



**Santa Cruz County Regional Transportation Commission's
Interagency Technical Advisory Committee (ITAC)**

AGENDA
Thursday, September 17, 2026
1:30 p.m.

SCCRTC Conference Room
1101 Pacific Ave, Suite 250A
Santa Cruz, CA

The conference room is located in the middle of the 2nd floor.

Remote Participation

Remote participation for a) members of the public, b) nonvoting committee members/alternates, or c) voting Committee members unable to attend in person due to a disability that prevents them from attending in person; or due to an emergency or for cause per AB2449 (see end of agenda for more information and inform RTC ITAC staff of justification prior to the meeting).

Zoom:

<https://us02web.zoom.us/j/87482198801?pwd=TDNjZDF3aloyenFRRU5OQmZpKzBKdz09>

Meeting ID: 874 8219 8801; Passcode: 250250

Alternately participants may dial-in to: 1-669-900-9128

NOTICE/NOTICIA:

- **Servicios De Traducción / Translation Services:** *Si gusta estar presente o participar y necesita información o servicios de traducción al español, por favor llame por lo menos con tres días laborables de anticipo al (831) 460-3218 o email info@sccrtc.org y diríjase a página 3.*
- *See the end of this agenda for details about access for people with disabilities, translation services and other information.*
- **Agendas Online:** *To receive email notification when the meeting agenda packet is posted on our website, please call (831) 460-3200 or visit <https://sccrtc.org/about/esubscriptions/>*

1. Call to Order
2. Roll Call/Introductions
3. Additions, deletions, or other changes to consent and regular agendas

CONSENT AGENDA

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.

4. Approve Minutes of the August 20, 2026 ITAC meeting
5. September 3, 2026 Regional Transportation Commission Meeting Highlights

REGULAR AGENDA

6. Receive presentation about a Santa Cruz Metro Bus Stop Master Plan
 - a. Staff Presentation, Pete Rasmussen (Santa Cruz Metro)
7. Receive presentation about Safe on 17 and discuss revising the safety goal
 - a. Staff Presentation, Max Friedman
8. Receive presentation on the GO Santa Cruz County TDM program updates
 - a. Staff Report, Max Friedman and Sierra Topp
9. Status of transportation projects, programs, studies and planning documents
 - a. Verbal updates from ITAC members and RTC staff
10. Oral Communications on Matters Not on the Agenda

Members of the public may address the Committee on any item within the jurisdiction of the Committee that is not already on the agenda. At the discretion of the chair, the amount of time for oral communications may be limited. 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.

11. Next Meeting and Future Items – The next ITAC meeting is scheduled for 1:30pm **October 15, 2026**. ITAC meetings will be canceled if there are no action items to be brought before the committee.

Future agenda items:

- WZDx report
- Trails Master Plan
- Legislative update (December)

12. Adjourn

SERVICIOS DE TRADUCCIÓN/ TRANSLATION SERVICES: *Si gusta estar presente o participar en juntas 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: Agendas are posted online (<https://sccrtc.org/meetings/inter-agency/agendas/>) at least 72 hours prior to the meeting. Full agenda packets, including handouts and other documents relating to items on the agenda, are also posted online. To receive email notification when the Committee meeting agenda packets are posted on the RTC website, please fill out the e-subscription form on the website: <https://sccrtc.org/about/esubscriptions/> or call (831) 460-3200.

REMOTE PARTICIPATION –Committee Members

This meeting is being held in accordance with the California Ralph M. Brown Act as amended by AB2449 (2022) and AB2302 (2024) and as interpreted by Attorney General Opinion 23-1002. Under any circumstance that a member is participating remotely: The members must be 1) connected in real time through both audio and visual means, and 2) they must publicly disclose before any action is taken whether any other individuals 18 years of age or older are present in the room at the remote location with the member and the general nature of the member's relationship with that individual.

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 under regular Brown Act rules. OR
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:
 - o Care of a child, parent, grandparent, grandchild, sibling, spouse, or domestic partner that requires them to participate remotely;
 - o a contagious illness that prevents a member from attending in person;
 - o a need related to a physical or mental disability as defined by statute; or
 - o 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.*

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 Commission Regional de Transporte (RTC) en persona o remotamente a través del enlace Zoom proporcionado. Si problemas técnicos resultan en la perdida 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. A los miembros del público que participan por Zoom se les indica que permanezcan en silencio durante los procedimientos y que hablen solo cuando se permitan comentarios públicos, después de solicitar y recibir el reconocimiento del presidente.

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ACCESSIBILITY/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 persons 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 <https://sccrtc.org/about/title-vi-civil-rights-program/>. 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.*



HSIP Santa Cruz County Regional Transportation Commission's
Interagency Technical Advisory Committee (ITAC)

MINUTES

Thursday, August 20, 2026, 1:30 p.m.

In Person: RTC Conference Room, 1101 Pacific Ave, Ste 250A, Santa Cruz

Online: Zoom

ITAC Members Present:

Santa Cruz Metropolitan Transit District (METRO)	Pete Rasmussen
Santa Cruz Metropolitan Transit District (METRO)	Cayla Hill (Arrived at 1:35)
Santa Cruz Public Works	Matt Starkey
Santa Cruz Planning	Claire Gallogly
Scotts Valley Public Works	Andrew Lee
Santa Cruz County Planning	Fernanda Dias-Pini
Watsonville Public Works	Miguel Lizarraga
Watsonville Community Development	Justin Meek
Ecology Action	Matt Miller
Association of Monterey Bay Area Governments	Regina Valentine
Capitola Public Works	Kailash Mozumder
University of Santa Cruz, California	Oxo Slayer
Santa Cruz County Public Works	Steve Weisner (Joined online at 1:35, just cause)

RTC Staff Present: Marshall Ballard, Nick Danty, Jaeden Gales, Nisha Singh

Others Present – In person: Kelly Curlett (Community Traffic Safety Coalition member)

Non-Voting Members online (not AB2449 or Brown Act): Derek Toups (METRO), Georgina Arias (UCSC), Leila Boroomand (Caltrans)

Others Online: Brianna Goodman (RTC staff), Michael Pisano (Resident), Grace Blakeslee (RTC staff), Jimmy Ochoa (Caltrans)

1. **Call to Order:** Chair Starkey called the meeting to order at 1:30 p.m.
2. **Introductions** were made.
3. **Additions, deletions, or other changes to consent and regular agendas:** - *None were made.*

CONSENT AGENDA

ITAC members unanimously approved a motion (Gallogly/Miller) *approving the consent agenda with members Dias-Pini, Rasmussen, Starkey, Gallogly, Lee, Lizarraga, Meek, Valentine, Slayer, and Mozumder voting “aye”.*

- 4. Approve Minutes of the June 21, 2026 ITAC meeting**
- 5. August 6, 2026 Regional Transportation Commission Meeting**

REGULAR AGENDA

- 6. Receive presentation about RTC Measure D Bonding**

Nisha Singh, Director of Internal Services, provided a PowerPoint presentation regarding RTC Measure D bonding. The bonds will fund the following Measure D Highway Projects:

- Phase 1: 41st Ave – Soquel Drive
- Phase 2: Bay/Porter – State Park
- Phase 3: State Park – Freedom + Rail Trail Segment 12.

The bonds will also fund the following Measure D Active Transportation Projects:

- RTC Coastal Rail Trail Segment 5: Wilder Ranch to Davenport
- Segments 8-12: Pacific Ave. to State Park Dr.
- Watsonville Area Segments including Segment 18, Phases 2-3

- 7. Receive presentation about Non-SHOPP PID Workplan**

Jimmy Ochoa, Caltrans Transportation Planner, provided a PowerPoint presentation on the Non-State Highway Operation and Protection Program (SHOPP) Planning Initiation Documents (PID) Workplan. Ochoa outlined the differences between various PID categories. Ochoa provided information on how regional and local agencies can nominate a PID for potential state sponsorship. The State Highway System Management Plan (SHSMP) will be updated next year. Marshall Ballard, RTC Supervising Transportation Planner, indicated he will forward Caltrans contact information received from Ochoa to ITAC members.

- 8. Receive update regarding RTC Programming Office Hours**

Jaeden Gales, RTC Transportation Planner, proposed RTC Programming office hours for public agencies and stakeholder members to strengthen collaboration. The office hours will be once a month and held virtually for six months. The office hours will be evaluated after six months to determine if

the frequency of the meetings needs to be adjusted. Gallogly provided a motion to approve the item with an amendment to decouple the office hours from ITAC and partner agencies and keep the office hours as RTC office hours not related to ITAC and other committees. The motion was seconded by Slayer and had unanimous approval.

Staff Recommendation Approved - Establish a six-month pilot of monthly office hours to improve programming coordination, provide technical assistance, and create an additional forum to engage with SCCRTC programming staff.

9. Status of the ad-hoc Data working group data platform procurement

Marshall Ballard, Supervising Transportation Planner, provided a verbal update on the data platform procurement. The City of Santa Cruz and University of California, Santa Cruz opted out of the working group, based on their individual needs. The contract will likely be executed in October 2026. The ad-hoc Data working group participating agencies include: The City of Scotts Valley, the City of Capitola, Santa Cruz METRO, the City of Watsonville, the RTC, and County of Santa Cruz. The agreement will be for one year and will be evaluated throughout the year with highlights brought to ITAC. The ad hoc Data working group will also endeavor to create an online counts database from all partner agencies data.

10. Receive information and discuss the creation of an Ad-hoc Vision Zero advisory group

Marshall Ballard, Supervising Transportation Planner, provided a PowerPoint presentation regarding the creation of an Ad-hoc Vision Zero advisory group. Marshall highlighted the Regional Transportation Plan (RTP) goals, action items, and targets. Kelly Curlett, Community Traffic Safety Coalition (CTSC) member, spoke about CTSC's goals. CTSC assisted agencies with putting together their vision zero action plans. CTSC is also able to help with the implementation of vision zero. CTSC holds bike and pedestrian safety for elementary school children in both English and Spanish. Lizarraga made a motion to create the ad-hoc Vision Zero advisory group, which was seconded by Meek. The motion was unanimously approved.

Staff Recommendation Approved - Establish an ad hoc working group consisting of designated representatives from ITAC member agencies, the CTSC, and other interested partners.

11. Status of the transportation projects, programs, studies and planning documents

AMBAG: No Updates.

City of Capitola: 41st Avenue and Clares Street Capital Road Survey is open to the public throughout the month -

<https://www.surveymonkey.com/r/T3TX3R8>. The Cliff Drive Initial Study/Mitigated Negative Declaration community meeting will be held 09/03/26 at 5pm. The 41st Avenue multimodal project is under construction. Reposa Avenue was paved this week. The city is developing their first Active Transportation Plan which was supported through a Caltrans planning grant. Engagement is being conducted for the Active Transportation Plan.

City of Santa Cruz: Murray Street bridge is closed and will likely be open for one-way traffic in October 2026. A curb ramp and storm drain project are near completion in downtown Santa Cruz. The Laurel Street striping project is fully funded and is going to construction next Spring or Summer. The Rapid Corridors project is in design and is being worked on with METRO. The Bay Corridor project is set for construction next year. The Safety Action Plan went to the Santa Cruz Transportation and Public Works Commission on Monday night (08/17/26) and will be presented to the Council in October 2026. The city recently adopted an Active Transportation Plan. The Safety Action Plan and Active Transportation Plan will be utilized to update municipal code. The city is applying for an HSIP grant.

City of Watsonville: Lee Road Trail Phase 1 is in construction and will be completed in October 2026. Lee Road Trail Phase 2 is in design. Construction finished on this past season's pavement projects. Additional bike facilities were installed. Next year's pavement projects are in design. The city is looking for ways to incorporate bus stop improvements from the METRO Rapid Corridors project into the pavement projects. Watsonville is working on publishing a Request for Proposal for Safety Action Plan based on their awarded SS4A funds, which will purchase speeding cameras and speed messaging trailers. An HSIP application is currently being worked on for citywide traffic signal improvements. A Transformation Climate Communities grant is also being worked on in partnership with Second Harvest Food Bank. The city is applying for a Caltrans Sustainable Planning Grant. The city is currently working on developing more in-fill housing, which is estimated to be approximately 6,000 units.

City of Scotts Valley: The Scotts Valley/Mount Hermon project will be completed in approximately two weeks. The city went out to bid to procure cameras for Scotts Valley Drive and Mount Hermon. There will be curb ramp improvements on Mount Hermon.

County of Santa Cruz: A county-wide pavement project is almost complete. The County awarded contract for a bridge replacement project off

Highway 9 in Felton. Most of the bridge replacement work will take place next Spring. A Request for Proposal was released for design services on Soquel Drive Multimodal Phase 2 project. The County is implementing speed limit changes. The County will be lowering speed limits near East Cliff and in the Ben Lomond area. The County is applying for HSIP grants. The County is pursuing a Caltrans Planning Grant for TOD/Mobility Hub Strategic Plan.

Caltrans: The Caltrans Sustainable Transportation Planning Grant was opened two days ago. The deadline for submitting a draft application is 09/18/26. The final application deadline is 10/19/26.

METRO: A Master Bus Stop Master Plan is being developed. It includes inventory of bus stop conditions, bus stop guidelines update, and prioritization of future improvements for under resourced areas. Outreach will begin in September 2026. The Pacific Station North apartments residents will receive METRO bus passes.

Ecology Action: Ecology Action is in discussions with the County regarding their planning grants. Ecology Action is also in discussion with the Santa Cruz County Parks to discuss a Trails Master Plan and Active Transportation Plan. More information will be brought forward at the next ITAC meeting. Three working groups have branched off from the Complete Streets Collaborative. One of the groups includes a policy and design working group which will evaluate local agencies' Complete Street standards and policies.

RTC: The RTC wants to work more closely with partner agencies on land use and transportation integration. RTC staff are pursuing a Caltrans planning grant to update their Comprehensive Multimodal Corridor Plan (CMCP). The RTC is filing an encroachment permit with Caltrans to remove approximately seventy callboxes. METRO and RTC each received \$38,000 in Local Partnership Program (LPP) Formulaic redistribution. State of Good Repair Programming item will be coming forward at the September RTC meeting. The Highway 17 CMCP final draft will be released in the next couple of weeks which will allow agencies to apply for SB 1 funding for projects in their jurisdiction, RTC will coordinate with Scotts Valley, County of Santa Cruz, and the City of Santa Cruz.

Link to California Opportunity Zones: [Opportunity Zone Submissions](#)

The Opportunity Zone (OZ) Program was established under the Tax Cuts and Jobs Act of 2017 to encourage the reinvestment of capital gains into economically distressed communities. The program offers preferential federal tax treatment for capital gains invested in qualified projects located within designated low-income census tracts.

Eligible investments may include new real estate construction, rehabilitation of vacant or underutilized properties, equity investments in operating businesses, and infrastructure or energy-related projects, among others. The OZ incentive is designed to reward long-term, patient capital that generates sustained economic growth, job creation, and community revitalization in historically underserved areas.

The California Department of Finance is accepting public comments on the state's draft Opportunity Zone 2.0 nomination list from August 3, 2026 through August 28, 2026.

UCSC: Working on family-student housing development with a daycare facility. The daycare facility is open, and the residential units are not currently open. UCSC is working with County on striping and traffic calming features. There are speed limit zone changes on campus. An HSIP grant was awarded to install 3 roundabouts. A Request for Quotation is being evaluated. The roundabouts will be constructed in approximately two years. The project will also include lane narrowing and bike facilities. Campus Master Plan is being circulated. Administrative draft to come Fall 2026. Parking expansion is ongoing and will also help with construction staging and bus layovers.

12. Oral Communications on Matters Not on the Agenda – None.

13. Next Meeting and Future Items:

The next ITAC meeting is scheduled for 1:30pm **September 17, 2026**. ITAC meetings will be canceled if there are no action items to be brought before the committee.

Future agenda items:

- WZDx report
- Safe on 17 established goal revision
- Trails master plan – Ecology Action

14. Adjourn – 4:09 p.m.

Minutes respectfully submitted by Jaeden Gales, Transportation Planner



Santa Cruz County Regional Transportation Commission
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email: info@sccrtc.org; website: www.sccrtc.org

CONTACT: Shannon Munz, Communications Specialist (smunz@sccrtc.org)

Santa Cruz County Regional Transportation Commission (RTC)

Sept. 3, 2026 Meeting Highlights

Responses to the 2025-2026 Santa Cruz County Civil Grand Jury Report on the Santa Cruz Branch Rail Line

The Commission approved the responses to the findings and recommendations of the 2025-2026 Santa Cruz County Civil Grand Jury report, “The Santa Cruz Branch Rail Line: Competing Visions, Emerging Realities,” and authorized staff to submit the approved responses to the Grand Jury prior to the Sept. 28, 2026, deadline, as well as make them available to the public. The responses reflect staff and the Commission Ad Hoc Committee’s review of each finding and recommendation in the context of the RTC’s history, statutory role, funding constraints, and recent organizational changes.

Upcoming RTC and Committee Meetings

[Regional Transportation Commission Meeting](#)

Thursday, October 1, 2026, 9:00 a.m.

[Interagency Technical Advisory Committee](#)

Thursday, September 17, 2026, 1:30 p.m.

[Bicycle Advisory Committee](#)

Monday, October 5, 2026, 5:30 p.m.

[Elderly & Disabled Transportation Advisory Committee](#)

Tuesday, October 13, 2026, 1:30 p.m.

RTC and committee meetings are held in person. Non-voting members of the Commission and its committees, as well as members of the public and staff, will have the option to participate in person or remotely, provided equipment is available at the meeting location to allow remote participation. If there are technical difficulties during a meeting that prevent remote participation, the meeting will continue. Please check the RTC website [<https://sccrtc.org/meetings/calendar/>] or call 460-3200 to confirm meeting

and video conference information for future meetings. Agendas are posted to the website at least 3 days before the meeting and will also include attendance information. Meetings may be canceled if there are no action items to be considered by the committee.

The RTC is committed to its compliance with the Americans with Disabilities Act (ADA). Please contact the RTC at least 3 days in advance of a meeting if special accommodations are needed. If any document, webpage, meeting, or recording is inaccessible to you, kindly notify us at info@sccrtc.org or by calling 831-460-3200.

Public input on transportation issues is welcomed and encouraged. For more information, visit the SCCRTC website at www.sccrtc.org or call 460-3200. Some Regional Transportation Commission meetings are televised countywide by Community TV of Santa Cruz. Consult www.communitytv.org or call 831-425-8848 for schedule and station Information.

AGENDA: September 17, 2026

TO: Interagency Technical Advisory Committee (ITAC)
FROM: Pete Rasmussen, Santa Cruz Metro
RE: Santa Cruz METRO Bus Stop Master Plan

RECOMMENDATION

Staff recommend that the Interagency Technical Advisory Committee (ITAC) receive this item as information and provide initial feedback on the proposed public outreach plan and development of updated METRO Bus Stop Design Guidelines for METRO's Bus Stop Master Plan.

BACKGROUND

Santa Cruz METRO was awarded FTA Section 5304 funds through the Caltrans STPG Strategic Partnerships category to develop a comprehensive Bus Stop Master Plan. The overarching project goal is to improve the quality, accessibility, safety, and comfort of bus stops in key areas, with an emphasis on improving ADA compliance, to increase ridership and promote transit mode shift.

Since METRO bus stops are situated on roadways of the cities and the County, as well as state highways, coordination between METRO and local and state jurisdictions is essential. As METRO embarks on development of its Bus Stop Master Plan, METRO is introducing the plan to ITAC as an information item to solicit early feedback from partner agencies.

DISCUSSION

Many METRO bus stops lack essential amenities such as benches, shelters, accessible access, and lighting, making them uncomfortable for passengers, particularly during rain, intense heat, or at night. To address these issues, METRO is developing a Bus Stop Master Plan aimed at improving the quality and accessibility of bus stops.

Project objectives include establishing a comprehensive stop inventory, developing consistent design guidance and coordination practices with local jurisdictions; developing a prioritization framework for proposed improvements; and producing planning-level cost estimates to support grant applications for design and construction funding.

The project area will prioritize proposed improvements in under-resourced communities as defined by SB535 and the 2045 Santa Cruz County Regional Transportation Plan.

In order to ensure that proposed improvements are targeted toward the most relevant locations and address the most critical needs of these areas, there will be two rounds of public and stakeholder engagement. Public outreach will include an online questionnaire, intercept surveys at bus stops, and pop-up events where members of the public can share their experiences and needs related to METRO bus stop. Stakeholder engagement with local jurisdictions' Planning and Public Works staff will primarily consist of discussions at multiple ITAC meetings during the course of the plan development.

An important component of the Plan will be an update of METRO's 2015 Bus Stop Design Guidelines. The guide contains METRO's bus stop standards to provide guidance to local jurisdictions' public works staff when roadway or adjacent development projects necessitate replacement or relocation of a bus stop. METRO is soliciting ITAC members' feedback regarding their needs for this guidebook and coordination with METRO.

Staff recommends the committee members receive information from METRO staff and its consultant team on proposed public outreach for METRO's Bus Stop Master Plan and provide input on updating METRO's Bus Stop Design Guidelines.

SUMMARY

METRO's consultants and staff will present information on METRO's Bus Stop Master Plan and solicit input from ITAC.

Attachments:

1. Presentation on METRO Bus Stop Master Plan

Santa Cruz METRO

Bus Stop Master Plan

Interagency Technical Advisory
Committee (ITAC)

*September 2026
Meeting*





Agenda



- 1 Project Team Introduction
- 2 Project Background
- 3 Project Goals & Objectives
- 4 Project Scope & Schedule
- 5 Round 1 Public / Stakeholder Engagement Approach



Project Team Introduction



Project Team Introduction



John Uργο

*SC METRO Chief Planning &
Innovation Officer*



Derek Toups

*SC METRO Deputy Director of
Planning & Innovation*



Pete Rasmussen

SC METRO Project Manager



Adam Dankberg

*Project Manager,
Kimley-Horn*



Gina Nguyen

*Bus Stop Inventory,
Kimley-Horn*



Brandi Childress

*Public Engagement,
Kimley-Horn*



Dylan Passmore

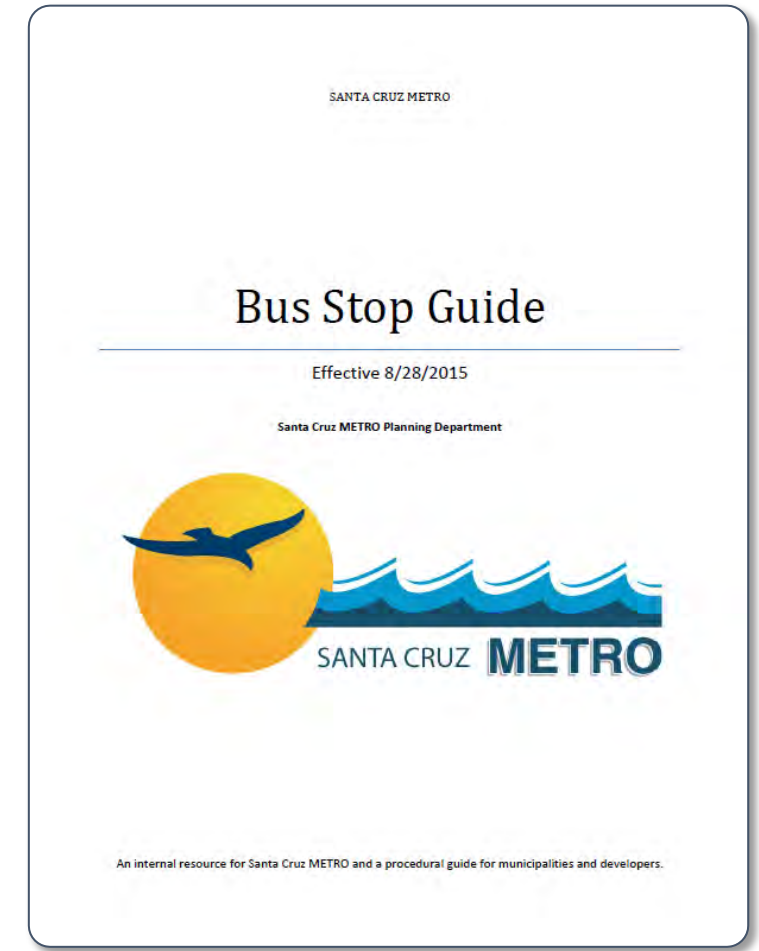
*Bus Stop Design Guidelines,
Toole Design*



Project Background



- ✓ Santa Cruz METRO was awarded **FTA Section 5304/STPG** funds to develop a systemwide **Bus Stop Master Plan**.
- ✓ METRO's **Bus Stop Design Guidelines**, last revised in **2015**, will be updated to reflect current **ADA and federal/state standards** and support future investments, with a focus on:
 - ADA Standards
 - Bus Stop Elements & Amenities
 - On-Street Design
- ✓ The Plan will also establish **priorities and standards for future bus stop improvements**





Project Goals & Objectives



Four Goals. One Better Bus Stop System.



DOCUMENT

Systemwide Inventory & Data



IMPROVE

Bus Stop Quality & Rider Experience



PRIORITIZE

Investments & Implementation



STANDARDIZE

Design Guidance & Partner Coordination



Project Goals & Objectives



Project Objectives



Establish a Comprehensive Stop Inventory

Create a complete, reliable record of stop conditions, amenities, accessibility, and deficiencies.



Improve Bus Stops

Identify opportunities to improve bus stop functionality, accessibility, safety, comfort, and the overall rider experience.



Develop a Prioritization Framework & Identify Early Actions

Develop a prioritization framework that supports METRO's agency goals and identifies high-priority bus stop locations for near-term capital improvements.



Develop Consistent Design Guidance & Coordination Practices

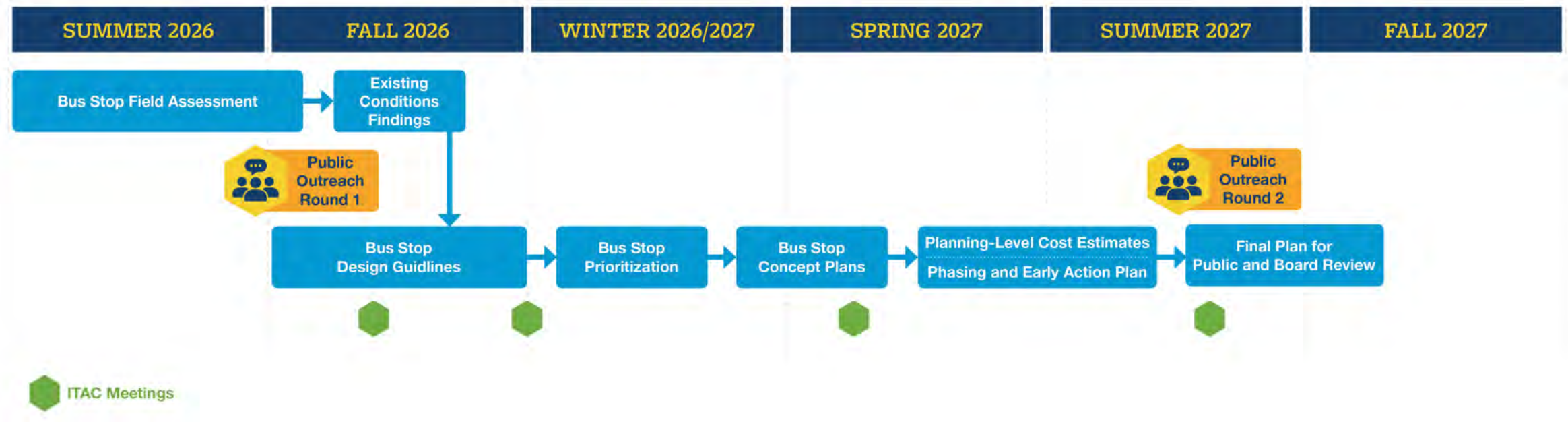
Establish clear bus stop design standards and coordination practices to guide METRO, local jurisdictions, developers, and other partners in planning and implementing bus stop improvements.



Project Scope & Schedule



Schedule

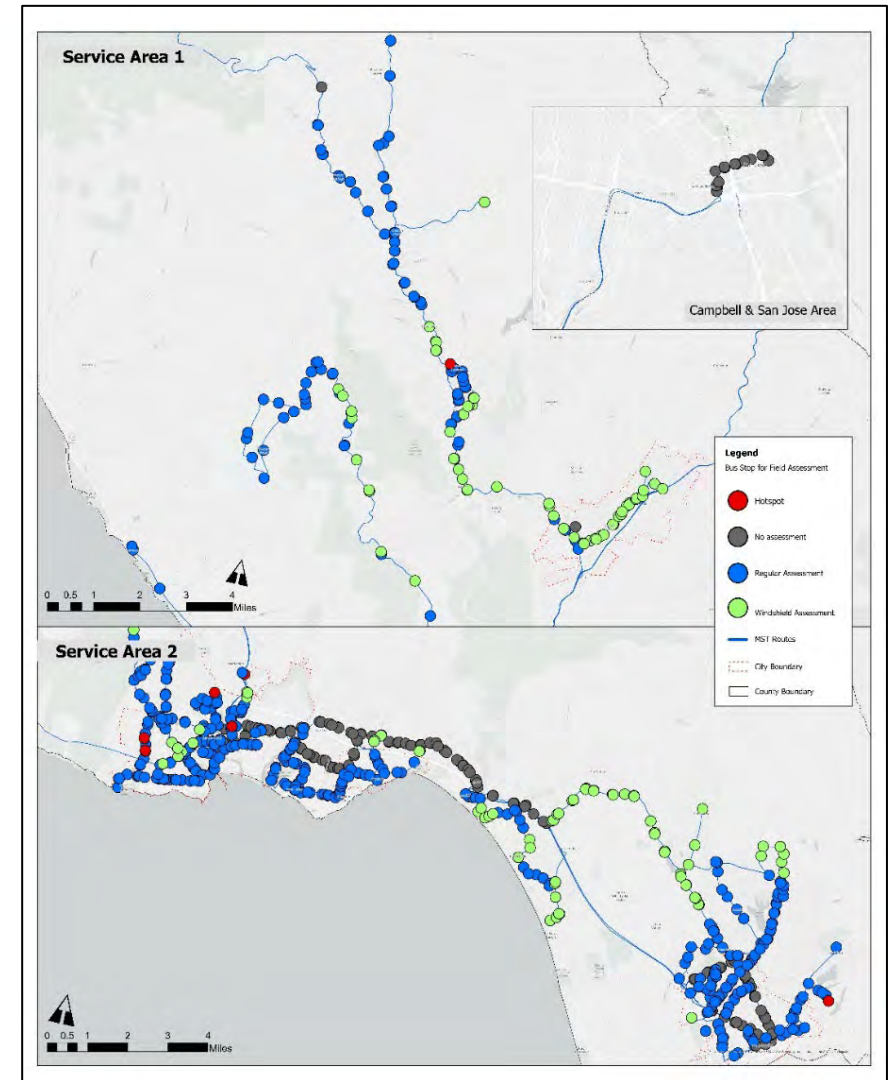




Project Background



- ✓ **Field Survey Period:** August 31–September 20, 2026
- ✓ **Field Assessment**
 - o Detailed inventory of **493 bus stops**, including **15 priority locations**
 - o Windshield review of **128 locations** as part of the **Rapid Corridors** Project
 - o Field observations of accessibility, safety, amenities, stop conditions, and surrounding pedestrian environment
- ✓ **Key Outcomes**
 - o Comprehensive database of bus stop conditions
 - o Consistent data collection systemwide
 - o Streamlined database management
 - o Supports prioritization, design, and asset management





ITAC Meeting



Meeting	Date	Objective
Meeting #1	Thursday [TODAY] Sept. 17, 2026	Project kick-off; introduce project process; coordinate Outreach Round 1
Meeting #2	Late 2026/Early 2027	Introduce draft Bus Stop Guide updates for review; review findings of bus stop inventory
Meeting #3	Q1 2027	Present revised Bus Stop Guide materials, prioritization framework, and initial bus stop concepts
Meeting #4	Q2 2027	Discuss approach on early action bus stop improvements and implementation, and coordinate Outreach Round 2

ITAC Discussion



1

How is your experience with implementing existing SC METRO's bus stop design standards in your jurisdiction?



2

What could be incorporated into the bus stop design guidelines to help coordination between your agency and SC METRO?



Public/Stakeholder Engagement



Upcoming Outreach Activity

1



Outreach Round 1

Gather bus stop needs, access challenges, and investment priorities



October 2026

- ✓ Online Questionnaire
- ✓ Intercept Surveys
- ✓ Pop-up Events/Intercept Surveys

2



Outreach Round 2

Feedback on Draft Plan, including early action priorities



July-August 2027

- ✓ Pop-up Events/Intercept Surveys
- ✓ Online Review and Feedback Site



Public/Stakeholder Engagement



Outreach Round 1



**Project Website and
Online Questionnaire**



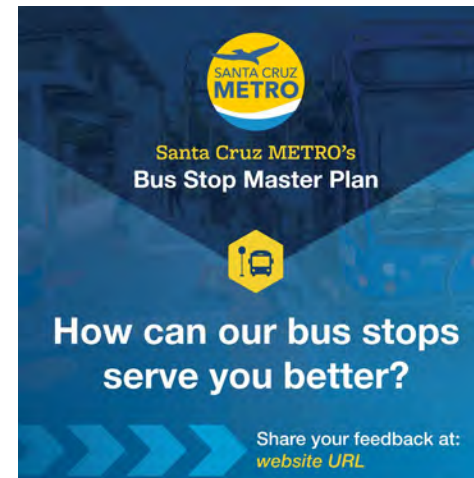
**Two Pop-up
Events**



**Intercept
Survey**



**Stakeholder
Package for ITAC**



Social Media Advertisement

Next Steps



Prepare for Outreach Round 1 in October



ITAC support promoting Outreach Round 1 – Share engagement opportunities with your networks.



Advance Existing Conditions and Bus Stop Design Guidelines



Prepare for ITAC Meeting #2 late 2026/early 2027



Project Contact



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The background is a collage of transit-related images. On the left, a bus stop shelter with fare machines is visible. In the center, a blue bus with 'R LINE 46 ST STATION' on its destination sign is shown. On the right, a white and blue electric bus is featured, with text on its side including 'ALL-ELECTRIC ZERO EMISSIONS', 'Moving METRO Forward', and 'scmtd.com'. The collage is overlaid with large, semi-transparent geometric shapes in shades of blue and yellow.

Thank You

AGENDA: September 17, 2026

TO: Interagency Technical Advisory Committee (ITAC)
FROM: Max Friedman and Nick Danty, Transportation Planners
RE: SAFE on 17 Task Force Goal Revision

RECOMMENDATIONS

Staff recommend that the Interagency Technical Advisory Committee (ITAC) provide input on revising the SAFE on 17 Task Force goals to align with Vision Zero and other safety priorities on the corridor.

BACKGROUND

In 1998, the California Highway Patrol (CHP) initiated the Safe on 17 Program with the aid of a grant from the California Office of Traffic Safety (OTS). The OTS grant was available from March 1999 to March 2002. During that period, injury and fatal crashes were reduced by 34% on Highway 17 from a pre-program average of 249 to 165 crashes through a combination of CHP enforcement, roadway improvements, and a public information campaign. **The current Task Force goal is to maintain the reduced three-year crash rate average of 165 injury and fatal crashes achieved during the OTS grant period.** The Safe on 17 program is still active today due to the interest of multiple agencies to continue to improve safety on Highway 17. RTC SAFE provides \$50,000 per year for extra CHP enforcement on the Santa Cruz County side of Hwy 17 and the Metropolitan Transportation Commission (MTC) SAFE provides \$50,000 per year for extra CHP enforcement on the Santa Clara County side of Hwy 17. Since fiscal year 2019-20, the RTC has provided an additional \$50,000 per year from Measure D funds for the extra enforcement on the Santa Cruz County side of Highway 17.

DISCUSSION

As previously mentioned, the SAFE on 17 Task Force currently uses a goal of maintaining a three-year average of 165 injury and fatal crashes, which was the reduced crash rate achieved during the original OTS grant period. While

this goal has provided a consistent benchmark for measuring corridor safety. It was established more than two decades ago and does not reflect the current emphasis on eliminating fatal and serious injury crashes. The most recent three-year average (2023-2025) is 222 injury and fatal crashes, which exceeds the existing goal by 35%.

RTC staff is proposing that the Task Force update its safety goals to establish a clearer long-term direction for improving safety on Highway 17. The proposed framework would align the Task Force with Vision Zero by establishing the elimination of fatal and serious injury crashes as the long-term safety goal for the corridor. Supporting mid-term goals and actions would provide measurable steps toward achieving that long-term goal.

Staff is seeking ITAC input on the following proposed goals:

- **Long-Term Safety Goal:** Establish the elimination of fatal and serious injury crashes on Highway 17 as the Task Force's long-term safety goal, consistent with Vision Zero principles.
- **Fatal and Serious Injury Reduction Target:** Establish a mid-term target to reduce fatal and serious injury crashes on Highway 17 by 10% annually from the 2025 baseline. This would provide measurable benchmarks toward the long-term goal of eliminating fatal and serious injury crashes on Highway 17.
- **Data-Driven Speed Management:** Use crash and speed data to identify and prioritize locations for safety efforts. Unsafe speed accounted for approximately 58% of all crashes and 46% of fatal and serious injury crashes on Highway 17 over the past five years. A multi-season speed data collection program at locations with high concentrations of speed-related crashes could help target enforcement, education, and other safety strategies.
- **Safety Awareness and Education:** Expand public education and safety awareness efforts along the corridor. Potential strategies could include additional electronic message signs on the Santa Cruz and Santa Clara County sides of Highway 17 displaying dynamic safety information, such as the number of crashes during the year or the number of days since the last fatal crash. Dynamic speed signs could also be used to provide appropriate speed messaging based on roadway conditions and congestion. Other efforts could include targeted social media campaigns, press releases, television and radio outreach, and coordination with major employers on both sides of Highway 17.
- **Quarterly and Focused Task Force Meetings:** Increase SAFE on 17 Task Force meetings from biannual to quarterly to provide more regular opportunities to review safety trends, coordinate activities, and track progress toward established goals. Each quarterly meeting could also be

organized around a specific safety focus such as speeding, enforcement, roadway improvements, public education, or emergency response.

Highway 17 Crash Dashboard: The Highway 17 Crash Dashboard provides interactive access to crash data and trends for the Highway 17 corridor, including crashes by primary crash factor and crash severity, and can be accessed at the link below:

<https://sccrtc.maps.arcgis.com/apps/dashboards/72deb4bcd31485099c95abc47aee0b#>

SUMMARY

RTC staff is seeking revisions to the SAFE on 17 Task Force goals to better align with Vision Zero and other safety priorities for the Highway 17 corridor. Proposed revisions include establishing a long-term goal of eliminating fatal and serious injury crashes, developing measurable mid-term crash reduction targets, expanding safety awareness and education efforts, using crash and speed data to target safety strategies, increasing Task Force meetings from biannual to quarterly, and establishing a specific safety focus for each meeting. Staff is requesting input from ITAC on the proposed revisions.

Attachment

1. 2025 SAFE on 17 Annual Report

Safe on 17

Highway 17 Safety Corridor

2025 Annual Report

January 1, 2025, to December 31, 2025



METROPOLITAN
TRANSPORTATION
COMMISSION



Prepared by the Santa Cruz County Regional Transportation Commission

INTRODUCTION

High collision rates on Highway 17 precipitated the formation of the Safe on 17 Task Force in 1999. The task force was convened to identify conditions and behaviors contributing to collisions on the corridor and to recommend and implement solutions. The task force drew from a broad set of disciplines to assemble strategies that would reduce the high collision rate. Strategies included enhanced enforcement, engineering (capital improvements), signing and striping, public education and awareness.

The present goal of the Safe on 17 Program is to maintain the reduced collision rate average achieved during the 36-month period funded by an Office of Traffic Safety (OTS) grant (1999-2002) using a combination of the original recommendations made by the task force. Engineering improvements, enhanced CHP enforcement tactics, public outreach about motorist safety, and a traffic operations system all contribute to improving safety on Highway 17. The task force collects data to measure the outcome of these efforts, benchmark progress and monitor where additional improvements may be needed.

Funding for extra CHP enforcement has been provided by the Santa Cruz County Regional Transportation Commission Service Authority for Freeway Emergencies (RTC SAFE) and the Metropolitan Transportation Commission Service Authority for Freeways and Expressways (MTC SAFE) in the combined amount of \$100,000 per year since 2002. In May 2019, the RTC SAFE approved \$50,000 annually in Measure D funds to augment \$50,000 in annual SAFE funds for additional CHP enforcement on Highway 17 in Santa Cruz County and to cover inflationary cost increases in hourly rates.

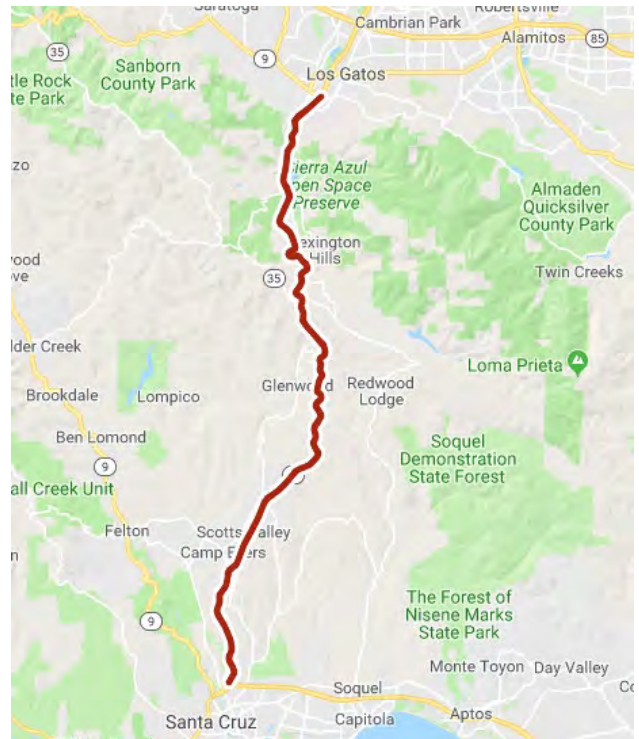


Figure 1 - Map of Highway 17 Corridor

2025 Highway 17 Summary of Facts

- There were 606 total collisions on Highway 17.
- There were 5 fatal collisions and 222 injury collisions.
- Injury collisions occurred most frequently in March.
- CHP issued 1,200 overtime citations and logged 935 overtime hours.

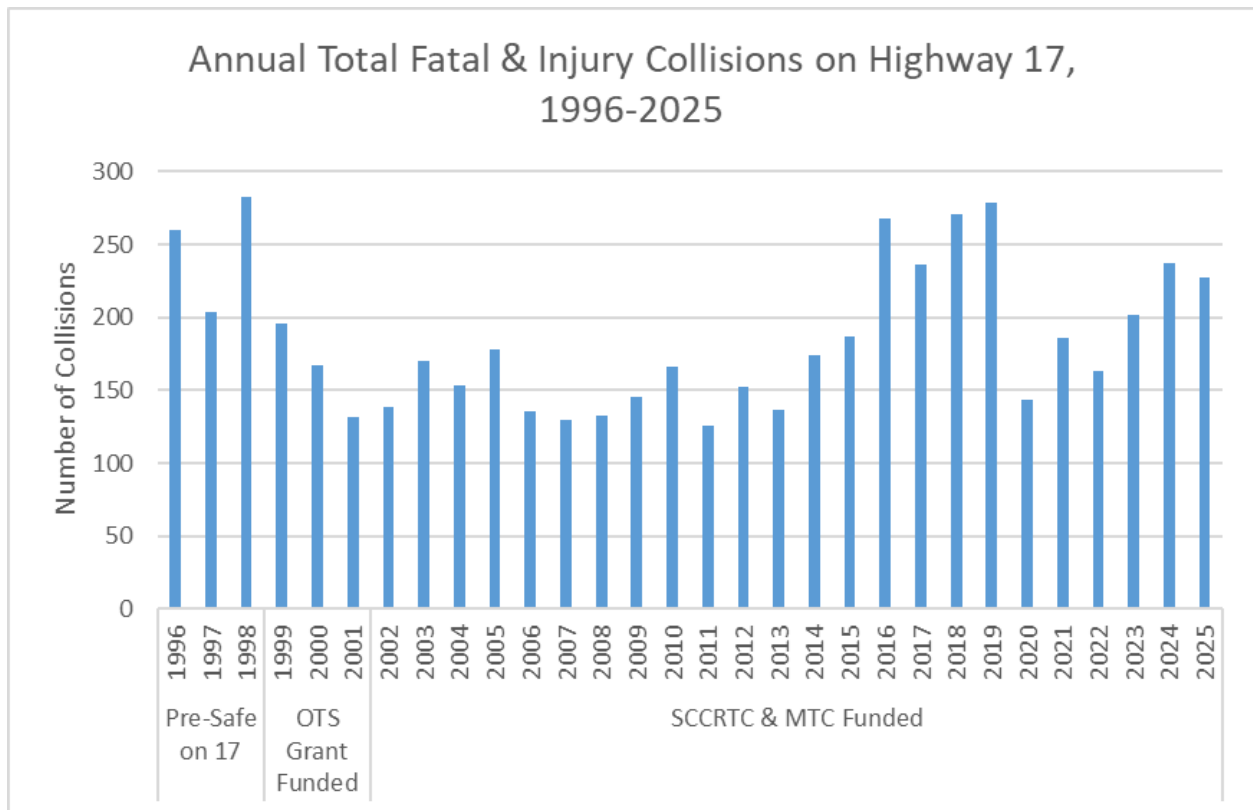
HIGHWAY 17 SAFETY OVERVIEW

Collision Data and Trends

There were 606 total collisions reported on Highway 17 in 2025, representing a 12% decrease compared to 2024. Of the total collisions reported, 222 involved injuries and 5 involved fatalities. Property damage only (PDO) collisions accounted for approximately 63% of all reported collisions along the corridor. Injury collisions decreased approximately 6% compared to 2024, while fatal collisions increased from zero reported fatalities in 2024 to five fatal collisions in 2025.

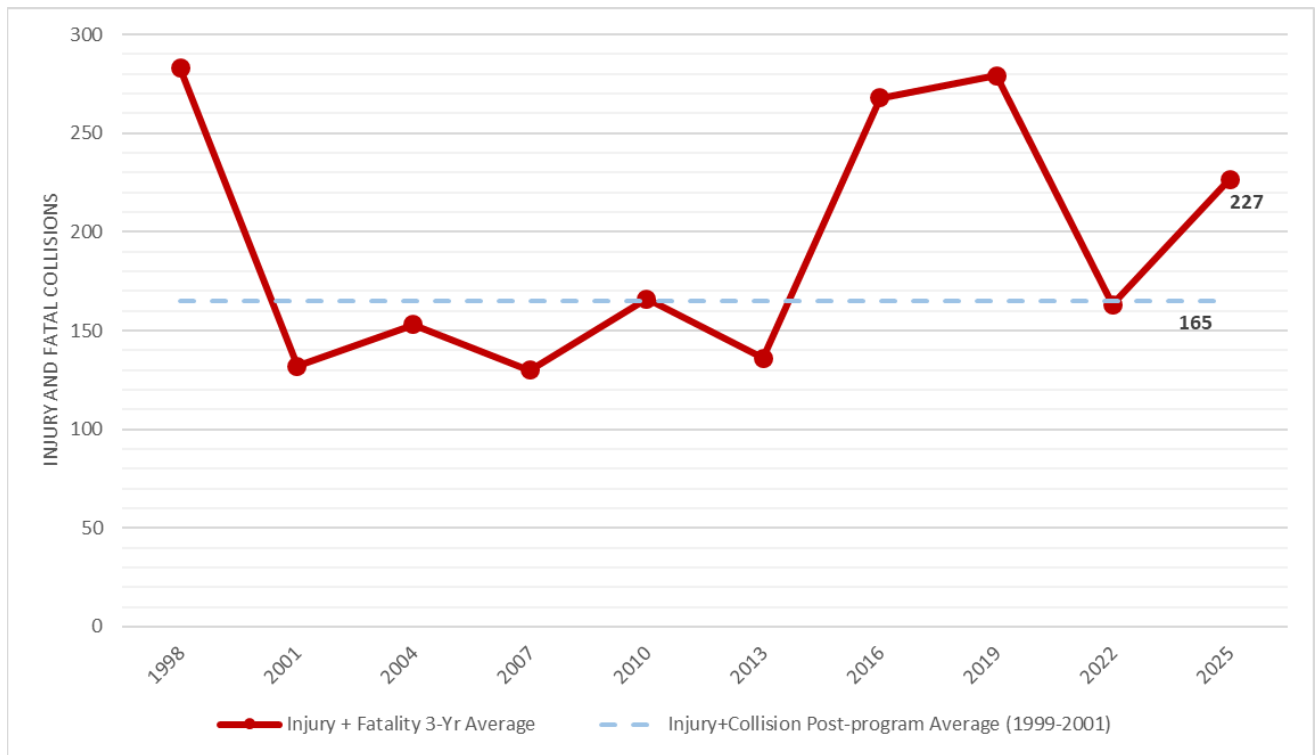
Figure 2 shows the annual injury and fatal collision data between 1996 and 2025. Injury and fatal collisions have decreased an average of 31% annually since 2019, when such collisions reached a program high of 279 collisions. There was a significant decrease in 2020, from 279 to 143, a near 50% decrease, due to the COVID-19 pandemic. Since 2020, annual injury and fatal collisions have been on a steady increase towards the program high in 2019.

Figure 2: Annual Injury & Fatal Collisions (1996 – 2025)



The Task Force has a goal to maintain the reduced three-year collision rate average achieved during the OTS grant period of 165 injury and fatal collisions. The latest 3-year average (2023-2025) for fatal and injury collisions is 227, which exceeds the Task Force goal by 35%. Figure 3 shows the 3-year injury and fatal collision average between 1998 and 2025.

Figure 3: 3 Year Average Injury + Fatal Collisions (1996 – 2024)



Highway 17 Collision Summary (2025)			
Collision Type	Santa Cruz County	Santa Clara County	Total Corridor
Property Damage Only	122	257	379
Injury Collisions	79	143	222
Fatal Collisions	3	2	5
Total Collisions	204	402	606

Collision activity on the Santa Cruz County side was highest during the second and fourth quarters of 2025, with injury collisions peaking between April and June. Approximately two-thirds of all Highway 17 collisions occurred on the Santa Clara County side of the corridor. Collision activity was highest during the first and fourth quarters of the year.

Partner agencies continue monitoring collision trends, roadway conditions, and operational data to identify opportunities for targeted enforcement, roadway safety improvements, traveler information enhancements, and coordinated emergency response efforts aimed at reducing fatal and serious injury collisions on Highway 17.

Rainfall and Weather Impacts

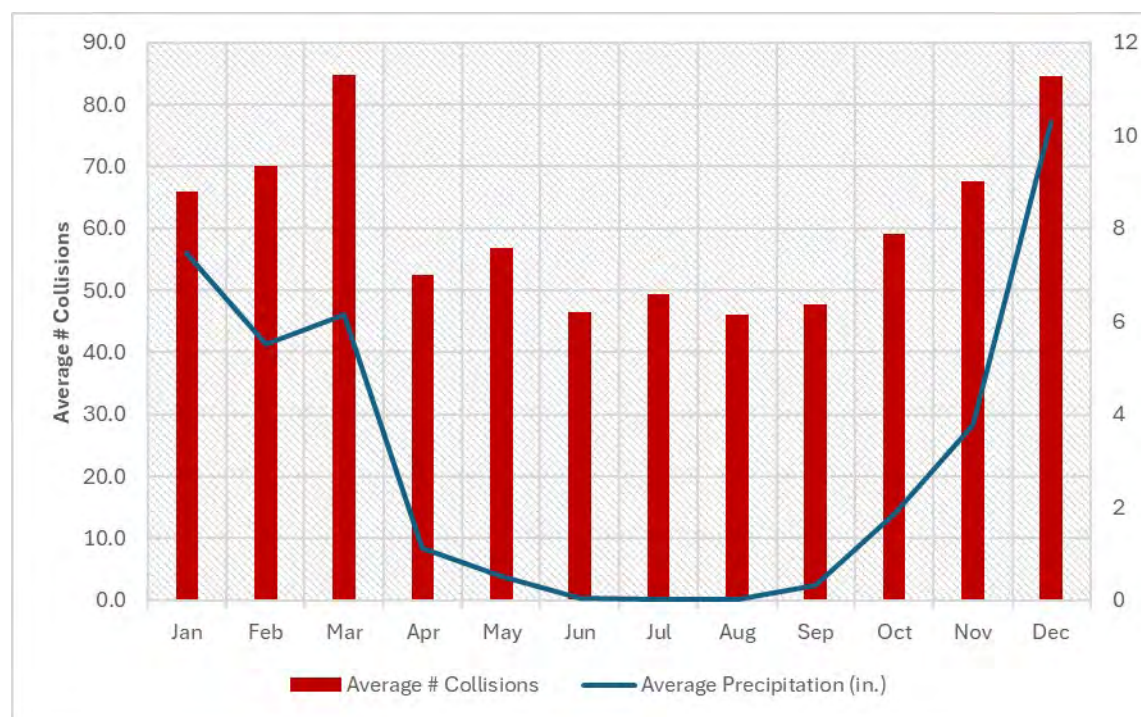
External factors may also influence the total number of collisions. Wet weather is considered to increase traffic collisions due to slippery pavement and decreased visibility of the roadway. Increased injury and fatal collisions tend to coincide with wet weather.

Annual rainfall was 25.1 inches in 2024 and 29.44 inches in 2025. Average annual rainfall in Santa Cruz County is 30.36 inches. In addition, the average annual rainfall over the past five years (2021 through 2025) was 37.12 inches and collisions have increased significantly over that period.

In Santa Clara County, annual rainfall was 16.04 inches in 2025, and 23.09 in 2024. Average annual rainfall in the county is between 15 and 21 inches. Average rainfall over the past 5 years (2021 through 2025), was 15.35 inches.

Severe, prolonged storms are projected to increase with climate change, and Santa Cruz County may see an increase in severe weather events, as it has in the past 5 years. In February 2023, there was a 3 day period where the NOAA Los Gatos weather station recorded snowfall, of around 9 inches, causing significant travel disruptions and closures on Highway 17.

Figure 4: 5-Year Monthly Average Precipitation + Collisions



[Highway 17 Collision Dashboard](#)

To improve public and stakeholder access to corridor safety information, RTC staff developed a Highway 17 collision dashboard displaying five years of collision data collected through the Statewide Integrated Traffic Records System (SWITRS). The dashboard allows users to filter collision data by year, jurisdiction, collision severity, and collision type. The dashboard also includes an interactive map and corresponding graphs and tables intended to support ongoing safety analysis, interagency coordination, and public understanding of collision trends along the Highway 17 corridor.

The Highway 17 Collision Dashboard can be accessed via the following link:
<https://sccrtc.maps.arcgis.com/apps/dashboards/b90ce94f9c4d46cbb13a77f17398b26e>

ECONOMIC IMPACT OF COLLISIONS

Overview

SR-17 is classified as a high-collision corridor by the California Department of Transportation (Caltrans). Property damage only (PDO) collisions are the most common type of reported collision in the Statewide Integrated Traffic Records System (SWITRS). To quantify the cost of PDO collisions, an average regional deductible of \$750.00 was used along with the average PDO claim severity from the California Department of Insurance (CDI), adjusted for inflation. In California, PDO collisions must be reported if damages are over \$1000 and are entered into the SWITRS database. Drivers will pay the \$750 deductible (on average), and insurers make up the remaining cost, \$2439 on average, per PDO collision. According to the NHTSA, 23% of collisions are paid directly by involved drivers. 54% of collisions are covered by private insurers. The remaining 23% is split between the government and other sources.

To estimate the broader economic and societal impacts associated with injury and fatal collisions, the Federal Highway Administration (FHWA) Crash Cost for Highway Safety Analysis framework was used in combination with regional adjustment factors provided by Caltrans. Highway 17 experiences a high concentration of collisions involving injuries and fatalities, resulting in significant economic and societal impacts throughout the corridor.

The FHWA-Caltrans crash cost framework incorporates both immediate and long-term impacts associated with collisions.

- Immediate Costs:
 - o Emergency response
 - o Damage to highway infrastructure
 - o Vehicle repair
 - o Insurance claims and administration costs
 - o Lost wages
- Ongoing Costs:
 - o Loss in economic productivity
 - o Ongoing medical costs
 - o Quality of life impacts

Results

The analysis estimated approximately \$1.6 billion in total collision impacts along Highway 17 across Santa Cruz and Santa Clara Counties between 2020 and 2025. Each collision has an associated estimated impact based on severity, as provided by the Crash Cost model. Based on this, a fatal collision has an estimated impact of \$10,436,547.

Between 2020-2025, insurers paid an average of \$866,211 in Santa Cruz County and \$466,874 in Santa Clara County, per year, for all collisions on Highway 17. Drivers paid \$238,250 in Santa Cruz County, and \$140,125 in Santa Clara County per year, for all collisions on Highway 17.

CHP ENFORCEMENT ACTIVITIES

Extra CHP enforcement is an essential element of the Safe on 17 Program. The extra CHP enforcement is dispatched along the entirety of the Highway 17 Safety Corridor, which is located between the Highway 1/17 interchange in Santa Cruz County and the Highway 9/17 interchange in Santa Clara County. Increased CHP enforcement on Highway 17 prevents collision causing behavior in two ways. First, high CHP visibility on Highway 17 serves to encourage safer driving and deter traffic violations. Second, increasing the number of citations is a mechanism for encouraging motorists to adhere to the rules of the road. The Santa Cruz and San Jose CHP offer a list of overtime opportunities to their officers, which makes-up the extra enforcement on Highway 17. The number of enforcement hours per month is dependent upon CHP staffing levels, competing overtime opportunities, and training requirements.

Highway 17 CHP Enforcement and Citations (2025)			
Enforcement and Citations	Santa Cruz County	Santa Clara County	Total Corridor
Overtime Enforcement Hours	681	254	935
Overtime Citations	930	270	1200
Regular Citations	2,086	3,281	5367

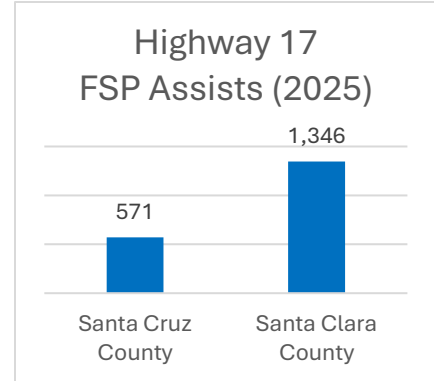
FREEWAY SERVICE PATROL



The Regional Transportation Commission (RTC) coordinates the Freeway Service Patrol (FSP) program on the Santa Cruz County side of highway 17 and Metropolitan Transportation

Prepared by the Santa Cruz County Regional Transportation Commission

Commission (MTC) coordinates FSP on the Santa Clara County side. The Santa Cruz County FSP program provides towing service free of charge to stranded motorists on Highway 17 from Mount Hermon Road to Summit Road and Highway 1 from Highway 9 to State Park Drive during high traffic periods. The goal of the FSP program is to reduce non-recurrent congestion caused by disabled vehicles, collisions, and debris on freeways.



Recent Annual Average Daily Traffic (AADT) data indicates a shift from historic traffic patterns which consisted of a morning and afternoon peak to an overall incline and decline throughout the day. The RTC is adjusting the service schedule to more closely align with current traffic patterns which will significantly increase the efficiency of the service.

Highway 17 Beat 1 (Santa Cruz County side - RTC)		
Days of Operation	Shift Type	Hours
Wednesday – Friday	Morning Shift	7:00AM – 10:00AM
	Afternoon Shift	2:30PM – 5:30PM
Saturday, Sunday, & Holidays	10:00 AM – 4:00 PM	

Highway 17 Beat 32 (Santa Clara County side - MTC)		
Days of Operation	Shift Type	Hours
Monday - Friday	Morning Shift	5:30AM – 7:30PM
Saturday & Sunday	12:30 PM – 7:30 PM	

CALL BOX DECOMMISSIONING AND REMOVAL

The RTC currently oversees approximately 65 call boxes located along State Routes 1, 9, 17, 129, and 152. Approximately 19 of these RTC owned call boxes are located along State Route 17. Roadside call box usage along Highway 17 has continued to decline significantly as motorists increasingly rely on cell phones and in-vehicle communication systems for roadside assistance. In March 2026, the RTC approved the decommissioning and removal of roadside call boxes on highways within Santa Cruz County, including call boxes located along Highway 17. As part of the decommissioning process, RTC staff has terminated maintenance and cellular services and begun the process of bagging the call boxes prior to their eventual removal from the Caltrans right-of-way. Call boxes in Santa Clara are not managed by RTC and are in turn are not being decommissioned or removed.

EMERGENCY RESPONSE

Highway 17 incidents often require coordination between the California Highway Patrol (CHP), Caltrans, local fire agencies, Freeway Service Patrol, emergency medical personnel, and other relevant responding agencies. The Safe on 17 Task Force continues to discuss incident response coordination, roadway closures, traveler information systems, and opportunities to improve safety along the corridor. Traveler information systems such as Cruz511 and Caltrans QuickMap, changeable message signs, and social media alerts are utilized to provide real-time information to motorists during incidents and roadway closures.

EDUCATION AND PUBLIC INFORMATION

RTC SAFE, MTC SAFE, CHP, and Caltrans continued providing public information related to safe driving on Highway 17 throughout 2025. Public outreach efforts included social media updates, traveler information systems, media interviews, traffic advisories, lane closure alerts, and public safety messaging focused on reducing collisions and improving motorist awareness along the corridor.

Traveler information was provided through Cruz511, Caltrans QuickMap, CHP incident reporting systems, social media platforms, and changeable message signs (CMS) located along Highway 17 near Scotts Valley, Los Gatos and the Santa Cruz/Santa Clara County line. These systems were used to provide motorists with information related to collisions, roadway closures, weather conditions, travel delays, and ongoing construction activities.

CHP also continued public education efforts through community outreach events, motorcycle safety events, and driver education programs. CHP Santa Cruz hosted “Start Smart” workshops for teen drivers and their parents, as well as “Age Well, Drive Smart” workshops focused on senior driver safety.

SAFE ON 17 TASK FORCE MEETINGS



The Safe on 17 Task Force is comprised of representatives from the San Jose and Santa Cruz area CHP, Caltrans Districts 4 and 5, MTC SAFE, RTC SAFE, local legislators' offices, local media, trucking industry, local police and fire departments. There were two meetings in 2025 – March 19th and October 15th both hosted by SCCRTC in Santa Cruz.

In 2025, the Task Force discussed the outcomes of the CHP's extra enforcement efforts, provided input on current Caltrans' Highway 17 projects and maintenance activities, and provided input on potential Highway 17 improvements. In addition, the Task Force routinely discusses issues related to the handling of incidents on this unique multi-jurisdictional corridor, opportunities for agency coordination, public education related to motorist safety, and Freeway Service Patrol Program activities.

Like in previous years, Safe on 17 meetings are combined with RTC Traffic Operation Systems Oversight Committee meetings. There is a significant overlap in membership in these committees and subject matter. Traffic operation systems elements such as closed-circuit television cameras and changeable message signs can be tools for enhancing safety on the Highway 17 corridor and require coordination between the separate CHP and Caltrans jurisdictions covering the Highway 17 safety corridor.

HIGHWAY SAFETY IMPROVEMENTS

Caltrans has a comprehensive process for evaluating and constructing the projects that provide the greatest benefit to the motoring public. In 2025, Caltrans continued to make improvements to Highway 17 to improve safety with the following projects:

Completed Projects

SR 17 Truck Overturn Repairs

This project, located in the southbound lanes of Highway 17 south of Sugarloaf Road in Santa Cruz County, repaired pavement damaged by a truck overturn collision, repaired a retaining wall, and reconstructed guardrail. Construction began in October 2025 and was completed in December 2025.

Ongoing Projects and Studies

SR 17 Comprehensive Multimodal Corridor Plan

Caltrans is developing a Comprehensive Multimodal Corridor Plan (CMCP) for State Route 17 between Highway 1 in Santa Cruz County and the Interstate 280/880 interchange in San Jose. The plan is intended to address increasing challenges related to congestion, safety, climate resiliency, emergency response, and multimodal access along the corridor. The CMCP will build on previous corridor planning efforts and work with regional and local agencies, stakeholders, and communities to develop a long-range vision for the corridor. The plan will also evaluate opportunities for bicycle, pedestrian, transit, freight, and operational improvements to support multimodal accessibility and improve corridor reliability and safety.

SR 17 Pavement Surface Treatment

This project, located at four locations within Santa Cruz County, including the northbound lanes of Highway 17 between the Highway 1 on-ramp and the Pasatiempo Drive off-ramp, will install Non-Rubberized Open Grade Friction Course pavement. Construction is currently scheduled to begin in Summer 2027 and be completed in Summer 2028.

SR 17 Drainage Improvements

This project, located at 13 locations between the Highway 1/17 intersection in Santa Cruz County and just south of Summit Road, will replace or repair drainage systems along the corridor. Construction is currently scheduled to begin in Spring 2029 and be completed in Spring 2030.

SR 17 Replace Culverts

This project, located near Summit Road of Highway 17 in Santa Cruz County, will restore the functionality of two drainage systems in poor condition. Construction is currently scheduled to begin in Summer 2028 and be completed in Fall 2028.

SR 17 Traffic Management Systems Maintenance Projects

This project, located at five locations on Highway 17 between south of Granite Creek Road and just south of Summit Road, and at one location near Emeline Avenue on Highway 1 in Santa Cruz County, will replace two Changeable Message Signs (CMS), two Closed-Circuit Television (CCTV) cameras, one Traffic Census Station on Highway 17, and one Vehicle Detection System on Highway 1. Construction is currently scheduled to begin in Summer 2027 and be completed in Fall 2027.

SR 17 Bicycle/Pedestrian and Wildlife Crossing Project

This project, located on Highway 17 between post miles 4.10 and 5.80 in Santa Clara County, will construct a bicycle/pedestrian and wildlife crossing across Highway 17. Construction is currently scheduled to begin in Spring 2027 and be completed in Fall 2028.

Bridge Rail Replacement and Upgrade Project

This project, located on Highway 17 in Los Gatos, will upgrade bridge rails at the Santa Cruz Avenue Undercrossing and Main Street Overcrossing to meet current crash and safety standards. Construction began in Summer 2024 and is currently scheduled to be completed in Summer 2026.

SR 17 Corridor Congestion Relief Project

This project will implement corridor congestion relief improvements and upgrade the Highway 17/Highway 9 interchange in the Town of Los Gatos. Proposed improvements may include modifications to on- and off-ramps, improvements to Highway 17 mainline lanes and shoulders to reduce bottlenecks, implementation of transportation technology systems, and bicycle and pedestrian improvements. Construction is currently scheduled to begin in Fall 2029 and be completed in Winter 2031.

Highway 17 Bicycle and Pedestrian Overcrossing at Blossom Hill Road

This project will construct a bicycle and pedestrian overcrossing at Blossom Hill Road in the Town of Los Gatos. The project is intended to improve bicycle and pedestrian mobility, encourage active transportation, and enhance safety for all modes of travel between Roberts Road West and Roberts Road East. Construction is currently scheduled to begin in Winter 2026 and be completed in Winter 2027.

CONCLUSION AND NEXT STEPS

There were 5 fatal collisions and 222 injury collisions reported on Highway 17 during 2025. While the total number of collisions and injury collisions decreased compared to 2024, fatal collisions increased during the year.

Partner agencies continued implementing a combination of supplemental CHP enforcement, roadway safety improvements, traveler information systems, public education efforts, and interagency coordination strategies aimed at improving safety on Highway 17. CHP enforcement, public education campaigns, changeable message signs, and traveler information systems also continued to support ongoing efforts to encourage safe driving behaviors along the corridor.

In 2025, the RTC also expanded corridor safety analysis efforts through the development of a Highway 17 collision dashboard and an economic impact analysis of collisions on the corridor. The analysis estimated approximately \$1.6 billion in economic and societal impacts associated with collisions on Highway 17 between 2020 and 2025, demonstrating the significant regional impacts associated with roadway collisions.

As the Safe on 17 Program continues to evolve, RTC staff will work with partner agencies to evaluate opportunities to modernize the goals and objectives of the Safe on 17 Task Force to better align with Vision Zero principles and California's Safe System Approach. Potential updates may include establishing measurable collision reduction targets, identifying strategies to reduce speeding and dangerous driving behaviors, strengthening coordination around enforcement and roadway safety

improvements, and aligning future program objectives with the “5 Es” of transportation safety: Engineering, Enforcement, Education, Emergency Response, and Emerging Technologies.

RTC staff and partner agencies will also continue exploring legislative and policy opportunities related to automated speed safety systems and other strategies intended to reduce speeding and improve safety on Highway 17, particularly in constrained segments of the corridor where traditional enforcement can be challenging.

ATTACHMENTS

Attachment 1: Summary of Annual Highway 17 Collision Data

Attachment 2: Summary of Extra CHP Enforcement Hours

Attachment 3: Economic Impact of Collisions on Highway 17

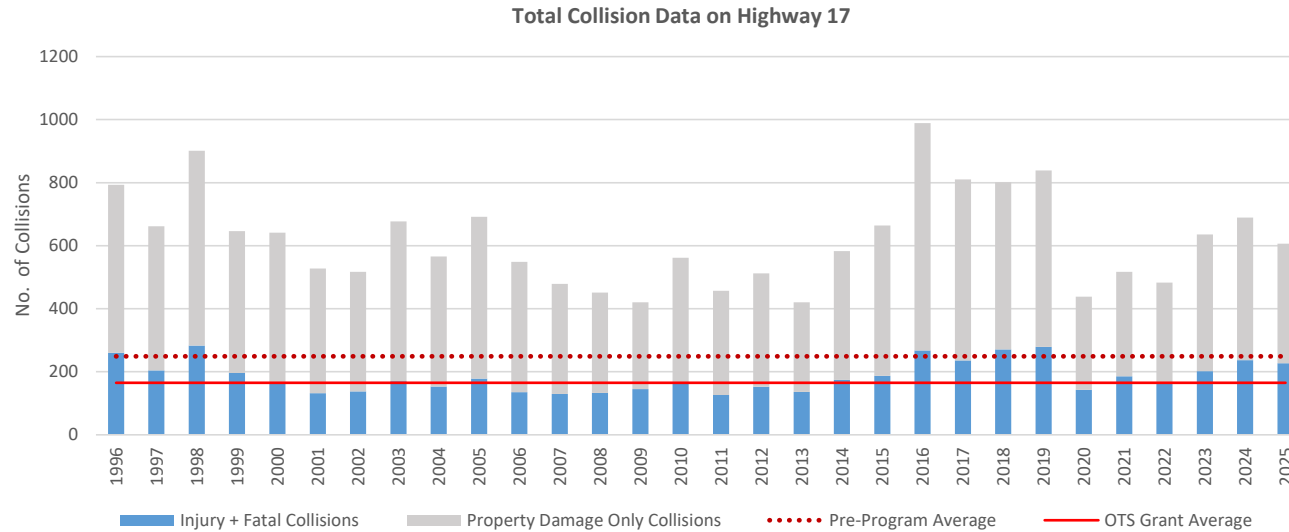
Attachment 4: [Highway 17 Collision Dashboard](#)

Highway 17 Collision Data 1996-2025

	Pre-Safe on 17						OTS Grant Funded						SCCRTC & MTC Funded													
Year	1996		1997		1998		1999		2000		2001		2002		2003		2004		2005		2006		2007		2008	
San Jose/Santa Cruz	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC
PDO*	257	276	196	262	306	312	234	216	240	234	175	221	145	234	165	342	148	265	155	359	135	279	119	230	121	197
Injury	123	128	88	115	129	149	101	91	74	92	48	80	45	91	53	113	67	82	52	123	49	84	44	85	58	74
Fatal	5	4	0	1	0	5	0	4	1	0	2	2	0	2	0	4	3	1	0	3	1	1	0	1	1	0
Total	385	408	284	378	435	466	335	311	315	326	225	303	190	327	218	459	218	348	207	485	185	364	163	316	180	271
Total Collisions	793		662		901		646		641		528		517		677		566		692		549		479		451	
Hwy 17 Injury and Fatal Collisions	260		204		283		196		167		132		138		170		153		178		135		130		133	

*PDO=Property Damage Only

NOTE: Annual Average Injury and Fatal Collision prior to SAFE on 17 Program = 249; 3-Year Average Injury and Fatal Collision during OTS Grant period = 165



Highway 17 Collision Data 1996-2025

SCCRTC & MTC Funded																																		
Year	2009		2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020		2021		2022		2023		2024		2025	
San Jose/Santa Cruz	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC	SJ	SC
PDO*	123	152	144	252	149	182	135	225	133	151	178	231	237	240	259	462	267	307	252	278	251	309	129	166	183	148	177	143	271	163	287	165	257	122
Injury	36	107	61	103	42	84	42	108	65	69	62	109	94	93	121	145	105	130	126	143	146	129	82	57	103	81	87	71	116	81	151	86	143	79
Fatal	0	2	1	1	0	0	1	1	1	1	2	1	0	0	2	0	1	0	1	1	3	1	4	0	1	1	2	3	2	3	0	0	2	3
<i>Total</i>	<i>159</i>	<i>261</i>	<i>206</i>	<i>356</i>	<i>191</i>	<i>266</i>	<i>178</i>	<i>334</i>	<i>199</i>	<i>221</i>	<i>242</i>	<i>341</i>	<i>331</i>	<i>333</i>	<i>382</i>	<i>607</i>	<i>373</i>	<i>437</i>	<i>379</i>	<i>422</i>	<i>400</i>	<i>439</i>	<i>215</i>	<i>223</i>	<i>287</i>	<i>230</i>	<i>266</i>	<i>217</i>	<i>389</i>	<i>247</i>	<i>438</i>	<i>251</i>	<i>402</i>	<i>204</i>
Total Collisions	420		562		457		512		420		583		664		989		810		801		839		438		517		483		636		689		606	
Hwy 17 Injury and Fatal Collisions	145		166		126		152		136		174		187		268		236		271		279		143		186		163		202		237		227	

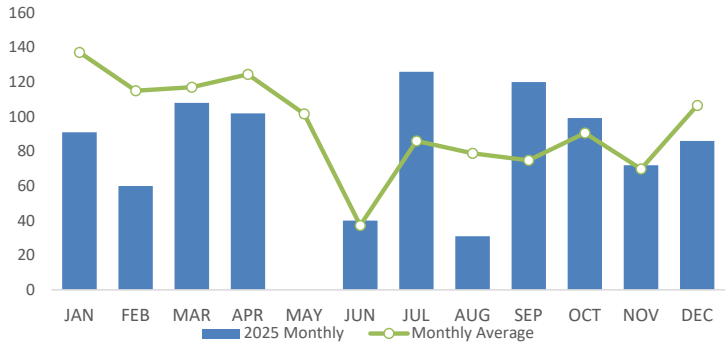
*PDO=Property
Damage Only

Total California Highway Patrol Extra Enforcement Hours Worked

Highway 17 Extra Enforcement Hours, 2005-2025																						
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	AVG 23-25
JAN	30	43	6	84	31	32		84	49	48	38	134	50	102	98	-	227	146	142	81	91	137
FEB	28	47	98	48	0	24		115	92	72	47	42	82	77	133	122	170	136	74	136	60	115
MAR	48	34	115	83	0	28	170	102	105	148	80	36	0	41	174	160	127	63	94	194	108	117
APR	82	55	42	20	36	28	320	107	186	148	81	121	145	86	190	95	154	82	91	194	102	125
MAY	82	24	159	3	66	43	267	128	172	100	151	188	165	51	133	199	104	79	94	130	-	102
JUN	101	207	167	50	28	66	112	198	140	419	49	70	69	28	81	38	-	25	73	12	40	37
JUL	124	97	108	90	52	33	109	0	87	32	62	95	34	0	54	144	-	-	72	60	126	86
AUG	164	60	112	142	151	51	139	6	109	113	64	64	28	0	54	43	-	154	57	74	31	79
SEP	175	68	69	42	238	26	137	135	97	160	86	60	101	36	102	100	59	79	45	72	120	75
OCT	108	415	30	55	90		89	130	42	81	58	66	16	0	65	264	87	123	54	90	99	91
NOV	140	187	298	206	248		100	124	75	102	72	112	80	36	36	91	56	70	24	127	72	70
DEC	250	79	272	621	51		86	129	0	80	48	93	137	63	67	180	89	156	60	142	86	107
TOTAL	1,331	1,315	1,474	1,443	989	330	1,528	1,257	1,152	1,503	836	1,080	907	520	1,186	1,434	1,071	1,113	878	1,312	935	1062

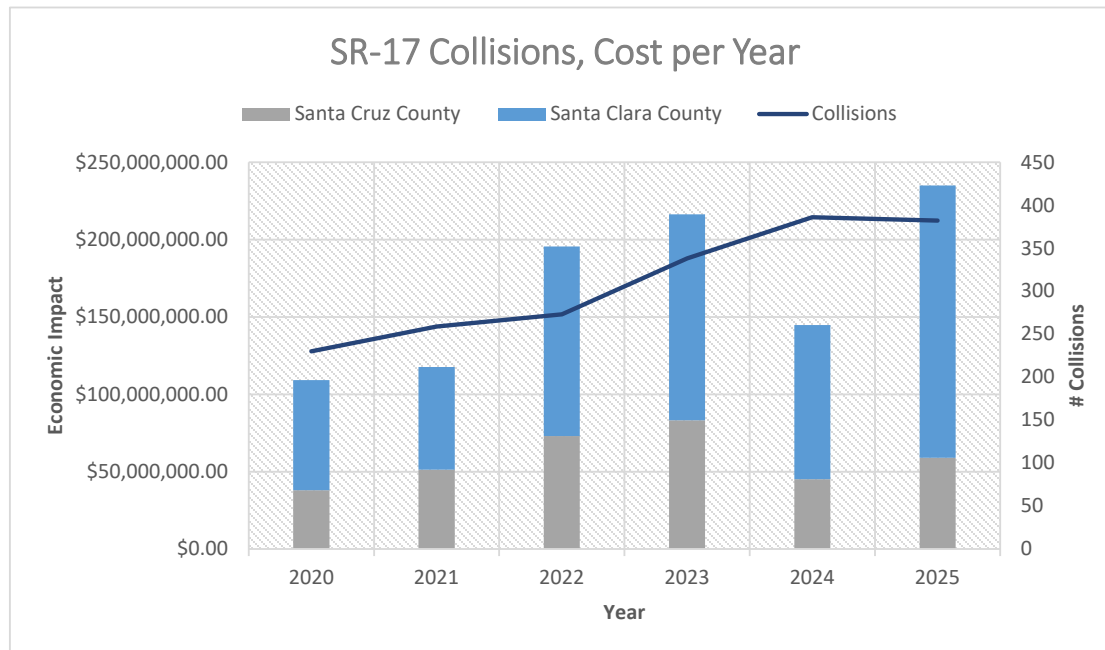
 Moratorium on extra enforcement by Governor due to state budget crisis.

CHP Extra Enforcement Hours Worked by Month
2025 vs Monthly Average

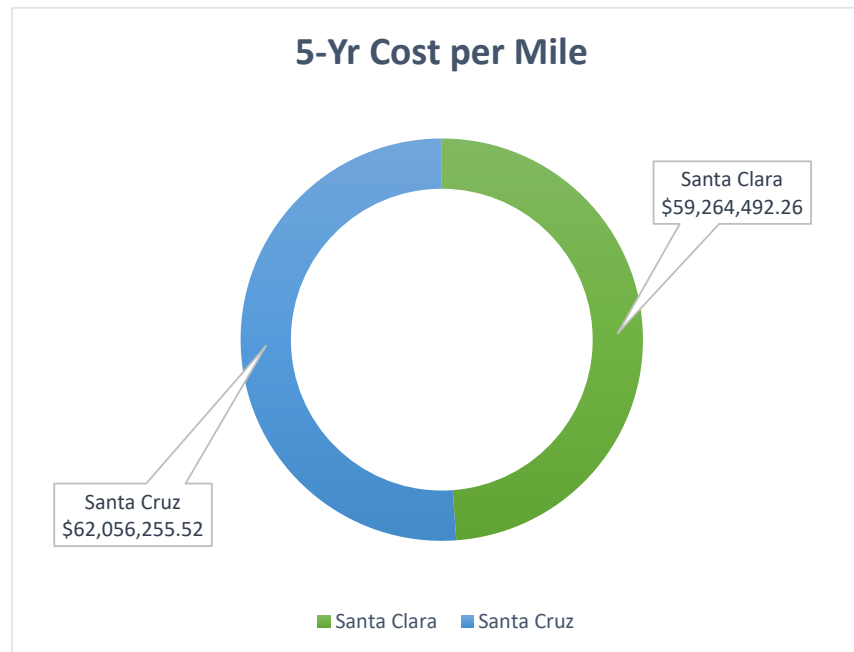


Highway 17 Economic Impact - 2020-2025

Year	2020		2021		2022	
Santa Clara/Santa Cruz	SCL	SCZ	SCL	SCZ	SCL	SCZ
Cost (Fatalities)	\$10,436,547.00	\$0.00	\$10,436,547.00	\$10,436,547.00	\$41,746,188.00	\$20,873,094.00
Cost (Disabling)	\$24,758,091.00	\$22,007,192.00	\$19,256,293.00	\$16,505,394.00	\$44,014,384.00	\$33,010,788.00
Cost (Possible)	\$21,736,408.00	\$10,381,568.00	\$23,034,104.00	\$16,870,048.00	\$16,870,048.00	\$13,625,808.00
Cost (Minor)	\$14,169,816.00	\$5,597,952.00	\$13,645,008.00	\$7,522,248.00	\$19,942,704.00	\$5,423,016.00
Total Cost by County	\$71,100,862.00	\$37,986,712.00	\$66,371,952.00	\$51,334,237.00	\$122,573,324.00	\$72,932,706.00
Total Cost per Year	\$109,087,574.00		\$117,706,189.00		\$195,506,030.00	
Total Loss	\$71,100,862.00	\$37,986,712.00	\$66,371,952.00	\$51,334,237.00	\$122,573,324.00	\$72,932,706.00
SR-17 Total Cost, 5 year	\$1,018,111,286.00					
PDO Collisions						
Cost to Insurer	\$462,467.35	\$345,308.96	\$619,194.64	\$352,897.65	\$372,801.38	\$779,275.14
Cost to Self	\$168,750.00	\$126,000.00	\$214,500.00	\$122,250.00	\$116,250.00	\$243,000.00
Total Cost per Year	\$1,102,526.31		\$1,308,842.29		\$1,511,326.52	



2023		2024		2025	
SCL	SCZ	SCL	SCZ	SCL	SCZ
\$62,619,282.00	\$31,309,641.00	\$0.00	\$0.00	\$31,309,641.00	\$10,436,547.00
\$22,007,192.00	\$27,508,990.00	\$41,263,485.00	\$19,256,293.00	\$90,779,667.00	\$24,758,091.00
\$23,358,528.00	\$16,545,624.00	\$26,278,344.00	\$18,167,744.00	\$26,602,768.00	\$14,274,656.00
\$25,015,848.00	\$7,872,120.00	\$32,013,288.00	\$7,697,184.00	\$27,290,016.00	\$9,446,544.00
\$133,000,850.00	\$83,236,375.00	\$99,555,117.00	\$45,121,221.00	\$175,982,092.00	\$58,915,838.00
\$216,237,225.00		\$144,676,338.00		\$234,897,930.00	
\$133,000,850.00	\$83,236,375.00	\$99,555,117.00	\$45,121,221.00	\$175,982,092.00	\$58,915,838.00
\$473,508.85	\$1,185,156.65	\$501,314.97	\$1,399,504.30	\$371,962.48	\$1,135,126.87
\$128,250.00	\$321,000.00	\$126,000.00	\$351,750.00	\$87,000.00	\$265,500.00
\$2,107,915.51		\$2,378,569.27		\$1,859,589.34	



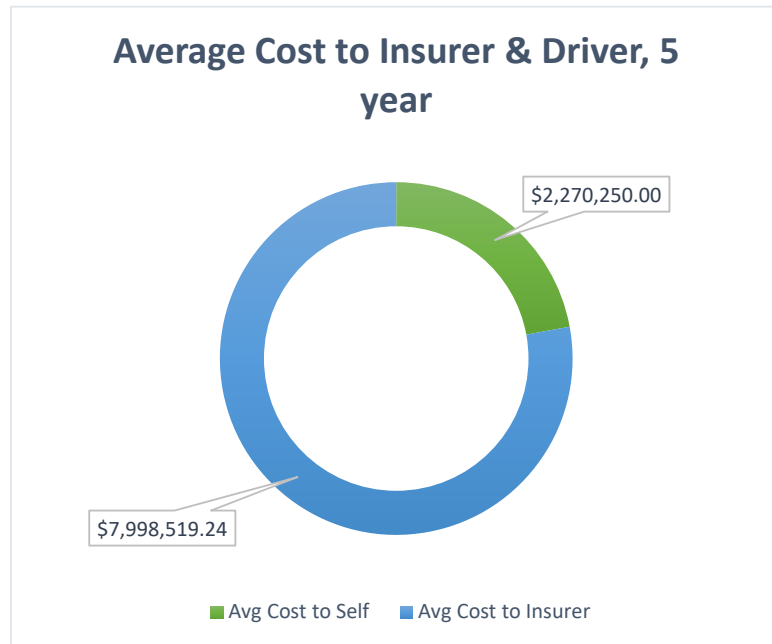
Crash Cost by KABCO Severity	
Severity	Cost
Death (K)	\$10,436,547.00
Disabling (A)	\$2,750,899.00
Other (B)	\$324,424.00
Possible (C)	\$174,936.00
No Injury Observed	\$12,026.00

[Source: FHWA Crash Costs for Highway Safety Analysis. Regional Adjustments provided by California Department of Transportation.](#)

Average PDO Claim Severity	
Year	Cost
2020	\$2,805.41
2021	\$2,915.02
2022	\$3,155.17
2023	\$3,519.06
2024	\$3,734.02
2025	\$3,956.57

[Source: The 2008 California Private Passenger Auto Frequency and Severity Bands](#)

Average Regional Deductible
\$750.00



AGENDA: September 17, 2026

TO: Interagency Technical Advisory Committee (ITAC)

FROM: Max Friedman and Sierra Topp, Transportation Planner and
Transportation Planning Technician

RE: GO Santa Cruz County Update

RECOMMENDATIONS

Staff recommend that the Interagency Technical Advisory Committee receive information on the GO Santa Cruz County Program, including recent program performance data and Fiscal Year 2026-27 priorities.

BACKGROUND

Transportation Demand Management (TDM) refers to strategies and programs designed to manage travel demand and make more efficient use of the transportation system. The Regional Transportation Commission (RTC) implements TDM to help reduce vehicle trips and expand access to alternative transportation choices by connecting residents and employees with transportation information, resources, and incentives that support transit, bicycling, walking, carpooling, vanpooling, and other sustainable transportation options. These efforts support the goals of the RTC's Regional Transportation Plan (RTP), including reducing vehicle miles traveled (VMT), improving access to transportation options, and supporting a more sustainable transportation system.

GO Santa Cruz County is the RTC's primary TDM program and provides resources and incentives to encourage walking, bicycling, transit, carpooling, vanpooling, and other alternatives to driving alone. The program is partially funded by Measure D. RTC staff recently completed a review of existing TDM services and program data and developed a 12-month work plan to guide program activities and priorities during FY 2026-27.

DISCUSSION

Existing Services and Program Overview:

The RTC's TDM program consists of three primary components: GO Santa Cruz County, CRUZ511, and GO BIKE! Together, these programs provide transportation information, trip planning resources, incentives, and other tools to help Santa Cruz County residents and employees use alternatives to driving alone.

[GO Santa Cruz County](#) is a voluntary commute trip reduction program that rewards participants for choosing sustainable transportation options. Through the RideAmigos commute management platform, participants can log trips to work made by bicycle, e-bike, transit, walking, carpool, and vanpool and earn points that can be redeemed for rewards including a \$10 e-gift card for every 25 trips logged. As an administrative resource, the platform also provides tools to conduct commute surveys, distribute incentives, track participation, and estimate transportation and greenhouse gas emission benefits.

The RTC's RideAmigos platform also supports TDM programs administered by partner agencies, including the City of Santa Cruz's GO Santa Cruz Downtown program, UC Santa Cruz, and Santa Cruz METRO's One Ride at a Time program. This shared platform provides a common resource for connecting participants with transportation options, administering incentives and rewards, and tracking program results. Partner agencies can use the platform to manage their own participant networks, administer additional program-specific incentives and campaigns, and track participation while remaining part of the broader GO Santa Cruz County platform.

[CRUZ511](#) provides Santa Cruz County residents with a centralized source of transportation information to help them understand available travel options and make informed transportation decisions. The RTC uses CRUZ511 to connect the public with current transportation information, services, and resources available throughout the county. The CRUZ511 website provides real-time traffic conditions and trip planning resources, along with information about transit, bicycling, carpooling and vanpooling, accessible transportation, and other resources.

[GO BIKE!](#) provides eligible participants with vouchers toward the purchase of bicycles, e-bikes, and BCycle membership. The program is implemented in partnership with Ecology Action and has helped participants purchase more than 300 bicycles and e-bikes. GO BIKE! 1.0 used a mix of funding sources including Monterey Bay Air Resource District's AB 2766 Motor Vehicle Emission

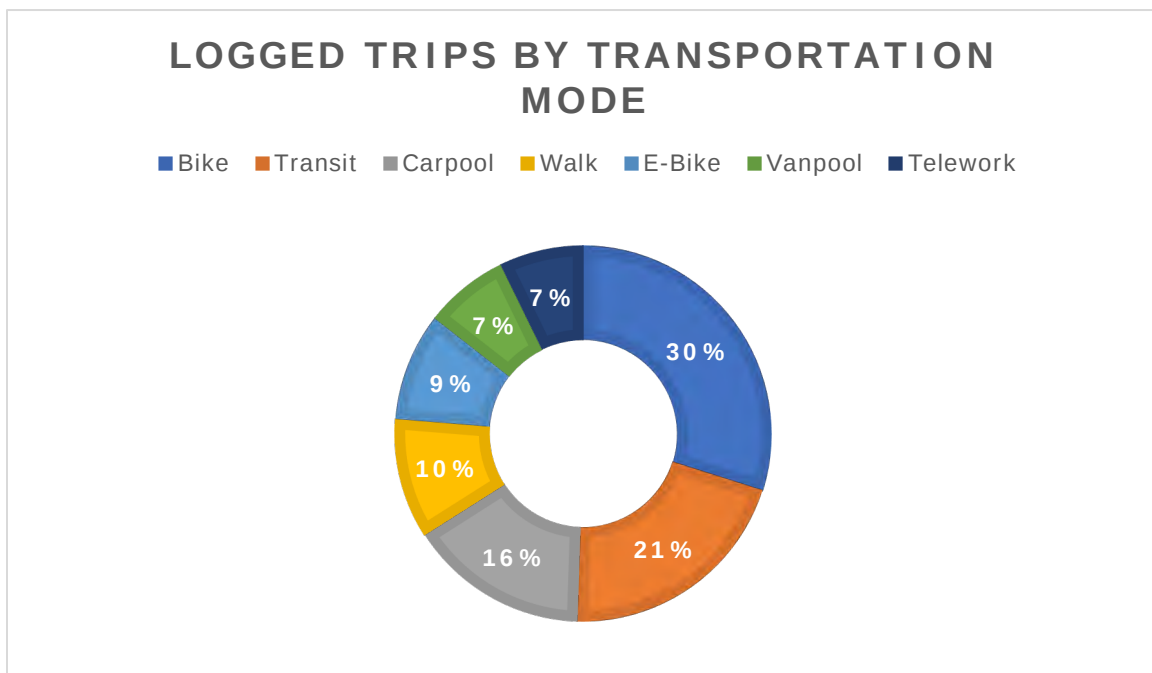
Reduction Grants and Local Measure D dollars. This pilot program is scheduled to be complete in September 2026 – future iterations will require additional grant or Measure D funding. A comprehensive review of the pilot program will be shared later this year.

Data and Program Effectiveness:

Since program inception in 2019, GO Santa Cruz County has demonstrated substantial participation and measurable transportation and environmental benefits. Program data show 9,760 registered users and approximately 3,183 active users who are logging trips and the following overarching benefits:

- Approximately 500,000 alternative transportation trips
- 4.3 million miles traveled by alternative transportation modes
- Approximately 1,450 tons of CO2 emissions reduced
- Approximately \$2.3 million in transportation costs saved
- Nearly 70 million calories burned

Participants use a broad range of transportation options, with bicycling representing the largest share of logged trips, followed by transit and carpooling. The distribution of logged trips by transportation mode is shown below:



Recent data also demonstrate continued participation and growth:

- In 2025, 1,649 participants logged 145,517 trips totaling more than 1.18 million miles.

- New registrations increased from 1,173 in 2024 to 2,549 in 2025.
- An additional 858 users registered between January and July 2026.
- Approximately \$16,700 in incentives and donations distributed in 2026 to date, including approximately \$15,300 in individual commute rewards and \$1,400 in One Ride at a Time donations.

Alignment with RTP Goals

The adopted 2050 Regional Transportation Plan (RTP) establishes the RTC's long-range vision for transportation in Santa Cruz County and identifies Transportation Demand Management as one component of the regional transportation network. The RTP establishes five goals for the regional transportation system. GO Santa Cruz County and the RTC's broader TDM efforts support several of these adopted goals, particularly:

- **Reduce vehicle miles traveled (VMT) in order to establish livable communities that improve people's access to their regular needs.** TDM directly supports this goal by encouraging transit, bicycling, walking, carpooling, vanpooling, and other alternatives to driving alone.
- **Establish a climate-resilient transportation system that anticipates, adapts to, and mitigates the impacts of climate change.** Encouraging alternatives to driving alone can reduce VMT and associated greenhouse gas emissions.
- **Ensure that plans, investments, policies, and transportation decisions will reduce disparities for historically and systemically marginalized, underserved, and excluded populations.** TDM efforts support this goal by improving access to transportation information, resources, and mobility options. The GO BIKE! program specifically targets income-qualified Santa Cruz County residents, providing eligible participants with vouchers for bicycles, e-bikes, and bike share.

Program Goals and FY 2026-27 Priorities

Based on the review of existing services and program data and alignment with RTP goals, staff identified the following goals to guide the continued development of GO Santa Cruz County and the RTC's broader TDM efforts:

- Support the 2050 RTP goal to reduce VMT and congestion
- Encourage transit and active transportation, carpooling, and vanpooling
- Identify outreach and engagement opportunities for RTC TDM efforts especially with equity priority communities
- Be a resource the community can rely on for transportation information and programs
- Make data informed decisions
- Interagency coordination on TDM efforts and strategies

With these goals in mind, RTC staff developed a 12-month work plan to guide TDM program activities during FY 2026-27. The work plan identifies six priorities organized into three implementation tiers:

The six priorities are summarized below:

- **Short-Term Priorities**
 - o Data and Metrics: Improve program performance tracking and use data to inform program decisions.
 - o CRUZ511: Modernize the website and improve access to transportation information.
- **Medium-Term Priorities**
 - o Employer Outreach: Expand partnerships with employers to connect more employees with transportation resources.
 - o Interagency Coordination: Strengthen coordination among agencies and organizations implementing TDM programs, including coordination with RTC member agencies.
- **Long-Term Priorities**
 - o GO Watsonville: Develop a targeted Watsonville TDM program and expand outreach and resources in Watsonville.
 - o TDM Strategic Plan: Develop a long-term framework for coordinating and advancing TDM efforts throughout Santa Cruz County.

Next Steps

Staff will continue implementing the FY 2026-27 12-month work plan and monitoring progress toward the program's goals and performance measures. Staff will use program data and participant feedback to evaluate ongoing activities, adjust strategies as needed, and identify additional funding sources to bolster existing services. The results of this work will help inform future TDM program investments, outreach efforts, and longer-term planning.

SUMMARY

GO Santa Cruz County provides transportation information, resources, and incentives that encourage sustainable transportation choices throughout Santa Cruz County. Program data demonstrate substantial participation and measurable transportation and environmental benefits. Staff will continue implementing the FY 2026-27 12-month work plan to build on the program's success, improve program performance, strengthen partnerships and outreach, and identify additional funding opportunities to bolster existing services.