



Santa Cruz County Regional Transportation Commission
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Santa Cruz County Regional Transportation Commission (RTC)

Oct. 1, 2026 Meeting Highlights

Week Without Driving Initiative and GO Santa Cruz County Update

The Commission received information on the Week Without Driving Kickoff and Community Event and the GO Santa Cruz County Program, and accepted a resolution proclaiming October 1-8, 2026, as Week Without Driving (WWD). The RTC is partnering with METRO, County of Santa Cruz, and the Community Traffic Safety Coalition to promote WWD throughout Santa Cruz County. Community members who have the option to drive are asked to participate by replacing one or more driving trips during the week with walking, bicycling, transit, or carpooling and to use the experience to consider the transportation barriers they may face if driving were not an option. Participants are also encouraged to take the WWD pledge through the [Cruzin' Together Santa Cruz County](http://CruzinTogetherSantaCruzCounty.org) website and to register for the [WWD contest](#) through Go Santa Cruz County. In addition, the RTC and its partners are hosting a community-wide WWD event at Capitola Mall on Friday, October 2, from 4:00 to 7:00 p.m. The free event will feature local organizations and business booths, information about local transit options, bicycle and e-bike resources, accessibility and safety advocates, and family activities, including a bike rodeo, passport activity, and giveaways.

The RTC's Transportation Demand Management program supports the goals of Week Without Driving year-round by providing information, resources, and incentives that encourage residents and employees to choose alternatives to driving alone. Through [GO Santa Cruz County](#), [CRUZ511](#), and [GO BIKE!](#), the RTC connects the community with tools and programs that support transit, bicycling, walking, carpooling, vanpooling, and other transportation options. These efforts support the RTC's [Regional Transportation Plan](#) goals to reduce vehicle miles traveled and congestion, encourage sustainable transportation choices, and improve access to transportation options.

Cooperative Agreement for Replica Data Platform Procurement

The Commission approved the procurement of a transportation data platform, Replica, for use in transportation planning services. Examples of processed data on the platform include average daily traffic, origin/destination travel patterns, crash data, speed data and travel time reliability. The Commission also approved entering into a multi-agency Cooperative Agreement with the City of Capitola, City of Scotts Valley, City of Watsonville, County of Santa Cruz, and Santa Cruz METRO for coordination and shared use of the Replica software. This will allow staff in each agency to access the platform to assist in forecasting future travel patterns, traffic volumes, public transit needs, vehicle miles traveled analysis, transportation safety, speed enforcement zone identification, and various other needs, including but not limited to transportation planning and traffic enforcement.

Upcoming RTC and Committee Meetings

Regional Transportation Commission Meeting

Thursday, November 5, 2026, 6:00 p.m.

Bicycle Advisory Committee

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

Budget & Administration/Personnel Committee

Monday, October 8, 2026, 1:30 p.m.

Elderly & Disabled Transportation Advisory Committee

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

Interagency Technical Advisory Committee

Thursday, October 15, 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.