

ANNUAL REPORT

1992



The Commission

"The Santa Cruz County Regional Transportation Commission". Our name says a lot about who we are and what we do. **The Commission** includes representatives from cities, the County, Caltrans, the private sector and Santa Cruz Metro. We unite **Santa Cruz County's** public and private sectors to develop solutions to our **region's transportation** challenges.

Working with local governments, state agencies, business and community groups, the Santa Cruz County Regional Transportation Commission:

- Sets priorities for capital improvements to our highways, major roads and rail.
- Pursues funding for local roadwork, transit, bicycle facilities and other kinds of transportation.
- Adopts policy to improve our transportation system.
- Plans for future projects and programs to improve the transportation system and to protect the environment.
- Educates the public about alternatives to driving alone and the

need to better manage our existing transportation system.

Major Transportation Projects

In 1991, Congress and the President approved the Intermodal Surface Transportation Efficiency Act (ISTEA) to provide \$155 billion nationally for transportation projects and programs over the next six years.

In 1992, the Regional Transportation Commission worked with local governments to develop a spending plan for our region's **\$9.1 million share** of the first 3 years of regional funding from the ISTEA Program. The SCCRTC earmarked approximately 40% of these funds for transportation alternatives like a shuttle service in Scotts Valley, Clean Air Buses for Santa Cruz Metro, and bikeway improvements in Capitola. Other funded projects included repairs to Bear Creek Road in the San Lorenzo Valley, improvements to the intersection of Seabright and Murray Streets in Santa Cruz, and repairs on Green Valley Road in Watsonville, among many others.

The SCCRTC also lobbied the California Transportation Commission to

support regional improvement projects. Construction of the Bay Avenue/Porter Street/Highway 1 interchange is scheduled to begin in Fall, 1993. Completion of the Highway 1/Mission Street improvement project is scheduled for the mid-1990's. Reconstruction of the Highway 1/17 interchange is scheduled for later this decade.

Transportation Systems Management

Transportation Systems Management (or TSM) is an increasingly important trend which focuses on making the **most efficient use** of the existing transportation system. TSM strategies include carpooling, commuter lanes, traffic light signalization, bicycle and pedestrian paths, transit and others. These strategies are important to meet new state congestion management and air quality goals.

Essential to the success of TSM strategies are **work-site TSM programs** offered by employers. In 1992, the Commission worked with area employers on TSM efforts which

included:

■ Technical assistance to the Santa Cruz Area Transportation Management Association (TMA) on commuter surveys at TMA-member work-sites.

■ A series of workshops and public hearings to develop a model "trip reduction ordinance", or TRO. These meetings not only provided the SCCRTC with important information for the model ordinance, but also created an opportunity to bring individuals, employers, and community organizations into the regional transportation planning process and educated them about the transportation challenges facing us all.

■ Ongoing review of transportation systems management policies by the Commission's TSM Task Force, which includes members from the TMA, UC Santa Cruz (UCSC), Santa Cruz Metro, Commissioners and regional planning agencies.

■ Cosponsorship with the Santa Cruz Area TMA of employer

outreach activities for California

Rideshare Week, including a popular "Rideshare Week Jeopardy Game" Luncheon.

The SCCRTC made significant progress in assisting and educating employers about the TSM resources available to them. During the course of 1992, increasing numbers of businesses came to understand their part in developing solutions to our county's congestion and air quality challenges. The work we accomplished together and the working relationships established in 1992 will continue to have an important impact well into the future.

From The Chair

In 1992 the Santa Cruz County Regional Transportation Commission celebrated its 20th Anniversary. We used the occasion as an opportunity to review past work and to reinvigorate our commitment to improving our transportation system while also protecting the environment.

During the course of the year, the Commission:

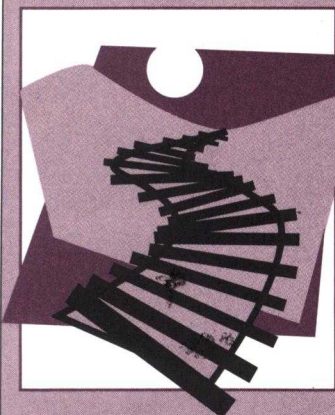
- Adopted a Congestion Management Program to improve coordination between land use and transportation planning.
- Worked with local governments to select transportation projects financed by new federal transportation funds.
- Moved forward on efforts to determine if "fixed guideway" or rail service along existing rail lines between Watsonville and Santa Cruz is feasible.
- Provided thousands of commuters with carpool partners through the Regional Transportation Commission's free Rideshare Program.
- Conducted broad-based discussion meetings to develop a model "Trip Reduction Ordinance".
- Hosted the California Transportation Commission to increase state support for regional improvements on our highways.
- Worked with Santa Cruz Metro, Lift Line and the Volunteer Center to provide accessible transportation for the elderly and disabled.
- Improved bicycle facilities by funding bike paths and providing secure bike parking.
- Sponsored the Fifth Annual Bike-To-Work Day.
- Sponsored California Rideshare Week activities, helping to educate employees and residents about effective alternatives to the single occupant vehicle in Santa Cruz County.

At the Santa Cruz County Regional Transportation Commission, we're proud of 20 years of service to the community. We're looking forward to building on our success by developing a transportation system that serves both the region's transportation needs and its special environmental qualities.

Fred Keeley,
1992 Commission Chair

THE REGIONAL
TRANSPORTATION
COMMISSION AT WORK.



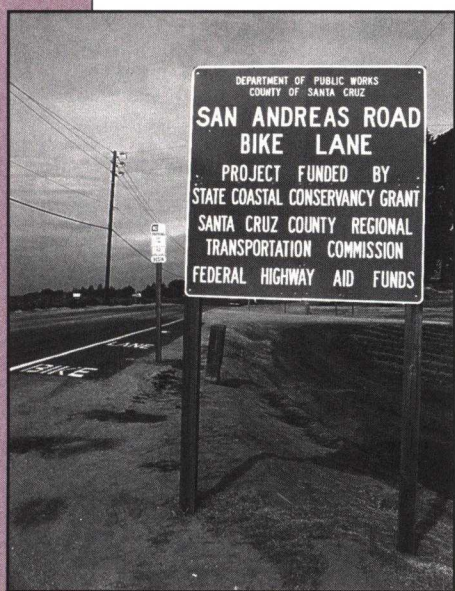


Congestion Management Program

One of the Regional Transportation Commission's biggest efforts in 1992 was the development of the Congestion Management Program (CMP) for Santa Cruz County. The Commission conducted a twelve-month process for the CMP, including development of an environmental impact report and an economic impact analysis. The resulting Congestion Management Program is a **new policy document** which will work toward strengthening the link between **land use and transportation planning**. In addition, the CMP development process became an important catalyst for business leaders, environmentalists, community groups, the local media and residents to understand the variety of new policy initiatives to reduce traffic and improve air quality which are required by the state and federal governments.

Rail Development

In 1992, in cooperation with local governments, UCSC and Santa Cruz Metro, the Regional Transportation Commission

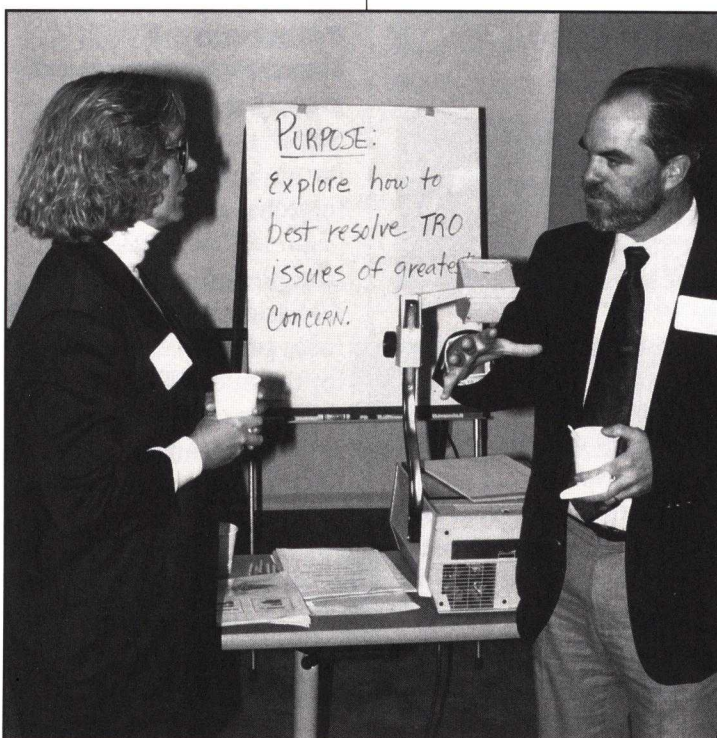
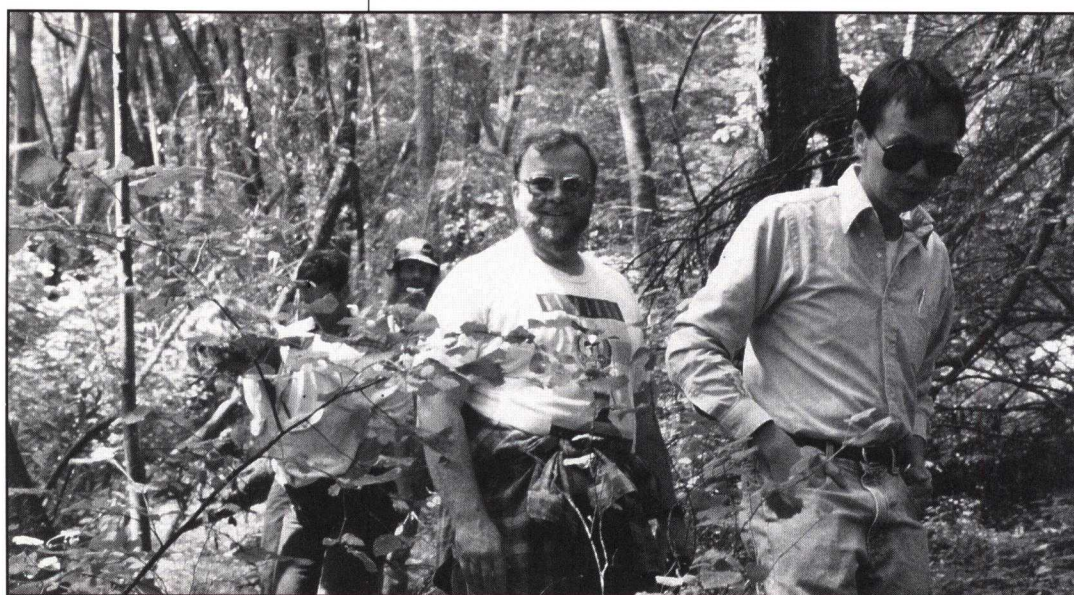


THE REGIONAL TRANSPORTATION COMMISSION FUNDS A VARIETY OF PROJECTS THROUGHOUT THE COUNTY, INCLUDING BIKE LANES.



STATE SENATOR HENRY MELLO PRESENTS CALTRANS' MIKE ELLIS WITH A BIKE-TO-WORK DAY T-SHIRT AT THE 1992 ANNUAL TRANSPORTATION AWARDS PRESENTATION.

COMMISSIONER SCOTT KENNEDY AND SANTA CRUZ CITY ENGINEER RAY CHONG PARTICIPATE IN THE EASTERN ACCESS COMMITTEE'S WALK ALONG POTENTIAL EASTERN ACCESS ROUTES.



SCCRTC EXECUTIVE DIRECTOR LINDA WILSHUSEN TALKS WITH SANTA CRUZ AREA TMA PRESIDENT JEFF NELSON DURING A TRIP REDUCTION ORDINANCE WORKSHOP.

Eastern Access

In 1992, the Commission's Eastern Access Oversight Committee completed the first phase of the Eastern Access Roadway Study to review existing analyses of the possible traffic impacts of an eastern access route between Highway 9 and Coolidge Drive on the UCSC campus. Pending the outcome of a traffic circulation plan being prepared by UCSC, phase two of the Committee's exploration of the eastern access proposal will analyze the potential **environmental impacts** as well as the potential of road and non-road access, including fixed guideway, bus transit, and Transportation Systems Management (TSM) alternatives.

sponsored a study to explore preferred routes, appropriate technology and the financial viability of "fixed guideway" service along existing **rail lines between Watsonville, Santa Cruz and UCSC**. The study will be completed during the summer of 1993 and is required if a future rail project on this corridor is to receive state or federal funds. The SCCRTC also worked with other transportation planning agencies to consider the future of the Coastline Rail Corridor between Los Angeles and San Jose.

Commission and local governments on bicycle issues, including commenting on bicycle-related planning projects throughout the county. The SCCRTC **promotes bicycle use and safety** through support of events like the annual Bike to Work Day event and safety programs in area schools and **increases secure bike parking** through bicycle parking subsidies to local governments and area developers.

Transportation Planning

As the regional transportation planning agency for Santa Cruz County, the SCCRTC is responsible for developing the county's Regional Transportation Plan (RTP). The Plan is our area's **long-range transportation planning document** required by state law and includes transportation policy and regional priorities for major capital improvement projects. An update of the Regional Transportation Plan will be completed in 1993.

Bicycle Programs & Planning

The Regional Transportation Commission supports a variety of programs to improve bike facilities in Santa Cruz County, including the allocation of a portion of its annual budget to local governments for the development of bike facilities. In addition, the Commission supports bicycle facilities by maintaining a Bicycle Committee to advise the

Accessible Transportation

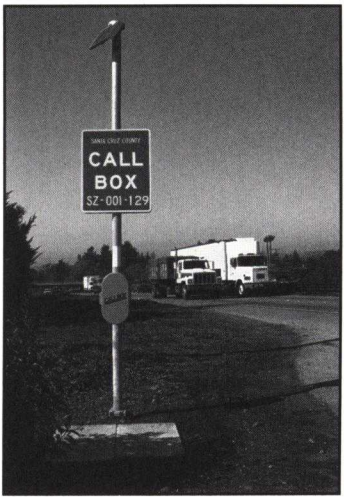
The Regional Transportation Commission maintains an Elderly and Handicapped Transportation Advisory Committee to advise the SCCRTC, the Santa Cruz Metro, the Consolidated Transportation Service Agency, and local jurisdictions about **transportation accessibility issues**. This Committee helps coordinate local agencies, including Lift Line, the Santa Cruz Metro, and the Volunteer Center, to make our transportation system accessible to all

members in our community. In 1992, efforts focused on the initial implementation of the Metro's new Paratransit Program required by the Americans with Disabilities Act (ADA).

Santa Cruz Share-A-Ride

The Regional Transportation Commission administers the Santa Cruz Share-A-Ride program which provides residents and employees throughout the county with assistance and information about carpooling, vanpooling, transit, bicycling, walking and telecommuting. Any commuter in Santa Cruz County can **call Santa Cruz Share-A-Ride at 429-POOL** to receive a free match list of other people with similar commutes and schedules.

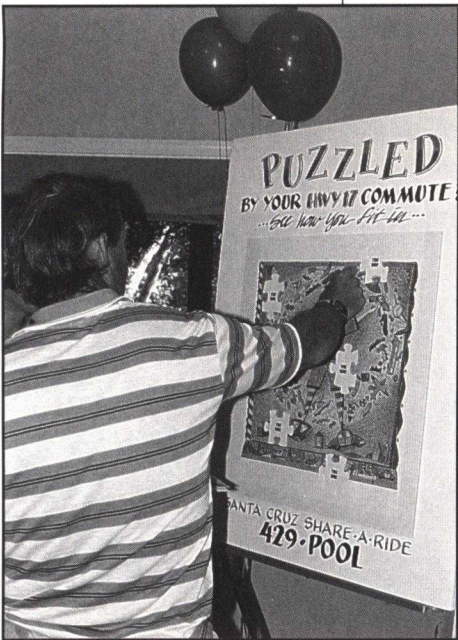
In 1992, Share-A-Ride staff performed on-site services at employer events to match commuters instantly with carpools and vanpools. To educate drivers about alternatives to driving



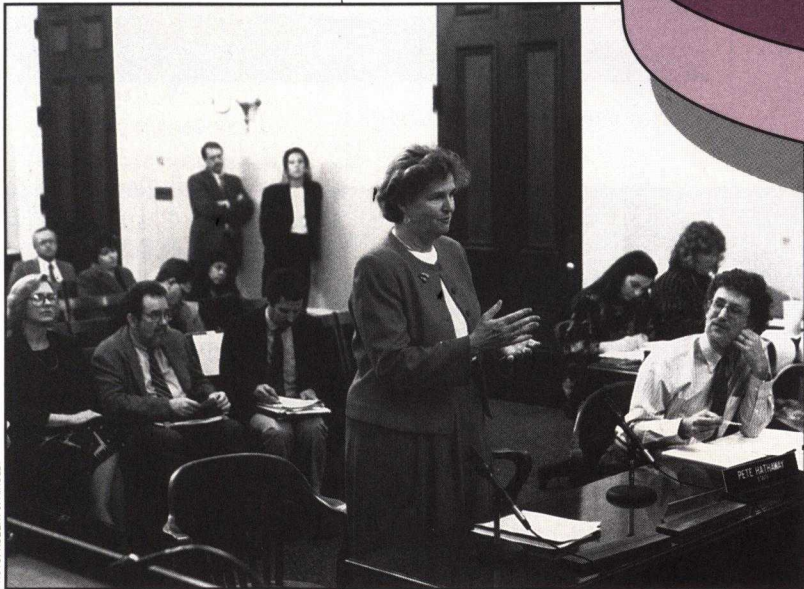
alone, Santa Cruz Share-A-Ride also sponsored a number of special events, including widespread distribution of Rideshare Day pledge cards during California Rideshare Week and the popular Pasatiempo Open House for Highway 17 commuters.

Callbox System

As the Service Authority for Freeway Emergencies (SAFE), the Regional Transportation Commission is responsible for **maintaining the callboxes** on Highways 1, 9, 17, 129 and 152. This system of roadside phones links stranded motorists to the California Highway Patrol for motorist assistance. In 1992, the Commission initiated plans with Caltrans for future installation of changeable message signs on Highway 17 in Scotts Valley and Los Gatos to warn motorists of dangerous road conditions.



A SANTA CRUZ COMMUTER SOLVES HIS TRANSPORTATION RIDDLE AT THE SHARE-A-RIDE OPEN HOUSE.



COMMISSIONER ROBLEY LEVY LOBBIES THE CALIFORNIA TRANSPORTATION COMMISSION TO SUPPORT TRANSPORTATION PROJECTS IN SANTA CRUZ COUNTY.

THE REGIONAL TRANSPORTATION COMMISSION IS THE SERVICE AUTHORITY FOR FREEWAY EMERGENCIES (SAFE), WHICH OPERATES THE CALL BOX SYSTEM ON SANTA CRUZ COUNTY HIGHWAYS.



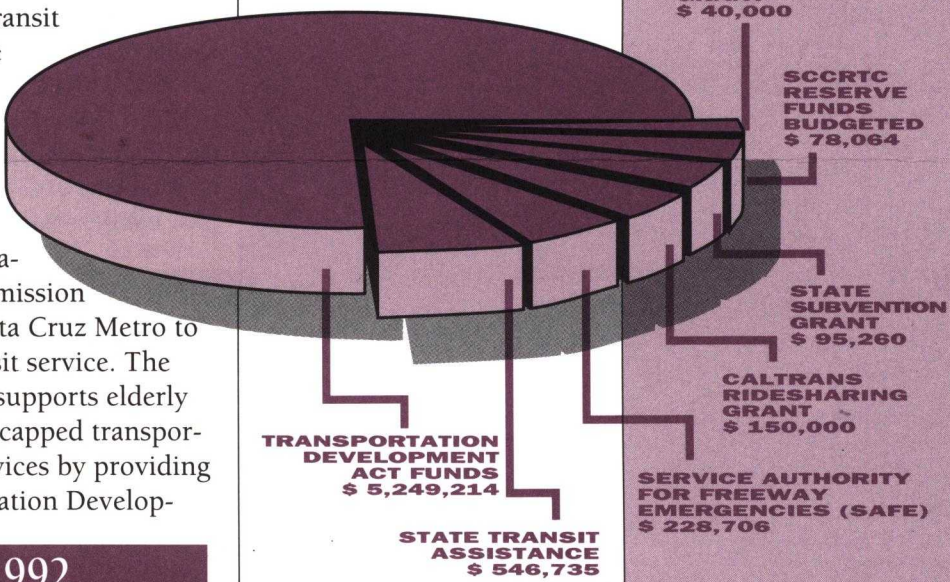
THE SCCRTC FUNDS PROGRAMS SUCH AS LIFT LINE, WHICH PROVIDES SPECIALIZED TRANSPORTATION SERVICES.

ment Act funds to Lift Line and the Volunteer Center of Santa Cruz County. Transportation Development Act funds are also allocated to the Cities and the County of Santa Cruz for bikeway and pedestrian projects. The Commission's free ridesharing services are funded by a Caltrans ride-sharing grant. The Callbox System is funded by DMV registration fees.

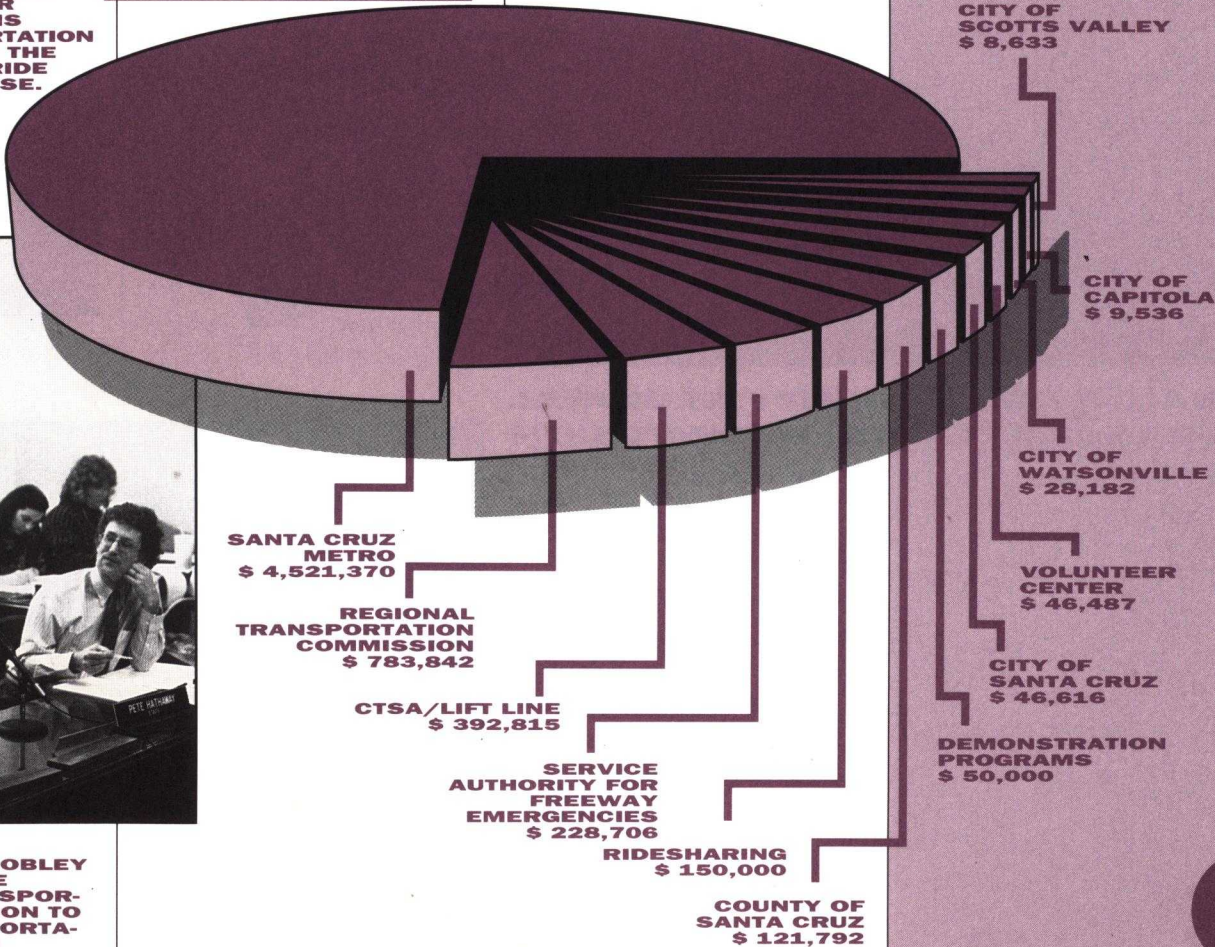
1991-1992 Revenues and Allocations

The Regional Transportation Commission's 1991-92 budget totaled \$6,387,979. Over 80% of these funds came from the 1/4 of 1 cent of state sales tax authorized by the Transportation Development Act. 80% of the Transportation Development Act funds and 100% of State Transit Assistance funds are passed directly from the Regional Transportation Commission to the Santa Cruz Metro to fund transit service. The SCCRTC supports elderly and handicapped transportation services by providing Transportation Develop-

1991-1992 Revenues



1991-1992 Allocations



SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

COMMISSION MEMBERS

MEMBER	REPRESENTING	ALTERNATE
Jan Beautz	Private Operator	David Reetz
Bart Cavallaro	Santa Cruz Metro	Oscar Rios
Ron Graves	City of Capitola	Jerry Clarke
Fred Keeley, <i>Chair</i>	County of Santa Cruz	Bonny Hawley
Scott Kennedy	City of Santa Cruz	John Mahaney
Don Lane	Santa Cruz Metro	Katherine Beiers
Robley Levy, <i>Vice Chair</i>	County of Santa Cruz	Debbie Friedman
Joe Miller	Santa Cruz Metro	Todd McFarren
Gary Patton	County of Santa Cruz	Andy Schiffrin
Oscar Rios	City of Watsonville	Al Alcalá
J.M. Ellis	Caltrans (<i>ex officio</i>)	

HIGHWAY POLICY COMMITTEE

Bart Cavallaro	Robert August (<i>ex officio</i>)
Fred Keeley, <i>Chair</i>	J.M. Ellis, Caltrans (<i>ex officio</i>)
Robley Levy	Captain Steve Ellis, CHP (<i>ex officio</i>)
Joe Miller	Bill Uesugi, Caltrans (<i>ex officio</i>)
Andy Schiffrin	

TRANSPORTATION SYSTEMS MANAGEMENT TASK FORCE

Bart Cavallaro	Oscar Rios
Scott Galloway, Santa Cruz Metro	Robert Bixby (a), Santa Cruz TMA
Mark Miller, MBUAPCD	Janet Brennan (a), MBUAPCD
Jeff Nelson, Santa Cruz TMA	Shawn Choudhuri, UCSC (<i>ex officio</i>)
Gary Patton, <i>Chair</i>	Larry Pageler (a), UCSC (<i>ex officio</i>)
Nick Papadakis, AMBAG	

TECHNICAL ADVISORY COMMITTEE

Ken Anderson, City of Scotts Valley	John Fantham, County of Santa Cruz
Phillip Badal, Caltrans	Scott Galloway, Santa Cruz Metro
Fred Braun, City of Capitola	Mark Miller, MBUAPCD
John Cooper, City of Watsonville	Nick Papadakis, AMBAG
Captain Steve Ellis, CHP (<i>ex officio</i>)	Linda Wilshusen, SCCRTC
Larry Erwin, City of Santa Cruz	

BICYCLE COMMITTEE

Kathleen Hansen	Alice Alibrio (a)
Rick Hyman	Peter Beckmann (a)
Kevin Karplus	Piet Canin (a)
Hanna Nelson	John Stover (a)
Brett Taylor	Jim Wilson (a)

BUDGET AND ADMINISTRATION COMMITTEE

Bart Cavallaro	Fred Keeley	Andy Schiffrin
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ELDERLY AND HANDICAPPED TRANSPORTATION ADVISORY COMMITTEE

Jim Bosso	Camille LeBlanc	J. B. Hobday (a)
Beverly Calvo	Michael Molesky	Majel Jordan (a)
Bill Crouser	Dennis Papadopoulos	Margaret Keith (a)
Bruce Gabriel	Hartley Taylor	Priscilla Lowenstein (a)
Scott Galloway	Lenore Wilkerson	Linda MacDougall (a)
John Hester	David Brown (a)	Irene Palazzolo (a)
Clay Kempf	Ray Daniel (a)	Robert Pesce (a)
Carol Kirk	Karen Delaney (a)	
Chuck Knowdell	Mark Dorfman (a)	

REGIONAL TRANSPORTATION COMMISSION STAFF

Linda Wilshusen, *Executive Director*
 Pat Dellin, *Principal Planner*
 Teresa Buika, *Associate Transportation Planner*
 Cathy Crowe, *Assistant Transportation Planner*
 Carolyn Flynn, *Senior Transportation Planner*
 Eric Kraus, *Division Secretary*
 Rob Lamme, *Associate Transportation Planner*
 Daniel Nikuna, *Accountant*
 Karena Pushnik, *Senior Transportation Planner*
 Pam Tsuchida, *Senior Transportation Planner*
 Jack Witthaus, *Senior Transportation Planner*
 John Alongi, Tiffany Chinn - *Student Workers*

GUIDEWAY OVERSIGHT COMMITTEE

Jan Beautz, SCCRTC	Joe Miller, SCCRTC
Scott Galloway, Santa Cruz Metro	Oscar Rios, SCCRTC
Ron Graves, SCCRTC	Andy Schiffrin, SCCRTC
Bob Jorgensen, UCSC	Ed Porter, City of Santa Cruz
Don Lane, SCCRTC	Transportation Commission (<i>ex officio</i>)
Robley Levy, SCCRTC	Kathy Urlic, AMBAG (<i>ex officio</i>)

All photos by SCCRTC Staff unless otherwise noted.

In compliance with the Americans with Disabilities Act, the SCCRTC does not discriminate on the basis of disability, and no persons shall, by reasons of disability, be denied the benefits of its services, programs or activities. Please call (408) 454-2340 for more information.

Special Events

Special events hosted by the Regional Transportation Commission focused attention on our area's transportation system. In September, the SCCRTC sponsored a meeting of the **California Transportation Commission**, the body which is responsible for approving state and federal transportation funds for Santa Cruz County. The meeting included a trip on the Santa Cruz Big Trees and Pacific Railroad to highlight our transportation history and to educate the state's most important transportation decision-makers about our transportation needs.

The Commission's annual awards event in May honored some local transportation heroes, including Chuck Knowdell, long time member of the SCCRTC Elderly and Handicapped Transportation Advisory Committee; John Lisher, founding member of the Santa Cruz Area Transportation Management Association; and Santa Cruz resident Bernard Goldner, who has carpooled to his job in Santa Clara County for the past twenty years.

Public Outreach

Outreach to Santa Cruz County's many communities is an important part of the Regional Transportation Commission's work. In 1992, Commission mem-



bers and staff met with a wide variety of community groups and individuals to **explain new initiatives** like the Congestion Management Program and model Trip Reduction Ordinance and to seek input about how to make them work for Santa Cruz County.

Traffic Monitoring

To provide local governments, business owners, and county residents with information about the number of cars using our streets and roads, the Regional Transportation Commission maintains an ongoing Traffic Monitoring program. As part of this program, Commission staff conducts traffic counts for a variety of local streets and roads and maintains records of traffic volumes as far back as 1984. In 1992, Commission staff

▲ **THE COMMISSION HOSTED THE CALIFORNIA TRANSPORTATION COMMISSION'S VISIT TO SANTA CRUZ IN SEPTEMBER WITH A TRAIN RIDE FROM THE OCEAN TO THE REDWOODS.**

expanded its **Annual Traffic Monitoring Report** to include summary information from the Traffic Monitoring Program, as well as information regarding transportation alternatives, bicycle facilities, traffic safety trends, and discussion of transportation challenges facing our region.

▼ **FREE BIKE REPAIRS WERE PART OF THE FIFTH ANNUAL BIKE-TO-WORK DAY EVENT, COSPONSORED BY THE SCCRTC.**



SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

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