

Replacement pages for Item 14

E&D TAC April 14, 2026

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.

The project addresses the regional need for bicycle safety interventions, with a focus on electric bicycles, that can be utilized by local schools, universities, law enforcement, and community-wide as regional electric bikeshare expands into throughout Santa Cruz County. The Project is designed to be used and replicated in other locations throughout the State. The four-year grant would support the following activities:

- Resource Search: state and national search (curriculum and programmatic)
- Work with local police departments and school districts to assess safety needs and guide program development.
- Create a stakeholder committee that includes representatives from public health, private medical providers, regional electric bicycle vendor, electric bicycle retailers, schools and universities, and police.
- Design comprehensive bike and e-bike education program and appropriate curriculum to be piloted at a north county and south county middle school with potential for expansion;
- Serve middle schools and high schools with non-electric and electric bicycle safety programming.
- Design and implement adult and community bicycle/electric bicycle safety interventions
- Utilize Community Based Social Marketing principles to help create solutions.
- Create "How-to" toolkits and/or guides that could be shared with other jurisdictions throughout state.
- Target vulnerable users and disadvantaged community members within Santa Cruz County for active transportation educational and encouragement activities.
- Provide multiple Open Streets events that will help facilitate a safe and comfortable environment for users of all ages and abilities to participate in active transportation activities that educate and encourage new and experienced users.
- Educate residents in Santa Cruz County on active transportation safety to ensure users are prepared to utilize the existing and proposed active transportation facilities within the region.
- Provide culturally relevant education for the Latinx community in Watsonville with bicultural and bilingual staff and consultants.

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? *

7. Would you be interested in attending an Open Streets event to participate in community based learning and education activities about our ATP infrastructure? *

8. Where do you see gaps in current infrastructure to create a safe ATP environment? *

9. Do you believe there is sufficient education about all the new ATP infrastructure and how to use them, e.g. bike boxes? *

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