

May

- Kicked off Bike Fest on May 1st.
- Continued to welcome and connect with Santa Cruz County workplaces as they registered for the Bike Fest Challenge, sharing promotional materials to help share with their staff, clients, and social networks.
- Coordinated staff and volunteers for Bike Fest events throughout the month.
- Ordered prizes and supplies for Walk and Roll to School Day.



- Ordered food for each Bike to Wherever Day site and secured donations at each site
- Finalized volunteers for food and supply distribution for Walk and Roll to School Day.
- Finalized staff and volunteers for site coordination for Bike to Wherever Day.
- Hosted food and supply distribution day for 41 schools around Santa Cruz County.
- Deployed staff and volunteers to support Walk and Roll to School Day at various sites around the county.
- Scheduled and sent out social media posts, email blasts, announced weekly Bike Fest prize winners via email.

June

- Audited final challenge results, including employers and individuals.
- Drew final prize winners for Bike Fest grand prizes (individual and workplace prizes).
- Confirmed with weekly prize winners and grand winners.
- Worked on final rollup of Bike Fest activities, challenges, and events with EA led and partner led events.
- Coordinated prize distribution to weekly winners as well as individual and workplace grand prize winners.

EVENTS

Attendees/Participants	Event #	Date	Event
20	1	4/27/25	Watsonville Earth Day Community Ride @ Watsonville Plazita
8	2	5/2/25	Bike Repair Day with the Veterans of Foreign Wars in Watsonville
65	3	5/3/25	Pedal in the Park @ Depot Park Santa Cruz
3087	4	5/8/25	Walk and Roll to School Day @ Santa Cruz County
550	5	5/15/25	Bike to Wherever Day @ Santa Cruz County
20	6	5/20/25	Go Santa Cruz Bike Repair Day @ Ecology Action
13	7	5/28/25	Go Santa Cruz E-Bike Safety Workshop @ Ecology Action/Zoom
1154	8	5/1/25-5/31/25	Santa Cruz County Bike Fest Challenge @ Santa Cruz County

MATCH

We have fulfilled the match obligation, which includes the provision of in-kind products, totaling \$83,000. Here is a breakdown of the match expenses.

Categories	Budget	Cumulative to Date	
Personnel			
Staff Time – Senior Program Specialist	\$7,000	\$7,362.35	
Staff Time – Program Specialist - Angela	\$18,000	\$17,725.18	
Staff Time - Marketing Staff	\$12,000	\$11,991.37	



Total Staff Time Match		\$37,078.90	
Materials – Other Costs			
Match - Incentives	\$15,000	\$15,965.80	
Match – Advertising & Promo	\$11,000	\$7,868.31	
Match – Food & Beverage	\$15,000	\$14,574.39	
Match – Misc materials/supplies/mileage	\$5,000	\$7,512.60	
Total Other Costs - Match		\$45,921.10	
Match Total	\$83,000	\$83,000	



ECOLOGY ACTION
 QUARTERLY PROGRESS REPORT
 TDA Bike to Work Program
 July through September 2025

July

- Prepared for kickoff meeting with internal staff
- Built out and assigned tasks and timeline for internal team members in project planning software

August

- Kicked off internal process for scoping out Biketober and fall bike program delivery
- Met with our marketing team to conceptualize fall programs
- Reviewed budget, timeline, goals, and program delivery objectives

September

- Developed fall workplan
- Field teams organized community bike events including a free e-bike demo, a free intro to e-bikes workshop, a bike skills course, Walk and Roll to School Day (WRTS) and community/group rides in Live Oak and Watsonville
- Mocked up initial campaign ideas and creative direction for Biketober 2025
- Updated WRTS public landing page
- WRTS collateral materials were updated
- Updated WRTS email communications
- Announced Fall WRTS to previous participating school coordinators/administrator
- Conducted outreach to solicit new schools for WRTS
- Coordinated with schoolteachers, administrators and parents to continue to expand student participation

- Finalized all WRTS sites and coordinator information

- Recruit, train, and coordinate WRTS volunteers for school sites across the county
- Connected with food vendors and donors for WRTS
- Continued developing, refining, and building Biketober campaign messaging, branding, logos, and all creative elements including stickers, flyers, and media kit
- Finalized Biketober messaging, campaign theme, and timeline
- Finalized all fall campaign elements including all social assets, email assets, and paid promotion assets
- Updated Biketober landing page
- Uploaded all Biketober events to the landing page calendar
- Finalized the Biketober campaign partner promotion kit and disseminated to all partners, sponsors and workplaces
- Translated all Biketober campaign image assets, promo copy into Spanish
- Coordinated printing of stickers and posters
- Solicited new businesses for Biketober to increase bike ridership
- Distributed flyers to business sponsors, agency partners, and partner organizations
- Conducted outreach to funders, sponsors, and partners to promote Biketober and push for employers to sign up
- Prepared Biketober promotional emails to our list and announced via social media channels
- Scheduled paid media ads with Facebook and Instagram



ECOLOGY ACTION
QUARTERLY PROGRESS REPORT
TDA Bike to Work Program
October – December 2025

October

- Coordinated staff and volunteer roles and shifts for Walk and Roll to School (WRTS) Day including food/supply distribution day and event day at 34 schools
- Picked up food donations from around the county and coordinated delivery of food items to EA office for distribution to volunteer school site coordinators
- Launched Biketober Challenge on October 1 for Santa Cruz County
- Held Biketober featured events across the county: E-Bike Demo, Intro to E-Bike Lunch-and-Learn workshop, Puentes Group Ride, Dia de Esperanza, and WRTS day
- Sent out social media posts, email blasts, announced weekly Biketober prize winners
- Hosted Walk and Roll to School Day at 34 schools with approximately 2256 student participants
- Followed up with WRTS school coordinators for supply return and to collect participation data
- Organized volunteers to table and outreach for Biketober at the Santa Cruz Downtown and Watsonville Farmer's Markets
- Concluded the Biketober challenge on October 31

November

- Audited final challenge results, including employers and individuals
- Drew final prize winners for Biketober grand prizes (individual and workplaces prizes)
- Conducted final rollup of Biketober activities, challenges, and events
- Sent social media posts and emails thank you correspondence after final audits and winners were selected
- Held team debrief on campaign performance, components, lessons learned
- Processed invoices for prize winners
- Created campaign thank you letters for business sponsors
- Held bike challenge campaign wrap up meeting with Love to Ride

December

- Emailed thank you recaps and impact reports to business sponsors

- Distributed all prizes to weekly winners as well as grand prize winners
- Completed program and event tracking
- Started working on 2025 business sponsorship packages to support bike challenges, Bike Month, WRTS, and Bike to Wherever Day

Biketober Event Highlights:

1. Saturday, October 4th – Puentes Group Ride
 - a. 11 participants
2. Wednesday, October 9th – E-Bike Demo
 - a. 28 participants
3. Thursday, October 10th - Walk and Roll to School Day
 - a. Attendees: 2256
 - b. Schools Participated: 34
4. Thursday, October 16th – Intro to E-Bike Workshop Lunch and Learn
 - a. 4 participants
5. Saturday, October 18th - Dia de Esperanza
 - a. 14 participants
6. October 1-31st - Love to Ride Biketober Challenge
 - a. Registered: 1196 riders
 - b. Logged a ride: 1027 riders
 - c. Trips for Transportation: 7340
 - d. Miles Travelled Total: 130,449
 - e. Pounds of CO2 Avoided: 27,666

Event Participants: 3509

TO: Bicycle Advisory Committee and Elderly & Disabled
Transportation Advisory Committee

FROM: Tommy Travers, Transportation Planner

RE: FY 26/27 Vision Zero Program TDA funding request

RECOMMENDATION

Staff recommends that the Committee:

1. Review the attached FY 26/27 Vision Zero Program funding request, work plan and budget from the County Health Services Agency (Attachment 1) and provide input; and
 2. Recommend that the Regional Transportation Commission approve \$156,000 in FY 26/27 RTC Transportation Development Act (TDA) funds for the program.
-

BACKGROUND

Since FY 98/99, the Regional Transportation Commission has budgeted some of its Transportation Development Act (TDA) funding to the Community Traffic Safety Coalition (CTSC), operated by the Santa Cruz County 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 Improvement Program and Commission reserves. The most recent budget increase was approved by RTC in 2023 to fund the two programs with a combined \$156,000. Starting with FY 23/24, RTC approved a budget including funding for a suite of programs called the Vision Zero Program, which combines the transportation safety work of the HSA into a unified program.

Per the agreement between the RTC and HSA for receipt of TDA funds, the RTC and Advisory Committees have the opportunity to provide input or contingencies on funding or the work plan as part of any funding

approval; therefore, the Committee should advise the RTC as to what changes or contingencies are recommended.

DISCUSSION

The County HSA submitted a cover letter and a FY 26/27 TDA claim form, work plan, and budget for Advisory Committee and RTC review and approval. The Vision Zero Program encompasses the work of the Community Traffic Safety Coalition (CTSC), the Ride N Stride program, and associated educational programs. Ride N Stride includes staff costs to present lessons on bicycle and pedestrian safety to elementary school students. The CTSC serves all of Santa Cruz County through efforts to prevent bicycle and pedestrian injuries and fatalities and increase the use of safe alternative modes of transportation.

The CTSC coordinated the Vision Zero program for the City of Watsonville. HSA staff continue to be involved with implementation of that plan, providing some support for the Watsonville Vision Zero Task Force. Each year, the CTSC updates their 2-year Vision Zero Work Plan for coordination with other jurisdictions on their Vision Zero action plans and/or policies, including promoting the new action plans for the County and for the City of Scotts Valley. The Work Plan includes producing enhanced education, messaging, and data to promote the countywide pursuit of best practice solutions to improve safe access especially for pedestrians and bicyclists.

Progress Reports for the Vision Zero Program for calendar year 2025 have been included in this packet (Attachment 2).

The amount requested is the \$156,000 in the new RTC budget. HSA will provide a total of \$204,000 in matching funds to the requested allocation, including in-kind contributions.

Funding the programs will be accomplished in three steps: 1) Inclusion in RTC budget for next fiscal year, 2) Advisory Committees review and recommendation, and 3) RTC review and approval scheduled for the June RTC meeting.

The agreement between the RTC and County HSA for the Vision Zero Program includes annual review, feedback, and comment by the Commission on their work plan as part of the funding review and approval process.

SUMMARY

Attached is a request from the Health Services Agency for TDA funding for the Vision Zero Program for \$156,000. Staff recommends that the Committee provide input and recommend approval of the requested amount to the RTC.

Attachments:

1. Letter and supplemental materials from Corinne Hyland, Health Services Agency
 - a. Letter
 - b. Claim Form
 - c. Vision Zero Program Work Plan
 - d. Proposed budget
2. Progress reports from 2025

<https://rtcsc.sharepoint.com/sites/Planning/Shared Documents/Bicycle Advisory Committee/Agenda Packets/BC2026/2. April/TDA - VZP - regular/TDA HSA VZ SR.docx>

COMMUNITY TRAFFIC SAFETY COALITION



March 27, 2026

Sarah Christensen, Executive Director
Santa Cruz County Regional Transportation Commission
1101 Pacific Avenue Ste. 250
Santa Cruz, CA 95060

Regarding: FY 2026-2027 TDA Request for the Vision Zero program

Dear Ms. Christensen:

The Santa Cruz County Health Services Agency (HSA) provides Safe & Active Transportation programming through its Community Traffic Safety Coalition (CTSC) and their Vision Zero Work Plan. HSA is submitting this annual request of \$156,000 in Transportation Development Act (TDA) funding to support staffing and project implementation for the first year of the attached 2026-2028 Vision Zero Work Plan. HSA will provide at least \$204,000 in personnel match through other grant funding, HSA program management, fiscal and administrative support, and/or community in-kind contributions, for a total Vision Zero budget of \$360,000 for FY 2026-27.

CTSC's mission is to prevent traffic-related injuries and fatalities for all road users, with a focus on people bicycling, walking, and rolling. The CTSC developed a two-year work plan for FYs 2026-2028 that continues to support the current Vision Zero jurisdictions of Watsonville, Santa Cruz, Scotts Valley and the County. In addition, the CTSC will collaborate with the City of Capitola to pass a Vision Zero resolution. CTSC staff work with coalition members to advocate for Vision Zero policies that aim to eliminate all traffic related fatalities and serious injuries for all jurisdictions.

The Vision Zero Work Plan incorporates ongoing programs, such as Ride n' Stride, which provides bilingual bicycle and pedestrian safety education to elementary school students. Additional programs include Bicycle Traffic School, Child Passenger Safety, Traffic Calming, and Helmet Fit & Distribution. Program staff work through these programs to conduct outreach efforts and provide safety education and equipment, such as bicycle helmets, to low-income residents in underserved areas throughout the county.

Enclosed you will find the TDA Local Transportation Funds Claim form, two-year work plan, and budget for this program. I attest to the accuracy of this claim and all its accompanying documentation. Every effort has been made to ensure that the Vision Zero work plan reflects the needs and concerns of the community. Thank you for your consideration and continued support of our vision for safe, accessible, and equitable transportation for all.

Sincerely,



Corinne Hyland, MPH
Senior Health Services Manager
County of Santa Cruz Health Services Agency
(831) 454-7558 corinne.hyland@santacruzcountyca.gov

Transportation Development Act (TDA) CLAIM FORM

Submit a separate form for each project.

This form has been developed in an effort to standardize information required from TDA recipients, based on TDA Statute, RTC Rules and Regulations, and/or RTC board requests.

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 (CTCS) - Vision Zero
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. Funding requested this claim: TDA– Local Transportation Funds (LTF) \$156,000
STA (transit/paratransit only) \$ _____
5. Fiscal Year (FY) for which funds are claimed: FY 2026/2027
6. General purpose for which the claim is made, identified by the article and section of the Act which authorizes such claims:
 - Article 8 Bicycle and/or Pedestrian Facility
 - Article 4 Public Transportation
 - Article 8 Specialized Transportation via city sponsor
 - Article 3 & 8 TDA Admin or Planning
7. Contact Person/Project Manager
Name: Corinne Hyland

Secondary Contact (in event primary not available): Andrea Solano

8. Project/Program Description/Scope (use additional pages, if needed, to provide details such as work elements/tasks):
See attached **CTSC Vision Zero Work Plan for FY 2026-2028**
9. Project Location/Limits (attach a map and/or photos if available/applicable, include street names): The Vision Zero work plan has a countywide focus engaging all jurisdictions. As needs and opportunities arise in the work plan period, specific jurisdictions, communities, or neighborhoods may be targeted for traffic safety activities.
10. 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) Santa Cruz County experiences higher rates of bicycle and pedestrian involved fatal and injury collisions than other comparison cities across the state and the pandemic exacerbated this (Please see attached **CTSC Vision Zero Work Plan for FY 2026-2028** for crash statistics and rankings). To address this, the CTSC adopted Vision Zero in 2016 as a new approach to our traffic safety work. Vision Zero is a world-wide traffic safety program that aims to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. This program aligns with the mission of the CTSC, which is to prevent traffic-related injuries and fatalities for all road users, with a focus on people biking and walking. The CTSC therefore provides a forum for various agencies and individuals to share information, address issues, collaborate on solutions, and act as a resource for its members and the community. The CTSC envisions

safe, accessible and equitable transportation for all in Santa Cruz County.

11. Project Productivity Goals for this fiscal year:
 - a. Measures of performance, success or completion to be used to evaluate project/program (ex. increase use of facility/service, decrease collisions, etc.): Please see attached **CTSC Vision Zero Work Plan for FY 2026-2028**.
 - b. Number of people to be served/anticipated number of users of project/program (ex. number of new or maintained bike miles; number of people served/rides provided): The target audience for Vision Zero policy adoption in the CTSC work plan is community stakeholders and decision makers in each jurisdiction while also engaging a broad spectrum of community members throughout the county in identifying issues and developing solutions. Please also see the “Centering Equity” section of the work plan on how our programs aim to prioritize underserved, at-risk, and disadvantaged communities through our policy work and direct service. Through a variety of program activities, such as outreach and education, several thousand people are reached directly each year.
12. Consistency and relationship with the Regional Transportation Plan (RTP) - Is program/project listed in the RTP and/or consistent with a specific RTP Goal/Policy? Programmed into the 2045 RTP under project #CO50 as well as Target 2.A.1 in Goal #2.
13. Impact(s) of project on other modes of travel, if any (ex. parking to be removed): The CTSC works to promote safe and active transportation 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. The aim of the attached two-year Vision Zero work plan is to develop policies and projects that use a Safe System approach while encouraging active forms of transportation.
14. Estimated Project Cost/Budget, including other funding sources, and Schedule: *(attach project budget). Specialized Transportation Claims require 10% local match or other performance standard. Local match can take the form of fares, donations, agency charges, grants, revenue sharing and other non-restricted sources. In kind services may NOT apply toward the local match. In lieu of a 10% match performance standard, the Volunteer Center performance standard is to provide 4,000 rides per year.*

What is the total project cost? \$360,000

Is project fully funded? No, additional grant funding is sought each year to match TDA funding.

What will TDA (and STA, if applicable) funds be used on (ex. operations, administration, brochures, engineering, construction)? TDA funds are used for personnel, travel and materials needed to implement the program. Please see attached Community Traffic Safety Coalition Budget for FY 2026-27.

15. Preferred Method and Schedule for TDA-LTF fund distribution *(see RTC Rules and Regulations for details and requirements. Note if funds are distributed in advance of use, agencies will be required to subsequently provide documentation of actual expenditures.):*
 - a. Bike/Ped: Cities/County: Up to 90% upon initiation of work OR 100% upon project completion
HSA/BTW: Quarterly disbursement OR Semi-annual disbursement
 - b. CTSA: Quarterly disbursement, with up to 35% in first quarter, and the remaining quarterly payments being one-third of the remaining claim amount;
OR Quarterly disbursement
 - c. Volunteer Center: Full approved claim amount in the first quarter
 - d. SCMTD: Quarterly disbursement

16. TDA Eligibility:	YES?/NO?
A. Has the project/program been approved by the claimant's governing body? Form of approval _____ (eg resolution, work program, budget, other document) If "NO," provide the approximate date approval is anticipated. _____	Yes
B. Has this project previously received TDA funding? If yes, date RTC approved: _____	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? (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).	No
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
F. For Article 4 transit claims: Does operator meet Article 4 eligibility requirements? i. Farebox recovery ratio? and/or, ii. 50 percent expenditure rule as an older operator, defined as service starting prior to 1974?	N/A

Bike/Ped (Article 8) Only

17. Project Cost/Budget, including other funding sources, and Schedule: (complete "24a" or "24b")

a. Capital Projects (Bicycle projects: Bicycle Advisory Committee or RTC must approve the final project design plans prior to construction; see RTC Rules & Regulations)

	Planning	Environmental	Design/Engineering	ROW	Construction	Other*	Contingency	Total
SCHEDULE (Month/Yr) Completion Date /								
Total Cost/Phase								
\$TDA Requested (this claim)								
Prior TDA:								
Source 3:								
Source 4:								
Unsecured/additional need**								

*Please describe what is included in "Other":

b. 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.

Please see attached Community Traffic Safety Coalition Budget for FY 2026-27.

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

SCMTD, CTSA, Bike to Work, HSA, Volunteer Center Only – PLEASE KEEP ANSWERS BRIEF

18. Improving Program Efficiency/Productivity

- 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, planned productivity improvements). Describe any areas where special efforts will be made to improve efficiency and increase program usage/ridership:

The Community Traffic Safety Coalition (CTSC) strengthened coordination with local jurisdictions to better align resources and expand program reach, such as by supporting the County and the cities of Scotts Valley and Watsonville with Vision Zero Action Plans and contributing to the Santa Cruz County Safety Action Plan. A key trend is the shift toward local ownership of Vision Zero efforts, improving efficiency and long-term sustainability.

CTSC also increased awareness of local traffic safety issues through the [2014–2023 Crash Report](#), helping build support for data-driven decisions, particularly around disproportionate impacts on bicyclists and pedestrians. A follow-up report is planned for release in July.

Partnerships with Ecology Action, UC Santa Cruz, the City of Santa Cruz, and California Highway Patrol expanded engagement through coalition meetings and the E-bike Safety Subcommittee, which is advancing youth safety efforts and exploring countywide education opportunities. The Health Services Agency (HSA) continues to secure funding from the California Office of Traffic Safety and partner on Active Transportation Program Cycle 6 efforts in Watsonville, leveraging external resources to broaden program impact.

For the next fiscal year, the Ride n’ Stride Program will focus on expanding outreach and increasing participation among elementary schools countywide by offering bilingual (English/Spanish) presentations for students. To maximize efficiency and economies of scale, HSA will continue coordinating closely with Ecology Action to avoid duplication of services and strategically schedule school visits by region.

Priorities and goals for next fiscal year also include advancing a countywide Vision Zero education campaign to promote proven safety strategies and maximize reach through shared messaging across jurisdictions. CTSC will continue supporting jurisdictions in moving from planning to implementation, identifying opportunities to align efforts and increase efficiency.

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

CTSC will shift from planning to implementation by supporting jurisdictions in advancing evidence-based strategies through Vision Zero Action Plans. A key effort will be a countywide Vision Zero education campaign.

The campaign will include:

- Promoting evidence-based traffic safety strategies (e.g. roundabouts, speed humps, lane narrowing, separated bicycle and pedestrian facilities, and enhanced lighting and crossings).
- Developing a Vision Zero social media toolkit for use across jurisdictions to support consistent messaging and broader reach.
- Creating educational materials that encourage the use of “crash” and “collision” instead of “accident,” helping shift public perception from inevitability to preventability.
- Producing educational videos on Vision Zero principles and traffic safety strategies and initiatives to increase public awareness and engagement.

CTSC will also prioritize supporting the City of Capitola in adopting a Vision Zero resolution, positioning the City to become eligible for Safe Streets and Roads for All (SS4A) funding and strengthening regional alignment and competitiveness for external funding.

Schedule of regular progress reports including an evaluation at the end of the year:

- SCMD – April each year
- Specialized Transportation: Quarterly¹ to E/D TAC, RTC _____ (Months/Year)
- HSA/BTW: Bicycle Committee (annually or as requested); RTC (annually or as requested)

SCMTD, CTSA and Volunteer Center Only

19. a. Are these transportation services responding to transportation needs not otherwise being met within the community or jurisdiction of the claimant?
- b. Does the project meet an unmet transit need from the most recently approved RTC **Unmet Paratransit and Transit Needs List**? Describe.

CTSA and Volunteer Center (Article 8) Only

20. Where appropriate, are these specialized transportation services coordinated with other transportation services, including METRO service? Describe.
21. Provide performance information, as pertinent, which demonstrate service efficiency and effectiveness, such as: verification of the operating cost per passenger, operating cost per vehicle service hour, passengers per vehicle service hour, passengers per vehicle service mile, and vehicle service hours per employee for last fiscal year (definitions available in Section 99247 of TDA Guidelines). (99246d, per Performance Audits)
- a. *Volunteer Center, only:* provide a minimum 4,000 rides per year
22. Discuss the needs and types of the passengers being served, the employment of part-time drivers and the contracting with common carriers of persons operating under a franchise or license to provide services during peak hours, as defined in subdivision (a) of Section 99260.2. (99246d, per 2010 Performance Audit)

SCMTD, CTSA, Volunteer Center & RTC Only

¹ If feasible, the quarterly TDA reports submitted by Community Bridges for Lift Line as the Consolidated Transportation Services Agency (CTSA) should include on-time performance of the service. Vehicle on-time arrival to pick up a passenger at the scheduled time is an important measure of operational effectiveness and customer service.

Documentation to Include with Your Claim (all TDA Claims):

All Claims

- A **letter of transmittal** addressed to the SCCRTC Executive Director that attests to the accuracy of the claim and all its accompanying documentation.
- Statement from the TDA Eligible Claimant** indicating its role and responsibilities.

Article 8 Bicycle/Pedestrian Claims

- Evidence of environmental review for capital projects**

Article 8 Bicycle/Pedestrian Claims sponsored by RTC (Bike to Work, HSA)

- A **budget including the name (for key personnel), classification, actual hourly rate, and billing rate for labor** (later changes must be approved in writing by RTC TDA coordinator in advance of billing period and should not result in a reduction in scope identified in this claim).
- Approved indirect cost ratio in effect, if planning to use TDA for indirect costs.** *Indirect costs are only eligible if the organization has a current ICAP approved by Caltrans for the period covering when expenditures are incurred.*

All Transit and Specialized Transportation Claims (SCMTD, CTSA, and Volunteer Center)

- A **copy of the operating and capital budgets for the coming fiscal year**
- Description of capital projects**, including timeframe over which project will be funded and implemented
- Operating Plan** for current and upcoming activities (*can be within project/program description*)
- TDA Standard Assurances Checklist**

Article 4 Transit Claims

- A **certification from the California Highway Patrol** (completed within the last 13 months) indicating that the operator is in compliance with Section 1808.1 of the Vehicle Code.
- Other Certifications**

Local Agency Certification:

This TDA Claim has been prepared in accordance with the SCCRTC's Budget, SCCRTC's Rules and Regulations, and Caltrans TDA Guidebook (<http://www.dot.ca.gov/hq/MassTrans/State-TDA.html>). I certify that the information provided in this form is accurate and correct. I understand that if the required information has not been provided this form may be returned and the funding allocation may be delayed.

PROOF OF EXPENDITURES: Claimant acknowledges it is required to submit all expenditure backup as well as evidence of other funding used for project to RTC, to RTC's satisfaction, before receiving periodic disbursement or disbursement upon project completion.

CERTIFIED FISCAL AUDIT: Claimant certifies that it has submitted a satisfactory, independent fiscal audit, with the required certification statement, to SCCRTC and to the State Controller's Office, pursuant to PUC 99245 and CCR 6664 for the prior fiscal year (project year minus two). Claimant assures that this audit requirement will be completed for the current fiscal year (project year minus one). *This requirement does not apply to new transit operators nor Bike to Work or HSA claims submitted through the SCCRTC.*

Signature Corinne Hyland Title: Senior Health Services Manager Date: March 27, 2026

COMMUNITY TRAFFIC SAFETY COALITION

of SANTA CRUZ COUNTY



www.sctrafficsafety.org ♦ www.facebook.com/sctrafficsafety ♦ CTSC@santacruzcounty.us ♦ (831) 454-7551

CTSC Vision Zero Work Plan

Fiscal Years 2026-2028

CTSC Vision and Mission

The Community Traffic Safety Coalition (CTSC) of Santa Cruz County envisions safe, accessible, and equitable transportation for all. The mission of CTSC is to prevent traffic-related injuries and fatalities for all road users, with a focus on people bicycling, walking, and rolling. The vision and mission of CTSC align with Vision Zero, an international policy that aims to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all.

To help achieve the vision and mission, CTSC supported the cities of Watsonville, Santa Cruz, and Scotts Valley, along with unincorporated Santa Cruz County, in passing Vision Zero policies to eliminate traffic-related fatalities and severe injuries. CTSC adopted the Safe System Approach to help jurisdictions reach this goal more effectively. Many countries have adopted this approach to achieve Vision Zero, including the U.S. Department of Transportation (see appendix A for more information on the Safe System Approach).

Vision Zero Needs Statement

Data analysis and community engagement indicates that traffic violence is a serious problem in the county. The high number of reported pedestrian and bicyclist injuries and fatalities over the years led CTSC to Vision Zero. As the coalition and community partners move to increase and enhance active transportation, safety for bicyclists and pedestrians is more important than ever.

2023 Statewide OTS CRASH RANKINGS*

*Most current rankings available

According to the 2023 California Office of Traffic Safety (OTS) rankings, **Santa Cruz County**, including the cities of Watsonville, Santa Cruz, Scotts Valley, and Capitola, ranked among the **10 highest (worst) of all 58 California counties** for the below crash categories involving motor vehicles, bicyclists, and pedestrians.

The rankings are based on a variety of factors, including **observed crash counts, population size, and total vehicle miles traveled.**

Santa Cruz County

Crash Type (victims killed and injured)	Crash Ranking
Bicyclists	1st
Bicyclists (under age 15)	3rd
Had Been Drinking Driver (under 21)	8th

The Cities of Santa Cruz and Watsonville ranked in the top 10 among 103 similarly sized cities for the categories below.

Santa Cruz

Crash Type (victims killed and injured)	Crash Ranking
Bicyclists	2nd

Watsonville

Crash Type (victims killed and injured)	Crash Ranking
Pedestrians (under age 15)	3rd
Pedestrians	4th

Capitola ranked in the top 10 among 74 similarly sized cities for the categories below.

Capitola

Crash Type (victims killed and injured)	Crash Ranking
Pedestrians (65+)	1st
Pedestrians	5th
Bicyclists	2nd
Bicyclists (under age 15)	2nd
Alcohol Involved (under age 21)	6th
Alcohol Involved	10th

The city of Scotts Valley did not rank in any of the top 10 categories.

[\(https://www.ots.ca.gov/media-and-research/crash-rankings/\)](https://www.ots.ca.gov/media-and-research/crash-rankings/)

The UC Berkeley SafeTREC's Transportation Injury Mapping System (TIMS) shows the number of people killed or seriously injured in Santa Cruz County in the 3-year period from 2021 to 2023 increased to 168 people on average as compared to 155 people on average from 2018 to 2020. Statewide trends for the same 3-year periods (2021-2023 compared to 2018-2020) also show an increasing trend for those killed or seriously injured from 17,236 to 19,122, respectively ([TIMS](#))

Centering Equity

At its core, Vision Zero emphasizes that all people have a right to move about their communities safely. That goal cannot be met without acknowledging and addressing racial and socioeconomic disparities in the transportation system. These disparities in transportation are evident across communities worldwide.

Throughout the nation, Vision Zero's data-driven analysis reveals a concentration of traffic safety issues that suggest racialized patterns of disinvestment and neglect. Between 2015 and 2019, the Governor's Highway Safety Association found that the rate of traffic deaths per 100,000 was 146 for American Indians/Alaskan Natives and 69 for African Americans compared to 58 for the total United States population ("[An Analysis of Traffic Fatalities by Race and Ethnicity](#)"). A study conducted by Dangerous by Design found that between 2016-2020, people of color, particularly Native and Black Americans, were more likely to die while walking than any other race or ethnic group ([Dangerous by Design 2022](#)).

Locally, the impact of crashes is also not felt equally. A study done by the CTSC in 2017 found that more than half of Santa Cruz County's fatal and life changing injury crashes occur on only 6% of our streets. More than half of these dangerous streets are in low-income neighborhoods ([sctrafficsafety.org](#)).

There is tremendous income disparity in Santa Cruz County. According to the 2018-2022 U.S. Census, 12.5% of Santa Cruz County residents were living in poverty while the median household income was \$104,409 ([census.gov/quickfacts](#)). Santa Cruz County also has high rates of houselessness. The 2022-2023 Grand Jury Report stated that Santa Cruz County "has more homeless people per capita than anywhere else in California; some 2,300 of our residents are without housing" ([Grand Jury Report 2022-2023](#)). Because unhoused individuals often live in dangerous locations, most notably along high-speed roadways, they shoulder a disproportionate share of traffic-related injuries and fatalities ([Sonoma Vision Zero Action Plan, 2022](#)).

CTSC focuses traffic safety efforts on communities that are disproportionately impacted by traffic violence, including lower-income areas and school districts, unhoused individuals, people of color, and migrant and seasonal farmworkers. The coalition will utilize newly developed equity data tools, such as the [Regional Transportation Commission's Santa Cruz County Transportation Equity Plan](#), [USDOT Equitable Transportation Community \(ETC\) Explorer](#) and the [Caltrans Transportation Equity Index \(EQI\)](#), to gain greater insight into the impacts of inequity on transportation in the county. The coalition is now in its ninth year of Vision Zero work, and this plan will continue that work with an emphasis on equity into 2028.

Vision Zero Work Plan Objectives and Activities for Fiscal Years 2026-2028

GOAL: Promote and support Vision Zero policies, task forces, and action plans in all jurisdictions throughout the county utilizing the Safe System Approach.

Four out of five jurisdictions within Santa Cruz County have adopted Vision Zero. The City of Watsonville passed a Vision Zero policy in 2018, formed the Watsonville Vision Zero Task Force in 2020, and developed their first Vision Zero Action Plan in 2021. The City of Santa Cruz adopted Vision Zero in 2019. Unincorporated Santa Cruz County (“the County”) and the City of Scotts Valley passed resolutions in August 2022.

The County received federal Safe Streets & Roads for All (SS4A) funding in 2023 to develop new Vision Zero Action Plans for the County and Scotts Valley. Watsonville is also included in the SS4A grant to update their Action Plan. The County, Scotts Valley, and Watsonville have done extensive community outreach and data collection to effectively develop or update their Action Plans. More recently, Santa Cruz received SS4A funding and is in the process of collaborating with partners and collecting data.

CTSC continues to promote Vision Zero adoption and implementation within jurisdictions. CTSC plays an advocacy role in supporting the jurisdictions in implementing Vision Zero, as well as developing and maintaining collaborative relationships for other grant funded traffic safety programs that support Vision Zero. Unlike each of the county’s jurisdictions, CTSC can neither create nor implement Vision Zero policies, task forces, or action plans (see Appendix B for more information on CTSC’s roles and responsibilities).

CTSC will maintain and enhance countywide Vision Zero collaboration and support across jurisdictions through the below objectives, which align with the five elements of the Safe System Approach: Safer People, Safer Roads, Safer Vehicles, Safer Speeds, and Post-Crash Care.

Primary Objectives

Safer People: Encourage safe, responsible behavior by road users and create conditions that prioritize their ability to reach their destination unharmed.

- Staff programs:
 - Child Passenger Safety (CPS) educates low-income parents and caregivers on properly securing young passengers in their vehicles and distributes car seats through CPS technicians.
 - Bicycle Traffic School (BTS) quarterly classes provide a diversion program for bicycle traffic violators and educate interested members of the public on bicycle safety. Enhance promotion of BTS through school newsletters, flyers, and social media.
 - Ride n’ Stride offers safe walking and biking presentations in English and Spanish to elementary schools and parent/caregiver groups throughout the county, with an emphasis on lower-income school districts.

- Bicycle Helmet Fit and Distribution at schools, community events, and through established helmet fit sites, focusing on communities lacking resources, such as unhoused persons and lower-income individuals and families.
- Staff activities:
 - Share timely traffic safety news, events, PSAs, and education on CTSC Facebook and Instagram platforms.
 - Maintain the CTSC web page to promote traffic safety programs and Vision Zero efforts.
 - Offer educational materials in English, Spanish, and indigenous languages spoken within the community (e.g., Mixteco, Triqui, and Zapoteco) when possible.
- Conduct a county-wide Vision Zero educational campaign, including:
 - Promote education on evidence-based traffic safety strategies, including roundabouts, speed bumps, lane narrowing, separated bicycle and pedestrian facilities, and enhanced lighting and crossings.
 - Develop a Vision Zero social media toolkit for use across jurisdictions to support consistent messaging and broader reach.
 - Develop educational materials promoting the use of “crash” and “collision” instead of “accident” to shift public perception from inevitability to preventability.
 - Produce educational videos on Vision Zero, traffic safety, and CTSC initiatives to increase public awareness and engagement.
- Coordinate an annual Week Without Driving campaign and community event in partnership with Santa Cruz METRO and the County’s Community Development and Infrastructure Department.
- Develop and disseminate educational materials and deliver presentations to promote pedestrian and bicycle safety, with an emphasis on e-bike safety.
- Collaborate with the County Substance Use Disorders Services (SUDS) program on DUI/impaired driving prevention.
- Host events for elected officials and relevant government staff to experience traveling through the county using active transportation.
- Develop questions for candidates running for office regarding safe and active transportation.

Safer Roads: Design roadway environments to mitigate human mistakes and reduce the chances of severe injury and death to facilitate safe travel by the most vulnerable road users (e.g., pedestrians and bicyclists). The role of the CTSC is to support and advocate for local jurisdictions to design and build roadway improvements that increase safety for all road users.

- Assist in collecting and analyzing crash and safety data to identify and evaluate problem areas and traffic situations.
- Include community members and community feedback when planning and designing traffic safety systems and infrastructure projects.
- Incorporate system-level changes that allow for consideration of project impacts on those using active transportation.
- Advocate for evidenced-based traffic safety approaches (e.g., roundabouts, speed bumps, narrowing travel lanes, separated bicycle and pedestrian facilities, and improved lighting and pedestrian crossings).

- Encourage funding and land use planning to increase opportunities for more active and sustainable forms of transportation.
- Advocate for utilizing pop-up infrastructure demonstration projects prior to design and construction of permanent road improvements.
- Complete bicycle and pedestrian safety audits to proactively identify dangerous road locations that can inform jurisdictions of high priority areas for road safety improvements.
- Promote [RTC's Hazard Report](#) to improve roadways and enhance pedestrian and bicyclist safety.

Safer Vehicles: Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

- Child Passenger Safety (CPS):
 - Provides free car seats and car seat inspections to lower-income families to help ensure greater vehicle safety for young occupants.
 - Keeps informed about the latest car seat and vehicle restraint system safety technology and recall information.
 - Uses the National Digital Car Seat Check form to improve consistency, accuracy, and quality of child passenger safety data collected during car seat check events and car seat appointments.
 - Provides input on local, state, or federal policies and designs that make vehicles safer, such as collision avoidance systems and connected vehicle technology.
- Provide education on safe vehicles and enhanced safety features, including the installation of backup cameras.
- Advocate for appropriate safety measures on large vehicles (e.g., safety features for limited visibility and lateral protective devices (LPDs), also known as side guards, on commercial vehicles)

Safer Speeds: Promote safer speeds in all roadway environments through a combination of roadway design, speed-limit setting, education, and enforcement.

- Traffic Calming staff program:
 - Provides trash can stickers to slow traffic on residential streets in the City of Santa Cruz, and PACE car stickers to residents in all local jurisdictions to slow traffic on residential streets.
- Collaborate with jurisdictions on speed management (e.g., funding to implement temporary projects that slow vehicle speeds and sharing research reports on effective measures to slow drivers).

- Promote lowering speeds on high injury corridors to reduce fatal and serious injury crashes.
- Engage with the local government to address traffic speed issues that community members experience.
- Support projects that slow vehicle speeds and protect bicyclists and pedestrians.
- Advocate for installing cameras at busy intersections to capture red-light running and speeding, especially at school zones and high-crash locations.

Post-Crash Care: Enhance the survivability of crashes through expedient access to emergency medical care. Enhance trauma support to crash victims and generate greater awareness of crashes and the impact they have on communities.

- Post online acknowledgements and response to lives lost and those severely injured.
- Develop and share annual crash reports with elected officials, law enforcement agencies, fire departments, the County Office of Education and the public to highlight local traffic safety issues.
- Involve multiple stakeholders, such as fire and police departments, to review factors that contribute to local serious injury and fatal crashes.
- Assist in identifying the built environment factors that impact crash dynamics and increase understanding that the designers of those systems hold responsibility as well to reduce “victim blaming.”
- Work with law enforcement agencies to share local crash data and report on traffic citation trends, especially regarding e-bikes.
- Assist jurisdictions in developing a plan to respond to fatal and severe injury crashes.
- Participate in the World Day of Remembrance for Road Traffic Victims or other annual memorial events.
- Develop and explore resources to support families who have been impacted by traffic violence, including resources from Families for Safe Streets.
- Reach out to crash survivors and individuals who have lost loved ones to hear their stories and engage them in generating greater awareness to humanize these traumatic experiences.

Appendix A

The Safe System Approach

The Safe System Approach incorporates the following 6 principles:

1. **Death and Serious Injuries are Unacceptable.** A Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries.
2. **Humans Make Mistakes.** People will inevitably make mistakes and make decisions that can lead or contribute to crashes, but the transportation system can be designed and operated to accommodate certain types and levels of human mistakes to avoid death and serious injuries when a crash occurs.
3. **Humans are Vulnerable.** Human bodies have physical limits for tolerating crash forces before death or serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates those physical human vulnerabilities.
4. **Responsibility is Shared.** All stakeholders—including government at all levels, industry, non-profit/advocacy, researchers, and the public—are vital to preventing fatalities and serious injuries on our roadways.
5. **Safety is Proactive.** Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and react afterwards.
6. **Redundancy is Crucial.** Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people.

Unlike prior approaches that prioritize human behavior and place most of the blame on the individuals involved in a crash, the Safe System Approach works by building and reinforcing multiple layers of protection to prevent crashes from happening and minimizing harm to individuals when crashes occur. This holistic approach incorporates the following 5 objectives to achieve zero traffic deaths and serious injuries:

Safer People: Encourage safe, responsible behavior by road users and create conditions that prioritize their ability to reach their destination unharmed.

Safer Roads: Design roadway environments to mitigate human mistakes and reduce the chances of severe injury and death to facilitate safe travel by the most vulnerable road users.

Safer Vehicles: Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

Safer Speeds: Promote safer speeds in all roadway environments through a combination of roadway design, speed-limit setting, education, and enforcement.

Post-Crash Care: Enhance the survivability of crashes through expedient access to emergency medical care. Enhance trauma support to crash victims and generate greater awareness of crashes and the impact they have on communities.



<https://www.transportation.gov/NRSS/SafeSystem>

Appendix B

CTSC Roles and Responsibilities

The coalition staff are employed by the County of Santa Cruz Health Services Agency (HSA) in the Public Health Division and are responsible for assisting the coalition in managing its operations, including coalition meetings, member communication, and community engagement, as well as work plan development, implementation, and evaluation. The coalition members and partner agencies actively participate in meetings and play an advisory role in fiscal management and strategic planning. Members and partner agencies take on specific work plan tasks as appropriate. Two coalition leaders (Co-Chairs) are elected by coalition members for two-year terms and are responsible for facilitating coalition meetings, providing expertise and guidance to coalition staff, and signing coalition letters.

CTSC will provide support, technical assistance, and resources to jurisdictions and the community to implement Vision Zero, as well as develop and maintain collaborative relationships for other grant funded traffic safety programs that support Vision Zero. The Coalition and staff are also committed to providing traffic safety programming, such as the Ride n' Stride education program, the Bicycle Traffic

School diversion program, Bicycle Helmet Fit and Distribution Sites, participation in Bike/Walk to School and other community outreach events, Pace Car and Trash Can Sticker traffic calming programs, maintenance of the CTSC website at sctrafficsafety.org, Facebook and Instagram platforms, and traffic related injury and fatality crash data.

**Community Traffic Safety Coalition
Vision Zero Budget, TDA FY 2026-27**

Line Item	TDA Budget	HSA Match	Total Project Costs
Personnel (Salary + Benefits)			
Health Educator(s) , 1.0 FTE	75,000	56,500	131,500
Health Program Specialist(s), 1.0 FTE	75,000	58,500	133,500
Program Manager/Support Staff		89,000	89,000
Subtotal Personnel	150,000	204,000	354,000
Travel/Mileage	1,000		1,000
Direct Costs			
Project Implementation	5,000		5,000
Totals	\$156,000	\$204,000	\$360,000

CTSC's Vision Zero programs include:

Ride n' Stride
 Child Passenger Safety
 Bicycle Traffic School
 Helmet Fit & Distribution program
 Traffic Calming program
 Website, FB Page, YouTube channel
 Match for ATP, OTS, SS4A, other grants

BIANNUAL PROGRESS REPORT TRANSPORTATION DEVELOPMENT ACT FUNDS

**Fiscal Year 24-25 Second BIANNUAL PERIOD
January 1, 2025-June 30, 2025**

**Project Title: Community Traffic Safety Coalition
Agency: Santa Cruz County Health Services Agency
Project Contact: Kelly Curlett**

Vision Zero Work Plan Activities Progress

The Community Traffic Safety Coalition (CTSC) will continue to promote Vision Zero adoption and implementation within jurisdictions, as well as develop and maintain collaborative relationships for other grant funded traffic safety programs that support Vision Zero.

Primary work plan objectives:

1. Safer People: Encourage safe, responsible behavior by road users and create conditions that prioritize their ability to reach their destination unharmed.
2. Safer Roads: Design roadway environments to mitigate human mistakes and reduce the chances of severe injury and death to facilitate safe travel by the most vulnerable road users (e.g. pedestrians and cyclists). The role of the CTSC is to support and advocate for local jurisdictions to design and build roadway improvements that increase safety for all road users.
3. Safer Vehicles: Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.
4. Safer Speeds: Promote safer speeds in all roadway environments through a combination of roadway design, speed-limit setting, education, and enforcement.
5. Post-Crash Care: Enhance the survivability of crashes through expedient access to emergency medical care. Enhance trauma support to crash victims and generate greater awareness of crashes and the impact they have on communities.

Progress on activities for each objective:

Safer People: Encourage safe, responsible behavior by road users and create conditions that prioritize their ability to reach their destination unharmed.

- Facilitated **two Bike Traffic School classes** on February 8th and May 8th with 4 and 2 court referred attendees, respectively.
- Participated in meetings with Tiffany Martinez, the Community Development and

Infrastructure Departmental Communications Officer, and Rebecca Downing, Santa Cruz Metro Board Chair, on February 27th, April 9th, and May 28th to discuss collaboration on a county-wide **Week Without Driving Campaign** from September 29th to October 5th. The purpose of the campaign is to raise awareness of the barriers and challenges faced by non-drivers and promote safer driving and the importance of creating an accessible community for all.

- Facilitated **helmet fit trainings** for one new staff member from Ecology Action on March 7th and for four staff members from Cradle to Career on April 1st.
- Collaborated with Tiffany Martinez in March on the development of social media posts to promote information regarding Vision Zero and infrastructure improvements within the county to reduce fatal and serious injury collisions.
- Drafted and finalized in May the [2014-2023 Crash Report](#) to raise awareness of local traffic safety issues and advocate for safety improvements in our community.
- Developed and shared social media posts to CTSC's Facebook and Instagram accounts for National Bike Safety Month in May. Posts included information regarding e-bike safety and workshops; the importance of wearing a helmet; Bike to Wherever Day; two Watsonville Community Bike Rides; and the e-bike survey. The posts reached 703 individuals.
- Presented to members of the Elderly and Disabled Transportation Advisory Committee on May 13th regarding Vision Zero, the Safe System Approach, and the 2024-2026 CTSC Vision Zero Work Plan.
- Convened an **E-bike Safety Subcommittee meeting** on May 19th to share the findings from an e-bike survey for parents of 6th-12th grade students to inform teen e-bike related educational efforts. The survey was developed by a Cal-EIS Fellow with assistance from CTSC staff, Ecology Action, and Public Health's Population Health unit.
- Convened a **CTSC meeting** on June 3rd to share the results of the e-bike survey as well as discuss the county-wide Week Without Driving Campaign.
- Assisted the Cal-EIS Fellow with developing a [CTSC E-bike Survey Results Handout](#) to share with Subcommittee and CTSC members.
- Presented to 30 healthcare providers on a county-wide **Clinician Resource Call** on June 10th regarding the 2014-2023 Crash Report and how providers can support traffic safety efforts.
- Drafted and submitted a **mini-grant application** to America Walks for \$2,000 on June 17th to fund a county-wide community event during the Week Without Driving campaign.
- Drafted and finalized in June the **Impact of Traffic Violence on Santa Cruz County** ([English](#), [Spanish](#)) to provide an overview of the key findings from the Crash Report.
- Drafted the **press release** for the Crash Report the end of June for release in July.
- Provided pedestrian and bicyclist traffic safety education and informational pamphlets/flyers reaching a total of 609 individuals at the following 4 events: Earth Day Santa Cruz, Children's Day at Alianza Charter School, Bike to Wherever Day, and a Watsonville community bike ride.

- Provided information and resources on car seat safety via OTS funding at Earth Day Santa Cruz and Children’s Day at Alianza Charter School.
- Facilitated **22 Ride n’ Stride** presentations via TDA funding at 7 lower-income elementary schools in Watsonville reaching 459 students.
- Facilitated 20 bicycle and pedestrian safety education sessions for 422 elementary students at 8 elementary schools via OTS funding.
- Subcontractor, Ecology Action continues implementation on the County HSA’s state Active Transportation Program Cycle 6 (ATP6) non-infrastructure grant to implement education and encouragement activities at 12 Watsonville schools over four years, including several traffic gardens and temporary pop-up infrastructure projects.
- Purchased and received the following **TDA funded items** for distribution and use at community events, pedestrian safety walks and bike rides, Ride n’ Stride presentations, and to community partners serving low-income and unhoused community members:
 - 25 bike light sets (50 lights)
 - 1,000 reflective slap bracelets
 - 500 reflective arm bands
 - 500 reflective pendants
 - 2 crossing guard signs
 - 5 helmet fitting measuring tapes
 - 90 bicycle helmets (TDA and OTS funded)
 - 800 walk and bike safety coloring books (500 English, 300 Spanish)
 - 800 crayons
 - Box of traffic safety teaching cards
- Distributed the following safety items purchased via TDA funding:
 - 100 reflective pendants at the Fourth of July Parade in Aptos to promote Week Without Driving.
 - 13 reflective arm bands at a bilingual pedestrian safety presentation followed by a low-stress walk for older adults.
 - 13 helmets at a community bike ride in Watsonville.
- Distributed the following safety items purchased via OTS funding:
 - 109 helmets at community-based helmet fitting sites, community events, and elementary schools.
 - 1,488 reflective slap bracelets and arm bands at community events and presentations.
 - 32 bike light sets (64 lights) for community partners.

Safer Roads: Design roadway environments to mitigate human mistakes and reduce the chances of severe injury and death to facilitate safe travel by the most vulnerable road users (e.g. pedestrians and cyclists). The role of the CTSC is to support and advocate for local jurisdictions to design and build roadway improvements that increase safety for all road users.

- Participated in biweekly planning meetings as part of the federal SS4A grant for gathering data and community input to develop Vision Zero Action Plans for the City

of Scotts Valley, the County unincorporated area, and to update the current City of Watsonville plan.

- Participated in the January 7th, March 4th, and May 6th **Watsonville Vision Zero Task Force** meetings to discuss progress on the Vision Zero Corridors Study to improve roadway safety.
- Convened **CTSC meetings** on February 10th and April 1st focusing on reviewing and finalizing the Crash Report.
- **Distributed the Crash Report** to all local elected officials and law enforcement agencies on May 23rd to advocate for roadway improvements in the county.

Safer Vehicles: Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

- Distributed 36 child safety seats (34 OTS funded) with 23 of those seats distributed via individual appointments to low-income family members and 13 seats through our partner agency technicians at Raices y Cariño, Santa Cruz Community Health, and Early Head Start / Head Start.
- Child Passenger Safety Technicians (CPST) continued to track and document local car seat safety data utilizing the National Digital Car Seat Check Form (NDCF) to identify local trends and patterns to enhance safety efforts.
- Continued to monitor legislation at the state and national level on vehicle safety standards and crash avoidance technology.
- Continued to review the list of recalls for car seats and restraint systems on vehicles as part of the CPS program each time one of our CPSTs meets with a family to inspect or install a car seat or booster seat.

Safer Speeds: Promote safer speeds in all roadway environments through a combination of roadway design, speed-limit setting, education, and enforcement.

- Provided education and **traffic calming and pace car stickers** to community members residing in the City of Santa Cruz.

Post-Crash Care:

- Acknowledged and responded to lives lost due to traffic collisions in our county via postings of fatalities on the CTSC Facebook page.
- Provided the [Families for Safe Streets](#) resource in both the full Crash Report and overview and key findings to promote resources for victims or loved ones of victims of traffic violence.
- Participated in a meeting with City of Watsonville staff on June 13th to discuss plans for the annual **World Day of Remembrance for Road Traffic Victims** event on November 16th.

CTSC Media Coverage

CTSC was not featured in the media during this biannual period but received significant

media coverage the beginning of the 2025-2026 Fiscal Year with the release of the 2014-2023 Crash Report.

CTSC Letters of Support/Advocacy

- 1) **January 13, 2025** – Sent a letter to the City of Capitola in support of the City’s Active Transportation Plan to increase active transportation through improved infrastructure, safety measures, and community engagement.
- 2) **January 21, 2025** – Sent a letter to the Santa Cruz County Board of Supervisors to express concerns regarding the proposal to permit on-site cannabis consumption in lounges in Santa Cruz County given the potential public safety risks associated with cannabis consumption and impaired driving.

Webinars, Conferences, and Trainings Attended

Real Talk on Equity in Roadway Safety— June 5th

Hosted by the Vision Zero Network, this one-hour webinar brought together a panel of experts for a discussion about what it takes to see the changes that are needed to cultivate transportation systems that are truly safe and accessible for everyone.

An Overview of Equity Protections in Speed Camera Programs — June 13th

Hosted by the Vision Zero Network, this one-hour webinar discussed how speed safety cameras, when thoughtfully implemented, offer significant safety benefits and provide an alternative to police-led traffic stops, which require more resources and are associated with racial bias.

Prioritizing Vision Zero Efforts for Greatest Impact— June 20th

Hosted by the Vision Zero Network, this one-hour webinar explored ways communities can take a more holistic approach to identifying problem areas and appropriate solutions, building buy-in for change, and promote opportunities for agencies to better coordinate safety improvements with other infrastructure work.

Preventing Pediatric Vehicular Heatstroke— April 30th

This webinar provided a comprehensive analysis of contributing factors (including environmental, behavioral, and vehicular), recent research, and national statistics regarding pediatric vehicular heatstroke. Staff further shared this webinar with local child passenger technicians and champions.

Ongoing CTSC Programs

Bicycle Traffic School (BTS) – BTS two-hour classes are now offered quarterly and are taught by CTSC staff. The two-hour classes continue to be taught virtually after transitioning to this format during the pandemic. CTSC staff provides information about this diversion program to local law enforcement agencies regularly. In addition, the class is offered free to the public for those who want to feel safer and more confident riding on busy local streets.

Traffic Calming Programs - In an effort to slow traffic on residential streets, CTSC offers both a Trash Can Sticker and PACE Car stickers for community members to use when speeding is an issue in their neighborhood. The Trash Can Sticker is a sticker developed by CTSC that says 'Please Drive Slowly' to be placed on curbside waste collection bins. This traffic calming program is currently operating in the City of Santa Cruz only. The PACE Car program also aims to reduce speeds in neighborhoods and has been ongoing for many years. Pace car community members sign a pledge to drive within the speed limit, stop for pedestrians, drive courteously, and display a Pace Car Sticker on their vehicles. The more Pace car drivers in a neighborhood, the more effectively the program works to slow traffic. Anyone who is interested in requesting a Trash Can or Pace Car sticker may go to the Order/Comment Form of the CTSC website at www.sctrafficsafety.org

Child Passenger Safety (CPS) Program – CTSC staff also coordinate the county's CPS program that consists of community education and outreach, technician training and support, and car seat installation and checkup events. Quarterly stakeholder meetings are held to coordinate events, share resources, and discuss how best to serve low-income families in need of car seat inspections and education. Additional grant funding is secured annually for this program to cover staff time and to purchase car seats.

CTSC Website, Facebook Page and YouTube Channel – CTSC maintains an active social media presence through its website, Facebook page, and YouTube channel. The Facebook page at www.facebook.com/sctrafficsafety is used to share timely traffic safety related news and events, promote safe traffic behaviors, and air targeted PSAs. The YouTube channel at www.youtube.com/sctrafficsafety includes video playlists for bike safety, distracted driving, and child passenger safety resources. Our website outlines information on CTSC meetings, Vision Zero, BTS, and our other programs, such as Ride n' Stride.

Photographs From Events



Earth Day Santa Cruz



Aptos Fourth of July Parade



Bike to Wherever Day

Please find the invoices and supporting documentation for TDA funds for the period January-June 2025 attached.

BIANNUAL PROGRESS REPORT TRANSPORTATION DEVELOPMENT ACT FUNDS

Fiscal Year 25-26 Second BIENNIAL PERIOD

July 1, 2025-December 31, 2025

Project Title: Community Traffic Safety Coalition

Agency: Santa Cruz County Health Services Agency

Project Contact: Kelly Curlett

Vision Zero Work Plan Activities Progress

The Community Traffic Safety Coalition (CTSC) continues to promote Vision Zero adoption and implementation within jurisdictions, as well as develop and maintain collaborative relationships for other grant funded traffic safety programs that support Vision Zero.

Primary work plan objectives:

1. **Safer People:** Encourage safe, responsible behavior by road users and create conditions that prioritize their ability to reach their destination unharmed.
2. **Safer Roads:** Design roadway environments to mitigate human mistakes and reduce the chances of severe injury and death to facilitate safe travel by the most vulnerable road users (e.g. pedestrians and cyclists). The role of the CTSC is to support and advocate local jurisdictions to design and build roadway improvements that increase safety for all road users.
3. **Safer Vehicles:** Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.
4. **Safer Speeds:** Promote safer speeds in all roadway environments through a combination of roadway design, speed-limit setting, education, and enforcement.
5. **Post-Crash Care:** Enhance the survivability of crashes through expedient access to emergency medical care. Enhance trauma support to crash victims and generate greater awareness of crashes and the impact they have on communities.

Progress on activities for each objective:

Safer People: Encourage safe, responsible behavior by road users and create conditions that prioritize their ability to reach their destination unharmed.

- Shared a [press release](#) announcing the [2014-2023 Crash Report](#) and “*Impact of Traffic Violence on Santa Cruz County*” summary ([English](#), [Spanish](#)) on July 17.
- Convened two E-bike Safety Subcommittee meetings on May 8 and October 27. At the May 8 meeting, members shared updates on crash statistics, as well as e-bike

safety programs and strategies for potential collaboration. At the October 27 meeting, Claire Gallogly presented on the City of Santa Cruz's policy, enforcement, and educational plans to improve e-bike safety. Additionally, members discussed applying for an ATP Cycle 8 grant to develop e-bike safety curriculum for middle and high school students.

- Facilitated two Bike Traffic School classes. The class on August 9th had four court referred attendees, as well as three non-court referred minors that attended with a parent for a total of ten participants. The second class on November 6th had seven court referred attendees, as well as one minor and two parents for a total of ten participants.
- Facilitated a helmet fit training on August 12 at Ecology Action's Watsonville office for three new Ecology Action and two new Growing Greatness staff members.
- Convened three CTSC meetings on August 5, October 7, and December 2. Agenda items from the August 5 meeting included: a presentation on the Ben Lomond Village Alliance's request for a crosswalk/beacon at the Newell and Madrone intersection, and a discussion of follow-up and additional promotion of the 2014-2023 Crash Report. Agenda items from the October 7 meeting included: a recap of the Week Without Driving (WWD) campaign and event, as well as a presentation regarding World Day of Remembrance and plans to host the 2025 event at Chanticleer County Park. Agenda items from the December 2 meeting included: a presentation and discussion on HiRail (rubber-grade fillings for railroad flanges), and development of the 2026-2028 Vision Zero Work Plan.
- Collaborated with Tiffany Martinez (Community Development and Infrastructure Departmental Communications Officer), Rebecca Downing (Santa Cruz Metro Board Chair), and Danielle Frost (Santa Cruz Metro Chief Communications & Marketing Officer) on social media advertising and distribution of posters to promote WWD from September 29-October 5. The purpose of WWD is to raise awareness of the barriers and challenges faced by non-drivers and promote safer driving and the importance of creating an accessible community for all.
- Secured funding in the amount of \$1,000 through an America Walks grant to purchase items (t-shirts, reflective tags, and a stage) for the county-wide WWD event on September 30 at the Capitola Mall.
- Coordinated outreach with community partners, including Mission Pedestrian, Go Santa Cruz County, CHP, Santa Cruz County Office of Response, Recovery & Resilience, and the RTC Elderly and Disabled Transportation Advisory Committee to host booths at the WWD event.
- Hosted a CTSC booth at the WWD event to promote bicycle and pedestrian safety and information on the 2014-2023 CTSC Crash Report.
- Participated in a Senior Resource Fair in Watsonville on October 3, reaching 40 older adults with bike and pedestrian safety education, focusing on walking and biking precautions tailored to older adults, via OTS funding.
- Developed and shared social media posts to CTSC's Facebook and Instagram accounts for both California Pedestrian Safety Month in September and National Pedestrian Safety Month in October. Posts included information regarding the Week

Without Driving campaign/event, trick or treating safety, the high rates of pedestrian deaths and injuries in Santa Cruz County, the different factors involved in pedestrian safety and how to stay safe, and a community event on safer walking and biking in Watsonville. The posts reached 4,928 individuals.

- Participated in two Walk & Roll to School Day events hosted by Ecology Action on October 8 and October 15. CTSC staff assisted with set up, checked in students, and distributed healthy snacks. Staff supported a total of 394 students at six schools in Watsonville.
- Facilitated an e-bike safety presentation with Officer Murillo, CHP Public Information Officer for the Santa Cruz area, at the Live Oak Boys and Girls Club to 17 teens and parents on November 17.
- Participated in a Senior Resource Fair in Watsonville on October 3, reaching 40 older adults with bike and pedestrian safety education, focusing on walking and biking precautions tailored to older adults, via OTS funding.
- Facilitated seven Ride n' Stride presentations via TDA funding reaching 105 students.
- Facilitated six bicycle and pedestrian safety education sessions for 135 elementary students at two elementary schools via OTS funding.
- Subcontractor, Ecology Action continues implementation on the County HSA's state Active Transportation Program Cycle 6 (ATP6) non-infrastructure grant to implement education and encouragement activities at 12 Watsonville schools over four years, including several traffic gardens and temporary pop-up infrastructure projects.
- Distributed the following safety items purchased via TDA funding at events, presentations, and to community partners serving low-income and unhoused members:
 - 40 helmets at community-based helmet fitting sites, community bike rides, and elementary schools.
 - 770 reflective slap bracelets at community events and presentations.
 - 19 bike light sets (38 lights) to community partners.
 - 375 reflective pedants at community events and elementary schools

Safer Roads: Design roadway environments to mitigate human mistakes and reduce the chances of severe injury and death to facilitate safe travel by the most vulnerable road users (e.g. pedestrians and cyclists). The role of the CTSC is to support and advocate for local jurisdictions to design and build roadway improvements that increase safety for all road users.

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- Attended biweekly planning meetings as part of the federal Safe Streets and Roads for All grant. Provided input on Vision Zero Safety Action Plans drafts for the City of Scotts Valley, the County unincorporated area, and to update the current City of Watsonville plan.
- Participated in Watsonville Vision Zero Task Force meetings on July 1, September 2, and November 4 to discuss progress on the Vision Zero Corridors Study and improving roadway safety.

- Presented to members of the RTC Bicycle Advisory and Interagency Technical Advisory Committees regarding the Crash Report on August 11 and 12, respectively.

Safer Vehicles: Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

- Provided information and resources on car seat safety via OTS funding at four community events reaching a total of 267 youth and adults.
- Participated in five highly publicized child safety seat checkups hosted by agencies at community locations to educate and empower parents and caregivers to properly install and use an appropriate car seat for their child via OTS funding.
- Conducted one child safety seat education class at Migrant and Seasonal Head Start, reaching a total of 17 professionals who transport children via OTS funding.
- Collaborated with the Sheriff's Department to train patrol officers on child passenger safety restraint systems via OTS funding. Roughly 100 patrol officers attended a two hour in-person training session that included hands-on installation activities and practice installing car seats in patrol cars.
- Child Passenger Safety Technicians (CPST) continued to track and document local car seat safety data utilizing the National Digital Car Seat Check Form (NDCF) to identify local trends and patterns to enhance safety efforts.
- Continued to monitor legislation at the state and national level on vehicle safety standards and crash avoidance technology.
- Continued to review the list of recalls for car seats and restraint systems on vehicles as part of the CPS program each time one of our CPSTs meets with a family to inspect or install a car seat or booster seat.

Safer Speeds: Promote safer speeds in all roadway environments through a combination of roadway design, speed-limit setting, education, and enforcement.

- Shared social media posts providing statistics on how higher speeds greatly increase injury/fatality rates among pedestrians via the CTSC Facebook and Instagram platforms.
- No requests for traffic calming and pace car stickers this biannual period.

Post-Crash Care:

- Participated in meetings with the City of Watsonville and Santa Cruz County Community Development and Infrastructure staff on July 16, August 3, September 19, and October 9 regarding the 2025 World Day of Remembrance event. This year, plans were made to hold the event in a more centralized location (Chanticleer County Park) to draw participation from both north and south county. Unfortunately, the event was canceled due to inclement weather.
- Collaborated with Jillian Ritter, First District Supervisor's Manu Koenig's Analyst, to issue a proclamation for World Day of Remembrance for Road Traffic Victims.
- Attended the County's Board of Supervisors' meeting on November 18 to speak during public comment on the significance of World Day of Remembrance and

express gratitude for the proclamation.

CTSC Media Coverage

Santa Cruz Sentinel—July 10, 2025

Soquel man killed in e-bike crash near Watsonville identified

This article reports on the death of a 78-year-old man who was killed in an electric bike crash outside of Watsonville. At the end of the article, the Santa Cruz County Health Services Agency is mentioned as a resource for e-bike safety and offers a link to CTSC’s “*What to Know About E-bike Safety*” handout.

Link: <https://www.santacruzsentinel.com/2025/07/10/soquel-man-killed-in-e-bike-crash-near-watsonville-identified/>

Lookout Santa Cruz— July 1, 2025

Santa Cruz County drivers beware: SO much as touching your cellphone in the car could now get you fined

This article highlights the new law making it illegal to touch your phone while driving to help prevent distracted driving. The article includes a statement from Kelly Curlett about the upcoming release of the crash report and that data on the number of crashes caused by distracted driving is hard to pinpoint.

July—17, 2025

The 2014-2023 Crash Report was highlighted in the following articles, as well as radio and news broadcasts:

Santa Cruz County ranks second in California for bike, alcohol-related crashes, safety report shows

Link: <https://lookout.co/santa-cruz-county-ranks-second-in-california-for-bike-alcohol-related-crashes-safety-report-shows/story>

Santa Cruz County ranks high in bicycle and pedestrian crashes

Link: <https://www.ksbw.com/article/santa-cruz-county-high-bicycle-pedestrian-crashes/65442280#:~:text=A%20new%20report%20from%20Santa,about%2C%22%20Laurn%20Cummins%20said.>

Santa Cruz County ranks second worst in the state for bicycle deaths and injuries

Link: <https://kioncentralcoast.com/news/2025/07/18/santa-cruz-county-ranks-second-worst-in-state-in-bicycle-deaths-and-injuries/>

Santa Cruz County Safety Coalition releases 2014-2023 Crash Report

<https://pressbanner.com/community-traffic-safety-coalition-releases-2014-2023-crash-report/>

Bike fatalities high in Santa Cruz County, public broadcasting funding at risk

Link: <https://www.kazu.org/kazu-news/2025-07-17/bike-fatalities-high-in-santa-cruz-county-public-broadcasting-funding-at-risk>

CTSC Letters of Support/Advocacy

There were no requests for letters of support this biannual period.

Webinars, Conferences, and Trainings Attended

Videography 101 Training—July 16

Hosted by the County, this workshop covered the essentials of video production, including camera settings, framing, lighting, audio basics, and basic storytelling to develop programmatic videos for various departments. Staff will utilize these skills to develop traffic safety videos to post on CTSC Facebook and Instagram platforms.

Santa Cruz Safety Action Plan Safer Streets Workshop—October 29

Hosted by the City of Santa Cruz Public Works Department, this workshop included a review of traffic safety best practices of traffic safety and a walk audit on Laurel Street from Mission Street to Front Street to identify problem areas and potential traffic safety improvements.

Ongoing CTSC Programs

Bicycle Traffic School (BTS) – BTS two-hour classes are now offered quarterly and are taught by CTSC staff. The two-hour classes continue to be taught virtually after transitioning to this format during the pandemic. CTSC staff provides information about this diversion program to local law enforcement agencies regularly. In addition, the class is offered free to the public for those who want to feel safer and more confident riding on busy local streets.

Traffic Calming Programs - To slow traffic on residential streets, CTSC offers both a Trash Can Sticker and PACE Car stickers for community members to use when speeding is an issue in their neighborhood. The Trash Can Sticker is a sticker developed by CTSC that says 'Please Drive Slowly' to be placed on curbside waste collection bins. This traffic calming

program is currently operating in the City of Santa Cruz only. The PACE Car program also aims to reduce speeds in neighborhoods and has been ongoing for many years. Pace car community members sign a pledge to drive within the speed limit, stop for pedestrians, drive courteously, and display a Pace Car Sticker on their vehicles. The more Pace car drivers in a neighborhood, the more effectively the program works to slow traffic. Anyone who is interested in requesting a Trash Can or Pace Car sticker may go to the Order/Comment Form of the CTSC website at www.sctrafficsafety.org

Child Passenger Safety (CPS) Program – CTSC staff also coordinate the county’s CPS program that consists of community education and outreach, technician training and support, and car seat installation and checkup events. Quarterly stakeholder meetings are held to coordinate events, share resources, and discuss how best to serve low-income families in need of car seat inspections and education. Additional grant funding is secured annually for this program to cover staff time and to purchase car seats.

CTSC Website, Facebook Page and YouTube Channel – CTSC maintains an active social media presence through its website, Facebook page, and YouTube channel. The Facebook page at www.facebook.com/sctrafficsafety is used to share timely traffic safety related news and events, promote safe traffic behaviors, and air targeted PSAs. The YouTube channel at www.youtube.com/sctrafficsafety includes video playlists for bike safety, distracted driving, and child passenger safety resources. Our website outlines information on CTSC meetings, Vision Zero, BTS, and our other programs, such as Ride n’ Stride.

Photographs From Events

Week Without Driving event





Ride n' Stride Presentations





Please find the invoices and supporting documentation for TDA funds for the period July-December 2025 attached.

TO: Bicycle Advisory Committee
FROM: Jaeden Gales, Transportation Planner
RE: Active Transportation Program Cycle 8 Application

RECOMMENDATIONS

RTC Staff recommends the Bicycle Advisory Committee provide input on the RTC’s Active Transportation Program (ATP) Cycle 8 application.

BACKGROUND

The Active Transportation Program was created by Senate Bill 99 to encourage increased use of active modes of transportation, such as walking and biking.

The Active Transportation Program consolidated various transportation programs into a single program and was originally funded at about \$123 million a year from a combination of state and federal funds. The goals of the ATP include, but are not limited to, increasing the proportion of trips accomplished by walking and biking, increasing the safety and mobility of non-motorized users, advancing efforts of regional agencies to achieve greenhouse gas reduction goals, enhancing public health, and providing a broad spectrum of projects to benefit many types of users including disadvantaged communities.

In 2017, the Legislature passed and the Governor signed Senate Bill (SB) 1, also known as the Road Repair and Accountability Act. SB 1 directs \$100 million annually from the Road Maintenance and Rehabilitation Account to the ATP, significantly augmenting the available funding for this popular program.

DISCUSSION

The RTC submitted a non-infrastructure project in the seventh cycle of the ATP. The application scored well but was not awarded ATP funds. The RTC is updating the application to re-submit in the eighth cycle of the ATP. The deadline to submit the application is June 22nd, 2026.

RTC staff is currently in the process of meeting with various agencies within Santa Cruz County to gather input and is also seeking input from the RTC's advisory committees.

RTC staff recommends the Bicycle Advisory Committee provide input on the Cycle 8 ATP application.

FISCAL IMPACT

If the ATP application is successful, it would bring at least \$2,000,000 in funding to the RTC.

SUMMARY

The RTC is collecting feedback from various agencies within Santa Cruz County as well as the RTC's advisory committees on the upcoming ATP application submittal.

Attachments:

1. Attachment A - ATP Application Feedback

ATP Application Feedback

This survey is to provide feedback for the RTC's Cycle 8 ATP application submittal. The RTC will close this survey on May 1, 2026.

* Required

1. Are there any specific activities you would like to see in the education and encouragement program? *

2. Are there specific schools you would like to see the RTC include in the program? *

3. Are there any proven programs or models you think we should replicate or draw from? *

4. Are there specific behaviors or trends (e.g., speed, helmet use) that concern you most? *

5. Where do you see gaps in current education, outreach, or enforcement efforts? *

6. Do you have any additional recommendations or considerations for strengthening this ATP application? *

TO: Bicycle Advisory Committee
FROM: Max Friedman, Transportation Planner
RE: Officer Elections

RECOMMENDATION

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

DISCUSSION

In accordance with the RTC Rules & Regulations, Committee elections will be held every two years starting with the April 9, 2018 meeting. 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 Advisory Committee and its workings. Nominations should be made by Committee members at the meeting and then voting will occur.

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 or two years. 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 write letters on the Committee’s behalf and to attend occasional meetings.

SUMMARY

Staff recommends that the Committee hold elections for a Chair and Vice-Chair to serve the Committee through April 2028.