

# STATE OF CYCLING

Santa Cruz County 2015



# INTRODUCTION

On sunny weekends, Santa Cruz County is alive with people on bikes—cruising on West Cliff Drive, spotting wildlife from the Watsonville Slough Trails, enjoying world-class mountain biking, or just making a run to the grocery store. These cyclists are part of a growing trend, as bicycling becomes an increasingly popular form of recreation and transportation. In California, the percentage of biking and walking trips more than doubled between 2000 and 2010. The City of Santa Cruz had the second highest rate of bike to work trips in the state from 2008–2012. Bicycling is on the rise, and it's here to stay.

All that biking impacts our county in a myriad of positive ways. Visitors come from across the country to ride our mountain bike trails or participate in local road bike events. Santa Cruz County is home to international bike companies and 11 local bike shops, who together employ over 1,000 people. Commuting to work or running errands by bike takes cars off the road, and riding bicycles helps keep Santa Cruz County residents healthy and active.

But there are still many places in the county where people do not feel safe riding bikes for daily trips. Santa Cruz County was ranked number one in the state for cyclist injuries and fatalities in 2012, and while this is due in part to high numbers of people on bikes, this ranking should be a call to action. Everyone on the road, whether walking, biking, driving, or using transit, has a right to safe and comfortable transportation.



LENA THALER

Bicycling continues to grow, and building bike-friendly communities is not easy. It takes building protected bike infrastructure that makes cycling easy for everyone. It takes the work of dozens of committed organizations, volunteers, and businesses that host bike rides, events, and bike safety trainings. And it takes determined advocacy to call for improvements and creative solutions.

You can be a part of these changes. We hope that as you flip through these pages, you are inspired by what you see. Please consider becoming a member of an advocacy organization to add your voice for better bicycling, or volunteering with one of the many non-profits doing vital work to educate and encourage. Picture the bike-friendly Santa Cruz County you want to see, and let's make it happen!

Best,

A handwritten signature in black ink, appearing to read 'Amelia'.

Amelia Conlen, Director  
Bike Santa Cruz County  
2015

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Special thanks to all the organizations listed in this report for providing data, and to the Santa Cruz County Cycling Club, Mountain Bikers of Santa Cruz, and Cyclists for Cultural Exchange for their generous grants to fund this report.



# INFRASTRUCTURE

Depending on who you talk to and where you are, Santa Cruz County can be extremely bike-friendly or a challenging place to ride. One-third of the county's roadway miles have bike lanes, and many more have "sharrows," which indicate that bikes may be using the full lane when no bike lanes are present. Santa Cruz County boasts many excellent bike facilities, including the contra-flow bike lane on High Street in Santa Cruz, the protected bike lanes on Beach Street, the Slough Trails in Watsonville, and the UCSC Bike Path. But there are also many roads that have high rates of bike-car collisions and can be intimidating places to ride, such as Mission Street, Soquel Avenue/Drive, and Freedom Boulevard. Many of our communities lack safe bicycle connections to major destinations, and there is a lack of safe routes to schools for kids to walk and bike.

2014 brought major infrastructure improvements including the construction of the Arana Gulch Multi-Use Trail, which provides a new connection from Santa Cruz to Live Oak and access to open space for pedestrians, cyclists and wheelchair users. The Monterey Bay Sanctuary Scenic Trail, or Coastal Rail Trail, is also moving forward with pre-construction work beginning on the first segments located in Santa Cruz and Watsonville. Great strides were also made towards new mountain bike trails, with two segments of a flow trail in the Soquel Demonstration State Forest completed, and trail-system planning underway in Coast Dairies and San Vicente Redwoods along the north coast.

## COASTAL RAIL TRAIL UPDATES

The Coastal Rail Trail is a proposed 32-mile bike and pedestrian trail running parallel to the rail line from Davenport to Watsonville. The trail is part of the larger Monterey Bay Sanctuary Scenic Trail Network. Here's what moved the trail forward in 2014:

- Funding from the Regional Transportation Commission for a 2.4-mile segment that runs through the west side of Santa Cruz, and of a 4,000-foot segment near East Beach Street in Watsonville. Projects are expected to be completed in 2018 and 2017, respectively.
- Exploration of funding opportunities for trail segments on the north coast and in the Live Oak area.
- Private fundraising efforts for trail construction by the Land Trust of Santa Cruz County and continued advocacy, outreach, education and fundraising by Friends of the Rail & Trail and Bike Santa Cruz County.



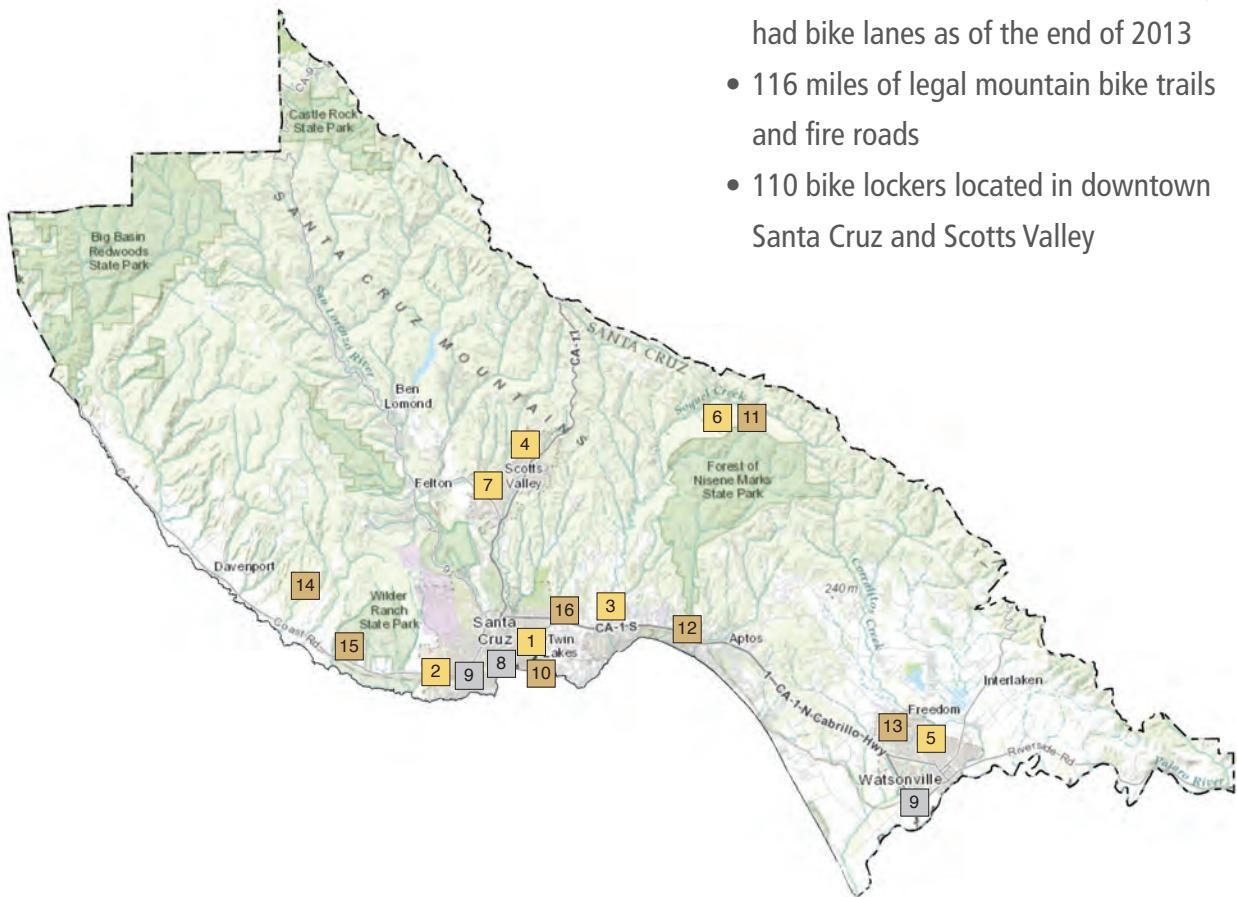
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## Bike Lanes, Trails, and Parking

- 216 miles out of 600 miles of roadway had bike lanes as of the end of 2013
- 116 miles of legal mountain bike trails and fire roads
- 110 bike lockers located in downtown Santa Cruz and Scotts Valley



### COMPLETED

- 1 Arana Gulch Multi-Use Trail
- 2 Western Drive bike lanes
- 3 Green bike lane treatments in Soquel Village
- 4 Shugart Park Safe to Routes to School project in Scotts Valley
- 5 Roundabout at Pennsylvania and Clifford in Watsonville
- 6 Soquel Demonstration Forest Flow Trail Segments
- 7 Scotts Valley Pump Track

### FUNDED

- 8 Green Lane Treatment Pilot Program
- 9 Construction of Coastal Rail Trail segments in Santa Cruz and Watsonville
- 10 Twin Lakes Beach Front bike lanes in Santa Cruz
- 11 Additional segments of the Soquel Demonstration Forest Flow Trail

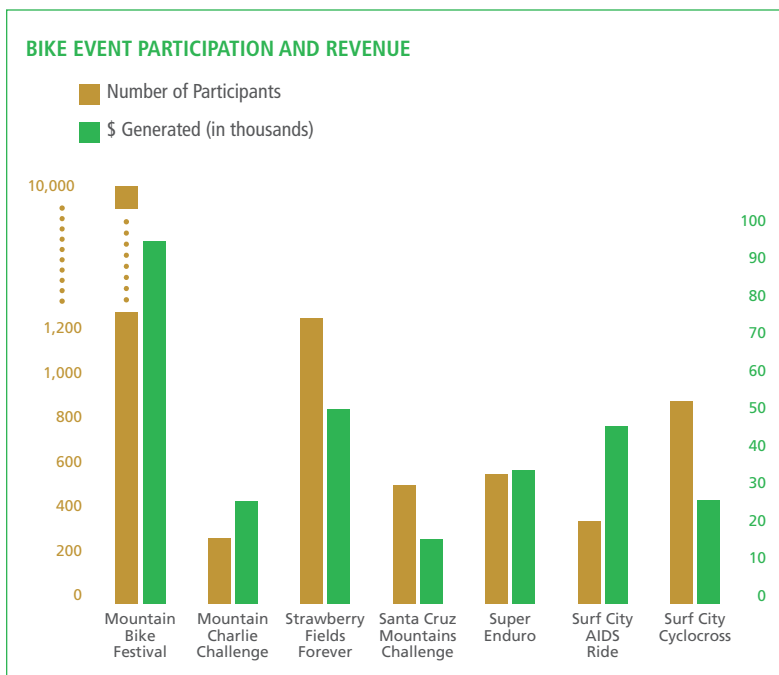
### IN THE WORKS

- 12 Mar Vista Bicycle and Pedestrian Bridge
- 13 New bike lanes on Airport Boulevard in Watsonville
- 14 Mountain bike access at Coast Dairies and San Vicente Redwoods
- 15 Reroute of Enchanted Loop Trail at Wilder Ranch State Park
- 16 Chanticleer Bike/Ped Bridge in Live Oak
  - New site for Aptos Dirt Jumps

# ECONOMY

Bicycling is a significant—though often unrecognized—contributor to Santa Cruz County’s economy. The county is home to 11 bike shops, 6 custom frame builders, and international companies such as BRG Sports (which includes Giro and Bell), Fox Racing Shox, Santa Cruz Bikes and Ibis Cycles. Local bike industry brought in more than \$800 million in revenues in 2014. Fundraising rides, bike races, and the Santa Cruz Mountain Bike Festival drew more than 13,000 participants in 2014 and generated nearly \$300,000 in revenue. These events draw attendees from the Bay Area and beyond, and represent additional revenue when visitors book a hotel room or stay for a meal. Santa Cruz County is a destination for many forms of cycling. Our location on Highway 1 makes us a popular stop for touring bicyclists from around the world, and our mountain bike trails are recognized as world class.

As cycling continues to grow, we have the opportunity to promote Santa Cruz County as a biking destination. Increased mountain biking brings more opportunities to build legal trails, and more road cycling can help spur infrastructure improvements that make riding a bike safer and more enjoyable for everyone. The future Coastal Rail Trail wil also bring visitors as an ecotourism destination.



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MARK DAVIDSON



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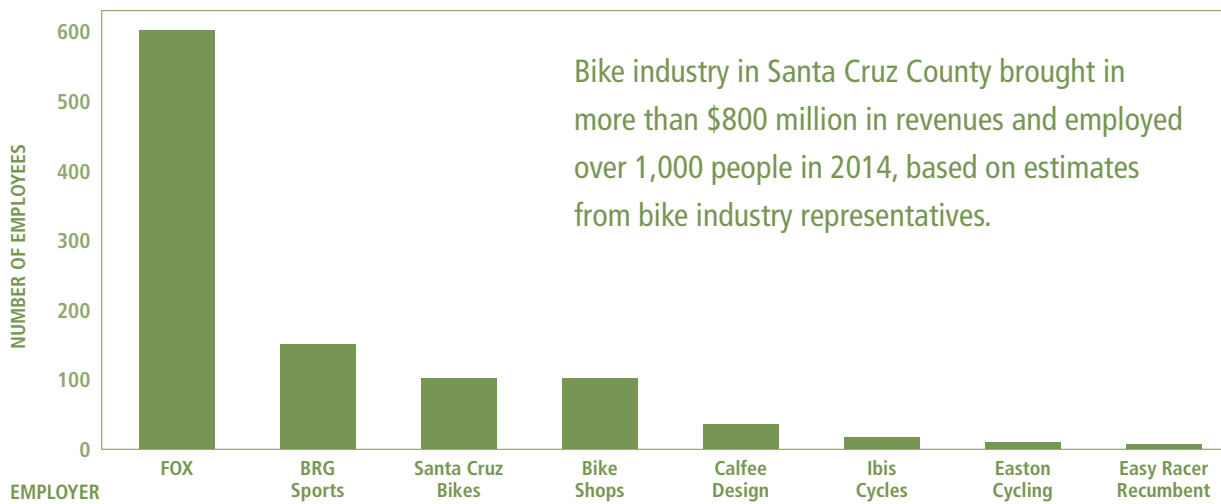


KAREN NEVIS



TROY DEAN PHOTOGRAPHY

## Bike Industry Employment



## Economic Benefits of Biking\*

**Enhance the local economy:** Biking encourages more frequent stops than traveling by car. In a study of Toronto merchants, patrons arriving by foot and bicycle visit the most often and spend the most money per month.<sup>1</sup>

**Create new jobs:** Bicycle and pedestrian infrastructure projects create up to double the jobs of road infrastructure projects per \$1 million spent.<sup>2</sup>

**Build bike tourism:** Travelers in Oregon who participated in bicycling activities spent nearly \$400 million in 2012, or 4.4% of all travel spending in the state.<sup>3</sup>

## Rail Trails: An Economic Driver\*

**Increased property values:** In a 2004 study, rail trails were associated with more than \$140 million in increased property values in Marion County, Indiana. This trend is consistent with rail trails around the country.<sup>4</sup>

**Tourism:** Bicycle tourism in North Carolina's Outer Banks generates more than \$60 million annually.<sup>5</sup>

**Business growth:** In Indianapolis, the Monon Trail has spurred significant business development along its corridor and has been credited with the revitalization of local neighborhoods.<sup>6</sup>

"Seascape Beach Resort enjoys a strong base of return family guests who participate in healthy activities while visiting Aptos, bicycling being one of the more popular. The proposed Rail Trail will be a huge asset in promoting our location to the Northern California marketplace."

— Jim Maggio, General Manager, Seascape Beach Resort

\* Please see inside back cover for endnotes.



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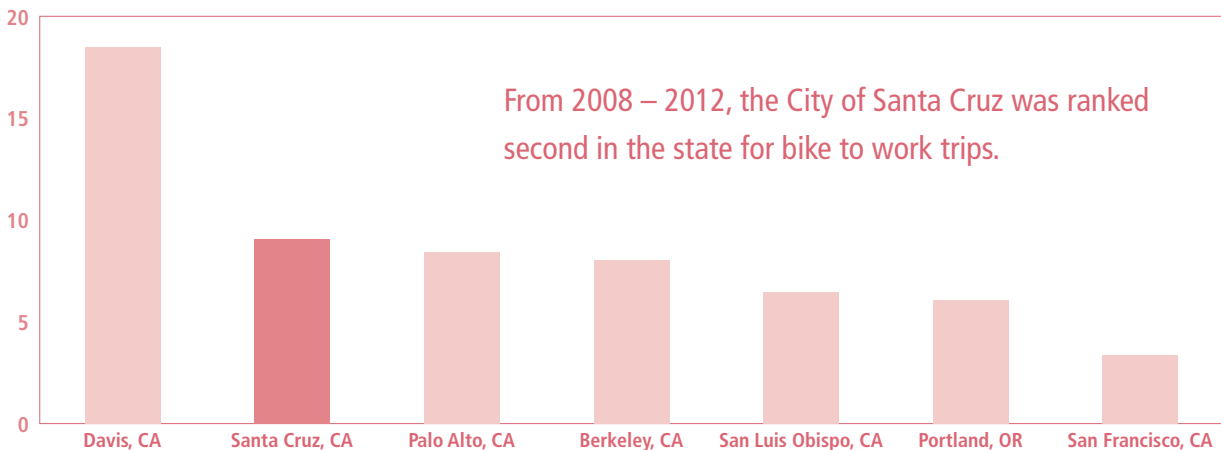


# PARTICIPATION

Bicycling is a popular lifestyle and workstyle in the City of Santa Cruz, which has the second highest rate of bike-to-work trips in the state. School children in Santa Cruz are keeping up with the national average of walking and biking to school—about 13% in 2013. The county’s population tells a different story, however. Only 1% of students bike or walk to school, and just 3% of adults commute by bike in Santa Cruz County.

Both city and county bicyclists enthusiastically supported the 2014 Bike to Work/School Days, with 7,000 adults and students taking part in every spring and fall event. The county’s four bike co-ops for bike building and repair are busy year round, and the local road and mountain bike clubs offer recreational rides for adults several times a week. Cyclists for Cultural Exchange (CCE) sponsors international bike trips, and Open Streets events have taken place annually around the county since 2012. New events that celebrate cycling, like the monthly Santa Cruz Bike Party, are popping up all the time.

## PERCENTAGE OF WORK TRIPS MADE BY BICYCLE, 2008 – 2012



From 2008 – 2012, the City of Santa Cruz was ranked second in the state for bike to work trips.

Source: Mckenzie, Brian, 2014. *Modes Less Traveled—Bicycling and Walking to Work in the United States: 2008 – 2012*. American Community survey reports.

## Bike Repair Cooperatives

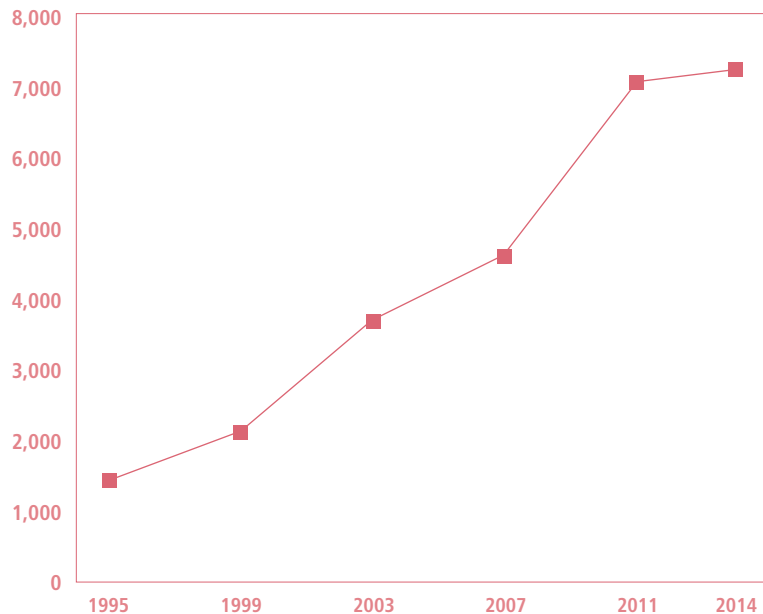
Santa Cruz County is home to four bicycle repair co-ops: the Watsonville Bike Shack, Cabrillo Bike Co-op, Bike Church, and UCSC Bike Co-op. In 2014, these groups had more than 10,000 visits from community members who received assistance with low-cost bike maintenance or repair.



RITA HESTER



## SPRING BIKE TO WORK/SCHOOL DAY PARTICIPATION, 1995 – 2014



DAN COVRO, SC SENTINEL



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MARK DAVIDSON



## 2014 Bike Events

- After two successful Santa Cruz events in 2012 and 2013, Open Streets Santa Cruz County hosted its first event in Capitola Village, drawing 6,500 attendees and rave reviews.
- Mountain Bikers of Santa Cruz hosted a variety of events including the Santa Cruz Mountain Bike Festival, the Santa Cruz Super Enduro Race and the grand openings of the Scotts Valley Pump Track and Soquel Demonstration State Forest Flow Trail.
- Mountain Bikers of Santa Cruz was also actively involved with trail building in the Soquel Demonstration State Forest, and in 2014, 226 volunteers put in over 2,400 hours of trail work over eight workdays.
- Santa Cruz Bike Party, a monthly social ride with music and costume themes, began in 2013 and regularly draws crowds of 50 – 150 cyclists.
- Cyclists for Cultural Exchange hosted three trips promoting international peace and friendship through cycling. These multi-day bike tours took place in California, Poland, and China.
- In addition to Bike to Work Day, Ecology Action hosted a variety of Bike Week events including a bike-themed First Friday at the Museum of Art & History, which attracted 2,000 participants.

# EDUCATION

If you commute to work by bike, if you attend UCSC, or if you are a student at a local K–12 school, you may take advantage of safe cycling education. In 2014, Bike Santa Cruz County (formerly People Power) hosted a new series of commuting workshops for adults, while League Cycling Instructors taught bike safety to UCSC students. In local high schools, the Regional Occupational Program (ROP) has adopted Project Bike Trip's Bike Tech classes for students to learn bicycle repair and maintenance. In elementary schools, fifth and sixth graders learned safety skills through Ecology Action's bike rodeos and presentations, while Green Ways to School sponsored bike safety assemblies for middle and high school students. A complete list of local organizations and their bike education activities follows. See the directory on page 12 for contact information.

## Bike Light Foundation

Founded in 2014, the Bike Light Foundation promotes safe night cycling and distributes bike lights to Santa Cruz residents seen riding without them.

## Bike Santa Cruz County (formerly People Power)

Bike Santa Cruz County advocates for better bike facilities, provides valet bicycle parking at events, and hosts bicycle commuting workshops for adults.

**Number of Trainings:** 16    **Participants:** 97

**Other accomplishments:** BSCC parked over 1,400 bikes at 15 local events, and hosted two cycling safety rides at UCSC. For advocacy accomplishments, see next section.



## Community Traffic Safety Coalition (CTSC)

The Community Traffic Safety Coalition's mission is to reduce traffic-related injuries while promoting the use of alternative modes of transportation. Through its Ride n' Stride program, it provides bike/ped safety education presentations in elementary school classrooms in the County. CTSC also runs Bicycle Traffic School, which gives cyclists who receive a traffic ticket a one-time option to attend a safety class in lieu of paying a fine.

**Number of Trainings:** 61    **Participants:** 1,328 youth and 113 adults

**Participating schools:** 16 elementary schools in Santa Cruz County

**Safety gear distributed:** 534 helmets, 30 locks and 50 light and reflector sets

**Other accomplishments:** CTSC produced a bicyclist injury/fatality report, provided public education for the 3-Foot Passing Bill, held bike safety focus groups, and offered bike safety education and outreach at community events.

## Ecology Action

Ecology Action coordinates nine distinct bike programs which focus on school-based education. These include two annual Bike to Work/School events, eight other Monthly Bike to School Day events, and two more Bike Week events with a total of 17,400 participants in 2014. Additional programs include youth bike safety education, Boltage and Active4Me, zero-interest bike loans, UCSC bike safety education and light distribution, and fiscal sponsorship of Friends of the Rail & Trail (FORT) and Open Streets.

**Number of Trainings:** 70    **Participants:** 2,400 youth

**Participating schools:** 29 elementary, 8 middle, and 9 high schools in Santa Cruz and Monterey Counties.

**Other accomplishments:** Through Boltage and Active4Me 794 students logged 17,217 trips (24,216 miles) in fall 2014. Ecology Action also collaborated with the City of Santa Cruz on a sustainable transportation plan to increase safe biking and walking to schools through infrastructure and program improvements.

### Green Ways to School

Green Ways (a program of Bike Santa Cruz County) works with teens to encourage healthy transportation habits through presentations, rides, and special events.

**Number of Trainings:** 175    **Participants:** 300

**Participating schools:** 7 middle and 10 high schools in Santa Cruz County

**Other accomplishments:** Green Ways launched the Earn-A-Bike program to provide middle and high school students in Watsonville with leadership training, bike safety training, and free bikes and accessories. They also hosted the fourth annual Bike the Bay ride, a three-day bike tour to Monterey for high school students.

### Mountain Bikers of Santa Cruz (MBoSC)

MBoSC is a volunteer-run non-profit advocacy organization with a mission to create, enhance, and preserve opportunities to make Santa Cruz County a prime mountain bike destination for all. MBoSC hosts regular clinics to teach basic mountain bike skills to adults.

**Number of Trainings:** 4    **Participants:** 30

**Other accomplishments:** For advocacy and trail-building accomplishments, see next section.



LARS HOWLETT

### Project Bike Trip – Bike Tech at School

Bike Tech at School prepares high school students to be successful applicants for careers in the bicycle industry by providing mechanical training in professional bicycle assembly and repair, workplace communication skills, and student internships with local bicycle shops and industry manufacturers.

**Number of Trainings:** 9    **Participants:** 293

**Participating schools:** 6 high schools in Santa Cruz County

**Other accomplishments:** Project Bike Trip has expanded with a self-sustaining class in Folsom, California.



LARS HOWLETT

### Santa Cruz County Cycling Club

The Santa Cruz County Cycling Club's mission is to bring cycling to all levels of riders and encourage healthy lifestyles through education, friendship, teamwork, and fun. The Club's Cycling for Starters workshops are designed to give new cyclists the skills they need to feel comfortable on the road.

**Number of Trainings:** 3    **Participants:** 60

### UCSC Transportation & Parking Services (TAPS)

Transportation & Parking Services concentrates efforts on providing access to the campus. Its bicycle program promotes and provides educational opportunities for new and experienced cyclists.

**Number of Trainings:** 15    **Participants:** 525

**Other accomplishments:** TAPS received Silver-level recognition as a Bike Friendly University from the League of American Bicyclists. It had 55 participants in the Bike Library program, which provides free quarter-long bike loans to students, faculty, and staff.



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# ADVOCACY AND POLICY

Advocacy and policy are crucial to building a bike-friendly community. Advocacy organizations like Bike Santa Cruz County and Mountain Bikers of Santa Cruz, as well as hundreds of individuals, are responsible for many of the bike facilities found in Santa Cruz County today. Bike-friendly plans, policies, and local government staff are paving the way to a more bike-friendly future. Many local government agencies have already adopted goals related to increasing cycling and improving cyclist safety. With high rates of cyclist injuries and fatalities and challenges in securing sufficient funding for bike improvements, there is still a long way to go.

2014 brought significant advocacy wins, including installation of the first green lane treatments and the completion of the Arana Gulch Multi-Use Trail. Advocates will continue to push for better bike facilities across Santa Cruz County, finding inspiration from innovative projects and plans in other cities across the globe. It takes a village to build a bike-friendly community—please consider supporting Bike Santa Cruz County, Friends of the Rail & Trail and Mountain Bikers of Santa Cruz by becoming a member, making a donation, or becoming a volunteer.

## POLICY GOALS FOR SANTA CRUZ COUNTY

Transportation is the largest source of carbon emissions in our county, representing 60% of emissions in 2009.

The County's 2014 *Regional Transportation Plan* includes the following biking-related targets:

- Increase the percentage of people that can travel to key destinations within 30-minute walk, bike or transit trip by 20% by 2020, and by 40% by 2035
- Improve multimodal network quality for pedestrian and bicycle trips to and within key destinations

The City of Santa Cruz *Climate Action Plan* includes these ambitious goals to increase cycling:

- Reduce within-town car trips by 10% by 2020
- Double bike ridership by 2020
- Reduce trips by car to and from elementary and secondary schools by 30% by 2020

## How Do We Increase Cycling?

Portland, Oregon, has pioneered a method for analyzing its market for bicycling. Conducting a statistically valid poll, the city defined four categories of bicyclists: Strong and Fearless, Enthused and Confident, Interested but Concerned, and No Way No How. The study showed that 60% of residents surveyed identified as Interested but Concerned. As a result, officials know that infrastructure and policies must prioritize this group's needs if there is to be a substantial boost in ridership. Berkeley, California, is preparing a similar study to help meet their ridership goals.

### FOUR TYPES OF TRANSPORTATION CYCLISTS IN PORTLAND, OREGON (% of population)



## 2014 Advocacy Wins

- \$30K for Green Lane Pilot Program approved by City of Santa Cruz
- Arana Gulch Multi-Use Trail completed
- New bike lanes and green lane treatments installed in Soquel Village
- New bike lanes approved and installed on Western Drive
- UC Santa Cruz named a Silver Bike-Friendly University by the League of American Bicyclists
- \$103K raised by Friends of the Rail & Trail and Bike Santa Cruz County for two segments of rail trail
- Monterey Bay Sanctuary Scenic Trail Master Plan adopted by the County of Santa Cruz and the City of Watsonville
- First two segments of Soquel Demonstration Forest Flow Trail completed by Mountain Bikers of Santa Cruz staff and volunteers
- Construction and grand opening of Scotts Valley Pump Track



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## Advocacy Goals for 2015 and Beyond

- Push for completion of ongoing projects, including the Coastal Rail Trail, Safe Routes to Schools facilities in the San Lorenzo Valley, and the Mar Vista Bike/Ped Bridge in Aptos
- Support more protected bike lanes, green lane treatments, bike boxes, and a bike share program
- Design and promote community events throughout the county to grow a vibrant cycling culture
- Strengthen MBoSC's advocacy by growing the organization, and hiring a part-time executive director by 2016
- Work towards more legal mountain bike trails and increase trail-building capacity

## Challenges

### High rates of cyclist injury and fatality

According to a study by the California Office of Traffic Safety, Santa Cruz County ranked first for bicyclists injured and killed in 2012 compared to other counties in California. This is due in part to large numbers of cyclists in the county, and is a serious issue that we can address through education, enforcement, and improved facilities.

### Funding shortfalls

The Santa Cruz County Regional Transportation Plan identifies a \$5.7 billion need for transportation projects through 2035. Expected available revenue through 2035 is less than \$2.4 billion, and even that is uncertain due to fluctuating gas tax revenues. In this environment, finding sufficient funding for bike improvements will require ongoing advocacy and engagement.

# SANTA CRUZ COUNTY BIKE DIRECTORY

## NONPROFIT AND COMMUNITY GROUPS

### The Bike Church

**Web:** [bikechurch.santacruzhub.org](http://bikechurch.santacruzhub.org)

**Phone:** (831) 425-2453

The Bike Church is a community bike shop and tool collective where people can learn to repair their bikes.

### Bike Santa Cruz County (formerly People Power)

**Web:** [bikesantacruzcounty.org](http://bikesantacruzcounty.org)

**Email:** [director@bikesantacruzcounty.org](mailto:director@bikesantacruzcounty.org)

**Phone:** (831) 425-0665

Bike Santa Cruz County has advocated for better bike facilities in the county since 1991. It also provides valet bicycle parking at events, bicycle safety education for adults, and rides for UCSC students.

### Bike Light Foundation

**[bikelightfoundation.blogspot.com](http://bikelightfoundation.blogspot.com)**

Founded in 2014, the Bike Light Foundation promotes safe night cycling and distributes bike lights to Santa Cruz residents seen riding without lights.

### Cabrillo Bike Co-op

**Web:** [go.cabrillo.edu/bikecoop](http://go.cabrillo.edu/bikecoop)

**Email:** [laughingbuddha92@gmail.com](mailto:laughingbuddha92@gmail.com)

The Cabrillo Bike Co-op is a student-run tool and bike repair cooperative at Cabrillo College.

### Community Traffic Safety Coalition

**Web:** [sctrafficsafety.org](http://sctrafficsafety.org)

**Email:** [ctsc@health.co.santa-cruz.ca.us](mailto:ctsc@health.co.santa-cruz.ca.us)

**Phone:** (831) 454-4312

The Community Traffic Safety Coalition's mission is to reduce traffic-related injuries while promoting the use of alternative modes of transportation. Its Ride n' Stride program provides bicycle and pedestrian safety education presentations at all Santa Cruz County elementary schools. It also runs the Bicycle Traffic School, which gives cyclists who receive a traffic ticket the one-time option to attend a safety class in lieu of paying a fine.

### Cyclists for Cultural Exchange

**Web:** [strawberryfields.org](http://strawberryfields.org)

**Email:** [president@strawberryfields.org](mailto:president@strawberryfields.org)

Cyclists for Cultural Exchange promotes peace and friendship through cycling-related activities. The Strawberry Fields Forever benefit ride in May supports its mission. Activities include cultural exchange annual bike rides in California and internationally, and grants locally and internationally.

### Ecology Action

**Web:** [ecoact.org](http://ecoact.org)

**Email:** [pcanin@ecoact.org](mailto:pcanin@ecoact.org)

**Phone:** (831) 426-5925

Ecology Action's bike programs include Bike to Work & School Day, Spring Bike Week, Monthly Bike to School Day, youth bike safety education and encouragement, zero-interest bike loans, UCSC bike safety education and light distribution, and fiscal sponsorship of FORT and Open Streets.

### El Bike Shack Watsonville

**Web:** [facebook.com/ElBikeShackBrownBerets](https://facebook.com/ElBikeShackBrownBerets)

**Phone:** (831) 296-0326

The Watsonville Bike Shack is a tool cooperative that teaches people how to fix their bikes. It gives away bikes and promotes bike riding which helps reduce obesity. The Bike Shack accepts donated bikes from the community and fixes them up to distribute for free or at low cost.

### Green Ways to School

**Web:** [greenways2school.org](http://greenways2school.org)

**Email:** [cyclerevolution@gmail.com](mailto:cyclerevolution@gmail.com)

**Phone:** (831) 425-0667

Green Ways works with teens in Santa Cruz County to encourage healthy transportation habits through presentations, rides, and events throughout the year.

### Mountain Bikers of Santa Cruz

**Web:** [mbosc.org](http://mbosc.org)

**Email:** [president@mbosc.org](mailto:president@mbosc.org)

Mountain Bikers of Santa Cruz is a volunteer-run, non-profit advocacy organization with a mission to create, enhance, and preserve opportunities to make the county a prime mountain bike destination for all.



### Open Streets Santa Cruz County

**Web:** [scopenstreets.org](http://scopenstreets.org)

**Email:** [info@scopenstreets.org](mailto:info@scopenstreets.org)

**Phone:** (831) 515-1326

Open Streets Santa Cruz County organizes pop-up street park events for people to walk, bicycle and play in a safe and car-free environment. The program's mission is to promote individual and community health through creative use of public space.

### Project Bike Trip

**Web:** [projectbiketrip.org](http://projectbiketrip.org)

**Email:** [director@projectbiketrip.org](mailto:director@projectbiketrip.org)

Project Bike Trip prepares high school students for careers in the bicycle industry by providing mechanical training in professional bicycle assembly and repair, workplace communication skills, and internships with local bike shops and industry manufacturers.

### Santa Cruz AIDS Ride

**Web:** [encompasscs.donorpages.com/SurfCityAIDSRide](http://encompasscs.donorpages.com/SurfCityAIDSRide)

**Email:** [SCAP@EncompassCS.org](mailto:SCAP@EncompassCS.org)

**Phone:** (831) 459-0444

Santa Cruz AIDS Project hosts the Surf City AIDS Ride, an annual event that raises funds for its client services and HIV prevention/education programs.

### Santa Cruz County Cycling Club

**Web:** [santacruzcycling.org](http://santacruzcycling.org)

**Email:** [president@santacruzcycling.org](mailto:president@santacruzcycling.org)

The Santa Cruz County Cycling Club hosts the annual Santa Cruz Mountain Challenge as well as weekly group bike rides around the county. Its mission is to bring cycling to riders of all skill levels, and encourage healthy lifestyles through education, friendship, teamwork and fun.

### Santa Cruz County Friends of the Rail & Trail

**Web:** [santacruztrail.org](http://santacruztrail.org)

**Email:** [pcanin@ecoact.org](mailto:pcanin@ecoact.org)

**Phone:** (831) 515-1327

The mission of the Santa Cruz County Friends of the Rail & Trail is to promote, support, and enable the development of a rail-with-trail transportation system in Santa Cruz County.

### Scotts Valley Educational Foundation

**Web:** [svef.net/events/mountain-charlie-challenge](http://svef.net/events/mountain-charlie-challenge)

**Email:** [info@svef.net](mailto:info@svef.net)

The Scotts Valley Educational Foundation is a non-profit that raises money for enrichment programs and educational materials for Scotts Valley Schools. Its annual Mountain Charlie Challenge fundraising bike ride supports its mission.

### Trips for Kids Santa Cruz

**Web:** [tripsforkidssantacruz.org](http://tripsforkidssantacruz.org)

Trips for Kids provides young people with everything they need to have a safe, fun experience riding a mountain bike in the great outdoors at no cost.

### UCSC Bike Co-op

**Web:** [bikecoop.ucsc.edu](http://bikecoop.ucsc.edu)

**Email:** [ucsc.student.union@gmail.com](mailto:ucsc.student.union@gmail.com)

**Phone:** (831) 457-8281

The UCSC Bike Co-op is a not-for-profit, full-service, cooperatively-run bike shop. It offers standard bike shop services and gives customers the opportunity to become a part of its business through memberships that include discounts and access to shop tools.

### UCSC Transportation and Parking Services

**Web:** [taps.ucsc.edu](http://taps.ucsc.edu)

**Email:** [cacrowe@ucsc.edu](mailto:cacrowe@ucsc.edu)

**Phone:** (831) 459-4543

UCSC Transportation and Parking Services concentrates on access to the UCSC campus. Its bicycle program promotes and provides educational opportunities for new and experienced cyclists through rides, safety trainings, and the Bike Library, which offers free quarter-long bike loans to students, faculty, and staff.

## ADVISORY COMMITTEE

### Santa Cruz County Regional Transportation Commission Bicycle Advisory Committee

**Web:** [sccrtc.org/meetings/bike-committee](http://sccrtc.org/meetings/bike-committee)

**Email:** [info@sccrtc.org](mailto:info@sccrtc.org)

**Phone:** (831) 460-3200

The RTC Bicycle Advisory Committee advises the RTC and member agencies on bike-related issues.

## BIKE INDUSTRY

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### **BRG Sports**

5550 Scotts Valley Drive, Scotts Valley

**Web:** brgsports.com

**Phone:** (831) 440-9638

### **Easton Cycling**

108 Whispering Pines Drive, Scotts Valley

**Web:** eastoncycling.com

**Phone:** (831) 456-5225

### **Easy Racer Recumbent**

10 Hangar Way, Watsonville

**Web:** easyracers.com

**Phone:** (831) 722-9797

### **Fox Racing Shox**

915 Disc Drive, Scotts Valley

**Web:** ridefox.com

**Phone:** (800) 369-7469

### **Ibis Cycles**

2240 Delaware Avenue, Santa Cruz

**Web:** ibiscycles.com

**Phone:** (831) 461-1435

### **Moved By Bikes**

**Web:** movedbybikes.com

**Phone:** (831) 428-4571

### **Praxis Works**

820 Swift Street

**Web:** praxiscycles.com

**Phone:** (831) 423-7464

### **Santa Cruz Bicycles**

2841 Mission Street, Santa Cruz

**Web:** santacruzsbicycles.com

**Phone:** (831) 459-7560

### **Two Hip Bikes**

P.O. Box 462, Santa Cruz

**Web:** 2hip.com

**Phone:** (831) 426-4343

### **X Fusion Shox**

155 DuBois Street, Santa Cruz

**Web:** xfusionshox.com

**Phone:** (831) 221-5047

## BIKE RIDE SERVICES

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### **Bike Dojo**

1101 Pacific Avenue, Santa Cruz

**Web:** thebikedojo.com

**Email:** info@thebikedojo.com

**Phone:** (831) 713-5475

### **The Ride Guides**

114 Crespi Ct, Santa Cruz

**Web:** therideguides.com

**Email:** info@therideguides.com

**Phone:** (831) 818-6112

### **Santa Cruz Bike Tours**

2599 Freedom Blvd. Watsonville

**Web:** santacruzbike-tours.com

**Phone:** (831) 722-2453

### **Shuttle Smith Adventures**

8035 Soquel Drive, Aptos

**Web:** shuttlesmithadventures.squarespace.com

**Phone:** (831) 234-3383

## BIKE SHOPS

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### **Another Bike Shop (ABS)**

2361 Mission Street, Santa Cruz

**Web:** anotherbikeshop.com

**Phone:** (831) 427-2232

### **Bicycle Trip**

1001 Soquel Avenue, Santa Cruz

**Web:** bicycletrip.com

**Phone:** (831) 427-2580

### **Bike Station Aptos**

36 Rancho Del Mar, Aptos

**Web:** bikestationap-tos.com

**Phone:** (831) 688-4169

### **Bills Bike Repair**

2630 Soquel Drive, Santa Cruz

**Web:** [billsbikerepair.com](http://billsbikerepair.com)

**Phone:** (831) 477-0511

### **Dave's Custom Bikes**

910 Soquel Avenue, Santa Cruz

**Web:** [santacruzcustombikes.com](http://santacruzcustombikes.com)

**Phone:** (831) 423-8923

### **Epicenter Cycling Aptos**

8035 Soquel Drive, Aptos

**Web:** [epicentercycling.com](http://epicentercycling.com)

**Phone:** (831) 662-8100

### **Epicenter Cycling Santa Cruz**

1730 Mission Street, Santa Cruz

**Web:** [epicentercycling.com](http://epicentercycling.com)

**Phone:** (831) 423-9000

### **Family Cycling Center**

914 41st Avenue, Santa Cruz

**Web:** [familycycling.com](http://familycycling.com)

**Phone:** (831) 475-3883

### **Scotts Valley Cycle Sport**

Graham Plaza, 203 Mount Hermon Road

**Web:** [svcyclesport.com](http://svcyclesport.com)

**Phone:** (831) 440-9070

### **Spokesman**

231 Cathcart Street, Santa Cruz

**Web:** [spokesmanbicycles.com](http://spokesmanbicycles.com)

**Phone:** (831) 429-6062

### **Sprockets**

1420 Mission Street, Santa Cruz

**Web:** [google.com/+sprocketssantacruz](http://google.com/+sprocketssantacruz)

**Phone:** (831) 426-7623

### **TNL Bikes**

1916 Freedom Boulevard, Freedom

**Phone:** (831) 722-1233

### **Watsonville Cyclery**

25 East 5th Street, Watsonville

**Web:** [watsonvillecyclery.com](http://watsonvillecyclery.com)

**Phone:** (831) 724-1646

## **FRAME BUILDERS**

### **Black Cat Bicycles**

**Web:** [blackcatbicycles.net](http://blackcatbicycles.net)

**Phone:** (831) 688-8675

### **Caletti Cycles**

**Web:** [caletticycles.com](http://caletticycles.com)

**Phone:** (831) 426-0575

### **Calfee Design**

681 Beach Drive, La Selva Beach

**Web:** [calfeedesign.com](http://calfeedesign.com)

**Phone:** (831) 334-1569

### **Frances Cycles**

**Web:** [francescycles.com](http://francescycles.com)

**Phone:** (831) 469-3369

### **Hunter Cycles**

PO Box 282

Davenport CA, 95017

**Web:** [huntercycles.com](http://huntercycles.com)

### **Rock Lobster**

2533 Mission Street, Santa Cruz

**Web:** [rocklobstercycles.com](http://rocklobstercycles.com)

**Phone:** (831) 429-8010

SASKIA LUCAS





## NOTES

# CALENDAR OF 2015 CYCLING EVENTS

Santa Cruz Bike Party	every second Friday
Santa Cruz Classic Criterium	March 29
Santa Cruz Mountain Bike Festival	April 11–12
Sea Otter Classic	April 16–19
Spring Bike Week	May 1–8
Bike To Work/School Day	May 7
Green Ways to School's Sandwich Ride	May 3
Mountain Charlie Challenge	May 9
Open Streets Watsonville	May 17
Strawberry Fields Forever Bike Ride	May 17
UCSC Slug Cycling Gran Fondo	May 31
Green Ways to School Bike the Bay Youth Bike Tour	June 26–28
Santa Cruz Mountains Challenge	July 25
Surf City AIDS Ride	September 20
Fall Bike to Work Day	October 8
Open Streets Santa Cruz	October 11

## ENDNOTES FROM PAGE 5

1. The Clean Air Partnership, 2009. Bike Lanes, On-street Parking, and Business, [www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf](http://www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf).
2. Garrett-Peltier, H., 2010. Estimating the employment impacts of pedestrian, bicycle, and road infrastructure, Political Economy Research Institute, University of Massachusetts, Amherst.
3. Runyan, D. 2013. The Economic Significance of Bicycle-Related Travel in Oregon.
4. Lindsey et. al. (2004), Property Values, Recreation Values, and Urban Greenways, *Journal of Park and Recreation Administration*, 22(3), 69–90.
5. The Economic Benefits of Bicycle Infrastructure Investments. Darren Flusche, League of American Bicyclists. June 2009.
6. Lindsey et al.

## **BIKE SANTA CRUZ COUNTY VISION STATEMENT**

Bicycling in Santa Cruz County is a safe, respected, convenient, and enjoyable form of transportation and recreation for people of all ages and abilities. Throughout the county, citizens, governments, and businesses work together to transform our streets into vibrant public spaces that accommodate all users. Our comprehensive bike network provides access to all natural and urban destinations within the county, as well as connections to other regional and national transportation systems. Santa Cruz County is recognized as a national model for our high percentage of trips made by bike and innovative facilities that serve all cyclists. Bicycling is a key contributor to an active community, a strong economy, and a well-protected natural environment.



703 Pacific Avenue, Santa Cruz, CA 95060  
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