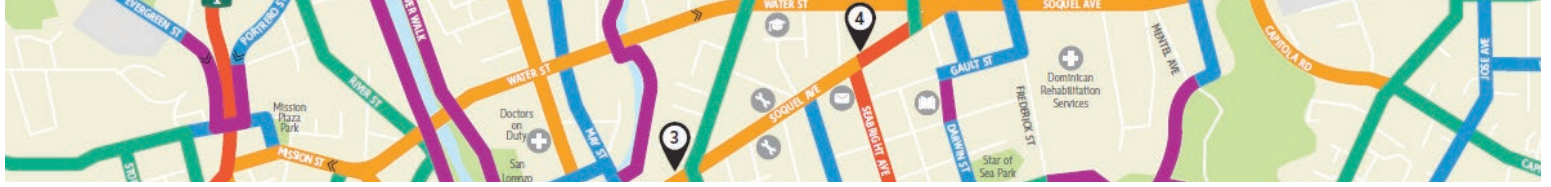


Cruz511 In Your Neighborhood

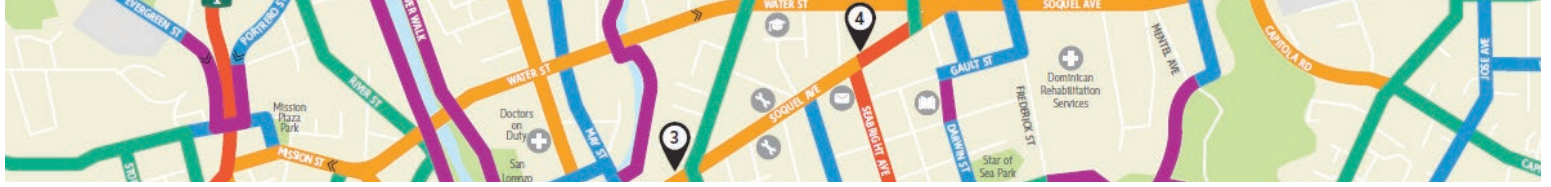


Appendix A: Program Review

Project Name	Location	City Population	Length of project (time)	Funding available for project	Cost per Household	Consultants (if used)	Project Type (mode, etc.)	Target audience	Outreach Methods
Welcome Smart Trips Pilot	Portland, Or	593,820	4 months: Baseline survey Aug 2011, Follow up survey Nov 2011	\$77,190 (\$570,000 for average SmartTrips program)	12.76 (\$28.50 for average SmartTrips program)	None specified	Away from SOV, toward transit, bike, ped, carpool, carshare	New Move-ins (6 months), 5,400 target audience in three large neighborhoods, with a 1,352 control group	Postcard, order form for resources, reminder postcard, follow up phone call 2 weeks after delivery
Smart Trips Pilot (2004)	Bellingham, Whatcom County, WA (Partnered with Whatcom Council of Governments & Whatcom Transportation Authority)	82,631 (206,353 county)	7 months: Background work started in March 2004-May. Before survey completed June 2004; marketing occurred in July; After survey completed September 2004	Not specified	Not specified	Socialdata (German-based)	Reducing VMT to multi-modal transportation options (bike, walk, bus, carpool) focusing on all trips, not exclusive to work-related travel	2004 Pilot: 900 people were randomly selected for the individualized marketing from targeted area. Before survey had 2,196 responses (60%) & after survey had 1,519 responses (71%)	Self-administered mail-back survey; once survey completed, materials were delivered by bike in 4-5 days and had 25 home visits (16 for walking and cycling led by pedestrian/bicyclist leader & 9 for public transit led by bus drivers)
Smart Trips	Whatcom County, WA	82631 (206,353 county)	4 years: 2004 first before survey, 2008 last after survey (control group)	\$1.9 Million over 3 years, \$982,134 in 2008	\$204	Socialdata (German-based)	Reducing VMT to multi-modal transportation options (bike, walk, bus, carpool) focusing on all trips, not exclusive to work-related travel	City residents located in target zip code (10,037 households); 8,800 households reached; Engaged 4,810 households with individualized marketing in 2008	Create online registration and start logging in smart trips into the travel diary (have paper version for those not online)
Travel Encinitas	Encinitas, CA (Partnered with Steer Davies Gleave and San Diego Association of Regional Governments)	61,588	Unclear. Began in March 2014	Not specified	Not specified	Steer Davies Gleave	Reducing VMT to multi-modal transportation options (bike, walk, bus, carpool)	City residents in 430 households, 114 participated	Door-to-door visits for each household in defined target area with "Travel Advisor" that filled out survey for resident. Later mailed appropriate materials. Used counselling-based approach for interviewing (method popular in health field).
North Coast Connected	Solano Beach, Del Mar, Encinitas, CA (Partnered with CivicSpark, SANDAG, North County Transit District)	Solano Beach = 13,236, Del Mar = 4,278	Project completed from December 2014-June 2015	Minimum \$20,334 spent on outreach (Not including the AmeriCorps Vista Staff + SANDAG's contribution)	\$84 minimum	Steer Davies Gleave	Reducing VMT to multi-modal transportation options (bike, walk, bus, carpool)—but reducing one car trip	Visited 1,133 households; 242 participated	In-person door-to-door survey filled out by Travel Advisor (later inputted to SurveyMonkey).
Choose How You Move	Worcestershire, UK	100,842	5 years (marketing phase 3 years)	£4.4million (including service and infrastructure improvements)	\$53.53 per school child, \$18.74 per employee, other participant types unclear	Sustrans and Socialdata	Reducing car trips (8%), increasing walking (10%), cycling (100%), transit (20%)	Residents, schools, and employers of Worcester (60% of residents), 2,440 participated	Mail survey and travel diary of 15 neighborhoods (4,125 responses), 23,000 households received marketing outreach, 19,000 participated
FTA Individualized Marketing Campaign Demonstration	Bellingham WA, Sacramento CA, Durham NC, Cleveland OH	Bellingham = 82631, Sacramento = 479,686, Durham = 245,475, Cleveland = 390,113	18 weeks (4.5 months)	\$30k-158k	\$62.76 (Cleveland), \$65.79 (Durham), \$363.63 (Sacramento), \$477.00 (Bellingham) based on proposed budgets, final costs not specified	Socialdata America, MELE Associates	Transit, bike, walk - NC includes rideshare, NC and OH mostly transit focused	Those considered most likely to change their travel behavior - Target areas in the four cities chosen to be a mix of densities, service levels, crime, university, retirees, etc. (p 18)	"Before" survey, including trip diary, mailed to 2,400-4,400 residents, 1,043-2,196 completed (including randomized control group). Tote bags of personalized alternative travel information delivered, also home visits for interested parties (bus driver for transit questions, etc.)
TravelSmart - TransLink	Vancouver, Canada	603,500	13 months	\$850,000 Canadian (\$661,164 US)	\$264.46 (US Dollars)	Socialdata	ridesharing, car share (including corporate car share), active transportation, parking management, guaranteed ride home, and telework - work and leisure trips	Residents of 6 neighborhoods with varying degrees of transit access and distance to downtown, 2,500 participants	Initial contact with travel diary ("before" survey), including control group. Follow up opportunity to select marketing materials of interest

Project Name	Information offered	Incentives offered	Framing Method	Evaluation	Reduction/Increase GOALS	Reduction/Increase RESULTS	Main website	Relevant Documents
Welcome Smart Trips Pilot	30 different types of resources, grouped by mode, delivered by transportation expert (available for consultation) by bicycle. Resources included bicycle maps, transit information, school specific information and activity book for kids	Tote bag, local area coupon sheet, water bottle, Transit pass (all day), bicycle map bandana, Walking tour book, guide to museums, entered into \$50 grocery gift card raffle, bike tire change kit, bike lights	Portland is special: this is how we do things here, welcome to the club	Follow-up phone call to answer questions (time consuming), pledge forms, follow up survey	Reduce VMT, reduce drive alone trips, increase awareness/use of alternative modes	Over 1M miles VMT reduction, 10.4% reduction in drive alone trips, 13.6% increase in alternative modes	https://www.portlandoregon.gov/transportation/54616	\VRTCSERV2\Internal\COMSQL\Individualized Marketing\SmartTrips Webinar- March 26 2013\Handout-Portland_TOC_Highlights_2013_03_27_incl notes .pdf
Smart Trips Pilot (2004)	Maps (transit, bike, walk), bus to trails, bike traffic laws, walking safety, children's bike and walk materials, created 9 new brochures in 2 months on walking and cycling	Pedometer, umbrella, shopping gift card	Branded as "Travel in Your Neighborhood"	Had an outside consultant carry out the survey analysis. After survey collected the impact	Reduce SOV and VMT	Walking trips in the target area went from 9% to 12% Bicycling trips increased from 5% to 6% And bus trips increased from 2% to 3% Car as driver decreased from 64% to 58%; even though we didn't target carpooling, car as passenger increased from 20% to 21%	None specified	Bellingham WA Smart Trips_2004 Pilot Presentation.pdf
Smart Trips	Maps (transit, bike, smart trips guide), information on local trails to ride or walk, bicycle safety and traffic law information, benefits of walking and health information, smart trips benefits, emergency ride home information, discount for participants	Give participants the ability to get Smart Trips card or show bus pass for exclusive discounts around town. Opportunity to win prizes at local businesses and celebrate success of top participants at local farmers markets, pedometer	Smart Trips better for the environment, keeps record of fuel savings, know the GHG and air pollution prevented from not driving	Trip diary, post program survey, 2nd post program survey to see who had participated 1 year later	8-12% decrease in SOV trips; more pedestrians and cyclists; more walking & biking trips; more bus trips; significant reduction in GHG gases; community prepared for future transportation system & land use	22% increase of walking trips; 35% increase of cycling trips; -13% reduction of SOV; 10% increase in bus trips. Reduction of VMT per year: - 9.5 million; Relative reduction: -15%; Reduction of CO2 (per year): 3,500 tons	https://www.whatcomsmarttrip.s.org/	Bellingham WA Smart Trips .pdf
Travel Encinitas	Local bike maps and walk-bike factsheet, bus and train schedules, free transit passes, and information on ridesharing	Transit passes, pedometers	Help residents discover more convenient and attractive ways of travelling suited to their priorities, interests, and needs (other than a car)	Pre-test (baseline), Mid-way telephone survey check-in & post telephone survey on travel modes	None specified	21% percentage point decrease in the proportion of participants driving alone 7 days a week, 21% percentage point increase in the proportion of participants walking 7 days a week, 17 % percentage point increase in participants cycling 3 + days a week, 12% percentage point increase in the proportion of participants using a carpool 5+ more days a week	http://www.sandag.org/index.asp?projectId=19&fuseaction=projects.detail	Travel Encinitas case study.pdf
North Coast Connected	Regional transit, bike, and park and ride maps, bus and train schedule, information on vanpooling and carpooling, shuttle service information, and trolley route pocket guides	Free passes for train, bus, and light rail	North Coast Connected "Rethink your Route" tagline. Specially-designed postcard, logo, tagline used for the project. Flyer also developed for bicycle event	Pre & post test on travel modes. Outreach for post-survey contacted via phone and email. Lesson learned: use phone because you have a captive audience; visit people during the weekend 9 a.m.-2p.m.	Reduce GHG mitigation, increase non-vehicle commuting (residents & employees)	Very few respondents to the follow up survey--mostly anecdotal: increased number of trips on bus, train/trolley, bike, and walking	None specified	Encinitas CA Community Based Travel Planning.pdf
Choose How You Move	Personalized walking, cycling, and transportation plans, home advice sessions, maps including journey times	Flex-working (through employers), walking bus (through schools), improved infrastructure (bike ped bridge, new bus lanes, new bus routes), bike parking, free bike loans, transit tickets,	Personal benefits such as health or money saved, reasoned more than environmental reasons	Follow up surveys, focus groups, face to face interviews, traffic and cycle counters, bus ridership numbers	8% reduction car trips, 10% increase walking, 100% increase cycling, 20% increase transit use	7% reduction car trips, 11% increase walking, 19% increase cycling, 20% increase transit use	http://www.worcestershire.gov.uk/info/20055/strategies_plans_and_bids/808/the_worcestershire_local_sustainable_transport_fund_bid	Worcestershire UK Choose How You Move.pdf
FTA Individualized Marketing Campaign Demonstration	List of public transportation, bicycling, and walking materials that could be ordered, including language or culturally specific. Includes maps, schedules, how-to-ride info, ridesharing brochures	Those who already use alternative transport receive a thank you gift, info arrives in tote bag, free or reduced cost transit passes, bike shop coupons	Varied. Includes removing stress of driving, increasing health, gaining more free time/disposable income	"After" survey to same participants, and to randomized control group.	Bellingham WA: 4% increase transit trips, 7% increase walking, bicycling, ridesharing Sacramento CA: 8% reduction car trips, 11% increase transit use, 8% increase walking Durham NC: 8% drive alone trip reduction, 25% increase trips by other modes Cleveland OH: 10% increase in transit ridership	Bellingham WA: 8% reduction car use, 35% increase walking, 13% increase cycling, 14% increase transit use Sacramento CA: 2% reduction car use, 15% increase walking, 30% increase cycling, 43% increase transit use Durham NC: 7% reduction car use, 15% increase walking, 25% increase cycling, 35% increase transit use Cleveland OH: 4% reduction car use, 13% increase walking, 33% increase in cycling, 26% increase transit use	http://www.fta.dot.gov/12309_4505.html	FTA Individualized Marketing Campaign Final Report.pdf
TravelSmart - TransLink	Transit maps/schedules personalized for nearest bus stops, bike route maps, guides to local parks, personal consultation (in home or by phone)	Discounts to nearby stores, umbrella, tote bag, bus pass, home bicycle safety check/route planning, bike light, pedometer	According to the survey results, time and money savings were more important than environmental concerns	"after" diaries and surveys, comment portal on website, ride- and car-share statistics	Reduce GHG in accordance with targets; majority of trips made by transit, walking, and cycling	8% Reduction car (SOV) trips, 9% increase walking, 33% increase cycling, 12% increase transit use	http://www.toolsofchange.com/en/case-studies/detail/628 , http://www.travelsmart.ca/	Travel Smart Vancouver/Vancouver TravelSmart 58.pdf

Cruz511 In Your Neighborhood



Appendix B: Introductory Postcard

Hello Neighbor!

RETHINK YOUR ROUTE.

¡HOLA VECINO!
RECONSIDERE SU TRAYECTO.



CRUZ511
in Your Neighborhood

A SERVICE OF THE SANTA CRUZ COUNTY
REGIONAL TRANSPORTATION COMMISSION (RTC)



STAY HEALTHY
Manténgase sano

CARE FOR THE EARTH
Cuida la tierra

SAVE MONEY
Ahorre dinero

Dear Neighbor,

**Does the stress of driving get you down?
Are you interested in knowing about your
neighborhood travel options?**

The Cruz511 in Your Neighborhood team can help.

Your neighborhood was chosen to receive customized travel information. Soon you'll receive a letter asking you how you like to travel. You can request info about traveling by bus, bicycling, walking, and carpooling.

~ The Cruz511 Team at the RTC

RETHINK YOUR ROUTE / RECONSIDERE SU TRAYECTO

Estimado vecino,

**¿Se siente agobiado por el tener que conducir?
¿Está interesado en conocer alternativas para moverse
en su vecindario?**

El equipo de Cruz511 In Your Neighborhood le quiere ayudar.

Estamos emocionados que su vecindario fue elegido para recibir información personalizada de transporte local. Próximamente recibirá una carta en su buzón que le preguntará como se mueve actualmente. También podrá pedir información sobre como viajar en autobús, bicicleta, a pie, o como compartir su auto en su vecindario.

~ El equipo de Cruz511



CRUZ511
in Your Neighborhood

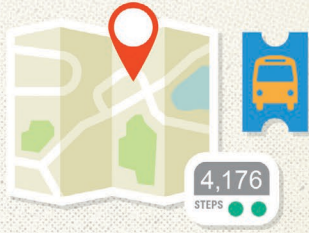
1523 Pacific Avenue
Santa Cruz, CA 95060
831.429.7665
cruz511.org/yourneighborhood

Cruz511 In Your Neighborhood



Appendix C: Program Invitation

**Steps to receive
FREE customized
travel resources:**



- 1: Tell us how you currently get around. Fill out this survey or complete it online at: cruz511.org/yourneighborhood
- 2: Tell us which customized travel resources interest you
- 3: Provide your contact info to receive FREE guides and personalized assistance
- 4: Fold and seal survey, and drop it in the mail by April 30. No stamp required!
- 5: Have fun using your new travel resources while leaving your car at home

SURVEY BEGINS ON OTHER SIDE



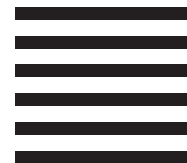
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 403001 SANTA CRUZ, CA

POSTAGE WILL BE PAID BY ADDRESSEE

CRUZ511 IN YOUR NEIGHBORHOOD
SANTA CRUZ COUNTY REGIONAL TRANSPORTATION
1523 PACIFIC AVE
SANTA CRUZ CA 95060-9920



Hello Neighbor!

RETHINK YOUR ROUTE.

New travel options inside!



Join CRUZ511 In Your Neighborhood!

Your neighborhood has been identified as a great place to try driving less. Riding the bus, bicycling, walking, or carpooling can make our community a better place to live and work.

CRUZ511 can get you there
with **FREE** personalized assistance.



A SERVICE OF THE SANTA CRUZ COUNTY
REGIONAL TRANSPORTATION COMMISSION (RTC)

CRUZ511 helps you:

**STAY HEALTHY
CARE FOR THE EARTH
SAVE MONEY**

STEP 1: Fill out this survey

1. What best describes your access to the BUS?

	TRUE	FALSE	UNSURE
There is a bus stop near my house	☐	☐	☐
The bus takes me where I want to go	☐	☐	☐
The bus comes at the right time for me	☐	☐	☐

2. What best describes your access to a BICYCLE?

- ☐ I have a working bicycle
- ☐ I have a bicycle that needs to be fixed
- ☐ I can borrow a bicycle
- ☐ I do not have access to a bicycle

3. What best describes your access to a CAR?

- ☐ I have my own car (or SUV, truck, van, etc.)
- ☐ I share a car with others in my household
- ☐ I can rent or borrow a car if I need to
- ☐ I do not have access to a car

4. Please write the number of ONE-WAY trips you took in the last week BY:

*Example: Going to the store would be one trip.
Coming home would be a second trip.*

- _____ Riding the bus
- _____ Bicycling
- _____ Walking
- _____ Carpooling (sharing a car with others)
- _____ Driving a car alone

5. Mark if you are interested in traveling more BY:

- ☐ Riding the bus
- ☐ Bicycling
- ☐ Walking
- ☐ Carpooling

6. Please mark which statements are TRUE for you.

	RIDING THE BUS	BICYCLING	WALKING	CARPPOOLING	
☐	☐	☐	☐	☐	Helps me stay healthy
☐	☐	☐	☐	☐	Feels unsafe
☐	☐	☐	☐	☐	Is environmentally responsible
☐	☐	☐	☐	☐	Makes it hard to carry my things
☐	☐	☐	☐	☐	Frees up my time to think or do work
☐	☐	☐	☐	☐	Feels uncomfortable
☐	☐	☐	☐	☐	Is cheaper than driving
☐	☐	☐	☐	☐	Messes up my hair and clothes
☐	☐	☐	☐	☐	Is less stressful
☐	☐	☐	☐	☐	Too far or takes too long
☐	☐	☐	☐	☐	Other: _____

7. What is your age?

- ☐ Under 18*
- ☐ 18-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60-69
- ☐ 70 or older
- ☐ Prefer not to say

*You must be 18 to participate. Invite a parent or legal guardian to request travel resources and share them with you.

8. With what gender do you identify?

- ☐ Female
- ☐ Male
- ☐ Gender non-binary
- ☐ Prefer not to say

STEP 2: Choose your FREE items

Please choose all of the FREE resources you'd like to help you leave your car at home.



RIDING THE BUS:

- ☐ Customized map & tips for riding the bus in your neighborhood
- ☐ Santa Cruz Metro bus schedule and guide
- ☐ Greater Bay Area transit connection information
- ☐ Santa Cruz Metro all day bus pass (*limited supply*)



BICYCLING:

- ☐ Customized map & tips for bicycling in your neighborhood
- ☐ Santa Cruz County regional bicycle map
- ☐ Blinking bicycle reflector light (*limited supply*)



WALKING:

- ☐ Customized map & tips for walking in your neighborhood
- ☐ Watsonville Wetlands slough trail map
- ☐ Santa Cruz historical walking tour
- ☐ Pedometer (*limited supply*)



CARPPOOLING:

- ☐ Resources & tips for beginning to carpool
- ☐ Personalized ride matching information
- ☐ Electric and Hybrid vehicle information

OTHER RESOURCES:

- ☐ Local business discount coupon book (*limited supply*)
- ☐ Blinking reflective slap band (*limited supply*)
- ☐ Info on local transportation events

STEP 3: Fill out your contact info

We'll deliver the materials you asked for and provide personalized assistance by phone or email.

FIRST NAME: _____

LAST NAME: _____

ADDRESS: _____

TELEPHONE: _____

BEST TIME TO CALL? ☐ AM ☐ PM

EMAIL: _____

DO YOU PREFER WE CONTACT YOU VIA EMAIL? ☐ YES ☐ NO

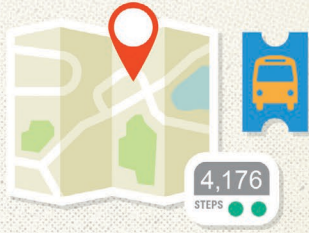
QUESTIONS? NEED ANOTHER SURVEY?

CONTACT US:
831-429-7665 · info@cruz511.org
Monday-Friday, 8am-5pm
cruz511.org/yourneighborhood

Project funded by Caltrans and
the Santa Cruz County Regional
Transportation Commission (RTC)



**Pasos para recibir
recursos de viaje
personalizados GRATIS:**



- 1:** Díganos como viaja usted con frecuencia. Llene esta encuesta o complétela en línea en: cruz511.org/yourneighborhood
- 2:** Indica los recursos personalizados de viaje que le interesan a usted
- 3:** Provee su información de contacto para recibir las guías y asistencia personalizada GRATIS
- 4:** Doble y selle la encuesta y depositela en el correo para el 30 de abril. ¡No se necesita una estampilla!
- 5:** Diviértase usando sus recursos de viaje nuevos mientras su carro se haya dejado en casa

LA ENCUESTA EMPIEZA EN EL OTRO LADO

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 403001 SANTA CRUZ, CA

POSTAGE WILL BE PAID BY ADDRESSEE

CRUZ511 IN YOUR NEIGHBORHOOD
SANTA CRUZ COUNTY REGIONAL TRANSPORTATION
1523 PACIFIC AVE
SANTA CRUZ CA 95060-9920



¡Saludos Vecino!

EVALÚA A SU RUTA.

¡Hay nuevas opciones de viaje contenidas adentro!



¡Únase a CRUZ511 en su vecindario!

Su vecindario ha sido identificado como un lugar excelente para intentar a manejar menos. Tomar el autobús, andar en bicicleta, o en transporte colectivo puede hacer de nuestra comunidad un lugar mejor para vivir y trabajar.

CRUZ511 le puede ayudar a llegar a lugares con asistencia personalizada **GRATIS**.



UN SERVICIO DE LA COMISIÓN DE TRANSPORTE
REGIONAL DEL CONDADO DE SANTA CRUZ (RTC)

CRUZ511 le ayuda a usted:
**A MANTENERSE SALUDABLE
A CUIDAR A LA TIERRA
A AHORRAR DINERO**

PASO 1: Llene usted esta encuesta

1. ¿Cómo se describiría mejor su acceso al AUTOBÚS?

	VERDADERO	FALSO	NO ESTOY SEGURO/A
Hay una parada cerca de mi casa	☐	☐	☐
El autobús me lleva adonde quiero ir	☐	☐	☐
El autobús llega a la hora justa para mí	☐	☐	☐

2. ¿Cómo se describiría mejor su acceso a una BICICLETA?

- ☐ Tengo una bicicleta que funciona bien
- ☐ Tengo una bicicleta que se necesita arreglar
- ☐ Puedo tomar prestada una bicicleta
- ☐ No tengo acceso a una bicicleta

3. ¿Cómo se describiría mejor su acceso a un CARRO?

- ☐ Tengo mi propio carro (o SUV, Camioneta, etc.)
- ☐ Comparto un carro con otras personas de mi hogar
- ☐ Puedo alquilar o tomar prestado un carro si es que lo necesito
- ☐ No tengo acceso a un carro

4. Por favor, indique el número de viajes sencillos que usted ha tomado dentro de la semana pasada POR MEDIO DE:

- _____ Un autobús
- _____ Una bicicleta
- _____ Caminar a pie
- _____ Usar transporte colectivo (Compartiendo un vehículo con otros)
- _____ Manejando un carro solo

5. Indique si es que a usted le interesa viajar más POR MEDIO DE:

- ☐ Andar en autobús
- ☐ Andar en bicicleta
- ☐ Caminar a pie
- ☐ Usar transporte colectivo

6. Por favor, indique las declaraciones que son VERDADERAS para usted.

ANDAR EN AUTOBÚS	ANDAR EN BICICLETA	CAMINAR A PIE	USAR TRANSPORTE COLECTIVO	
☐	☐	☐	☐	Me ayuda a mantenerme saludable
☐	☐	☐	☐	Me parece peligroso
☐	☐	☐	☐	Es ecológicamente responsable
☐	☐	☐	☐	Es difícil para poder llevar mis cosas
☐	☐	☐	☐	Me da tiempo libre para poder pensar o trabajar
☐	☐	☐	☐	Es incómodo
☐	☐	☐	☐	Es más barato que manejar
☐	☐	☐	☐	Me desordena el pelo y la ropa
☐	☐	☐	☐	Es menos estresante
☐	☐	☐	☐	Es demasiado lejos o toma demasiado tiempo
☐	☐	☐	☐	Otro: _____

7. ¿Qué edad tiene usted?

- ☐ Menos de 18*
- ☐ 18-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60-69
- ☐ 70 o más años
- ☐ Prefiero no declararlo

*Usted debe tener 18 años para participar. Invite a un padre o guardián legal a solicitar los recursos de viaje y compartirlos con usted.

8. ¿Cuál es el género con que usted más se identifica?

- ☐ Mujer
- ☐ Hombre
- ☐ Género No Binario
- ☐ Prefiero no declararlo

PASO 2: Seleccione sus artículos GRATIS

Por favor, seleccione todos los recursos GRATUITOS que a usted le ayudarían a dejar su carro en casa.



ANDANDO EN AUTOBÚS:

- ☐ Mapas Personalizados y consejos para andar en autobús por su vecindario
- ☐ El horario y el guía de autobús del Metro de Santa Cruz
- ☐ Información sobre las conexiones de tránsito del Área de la Bahía Mayor
- ☐ Un pase de autobús de día completo del Metro de Santa Cruz (*Recursos limitados*)



CICLISMO:

- ☐ Mapas Personalizados y consejos para andar en bicicleta por su vecindario
- ☐ Mapa regional del Condado de Santa Cruz para ciclismo
- ☐ Luz reflectora intermitente para bicicletas (*Recursos limitados*)



CAMINAR A PIE:

- ☐ Mapas Personalizados y consejos para caminar a pie por su vecindad
- ☐ Mapa de senderos de los Pantanos de Watsonville
- ☐ Tur histórico a pie por Santa Cruz
- ☐ Podómetro (*Recursos limitados*)



TRANSPORTE COLECTIVO:

- ☐ Consejos y recursos para empezar a usar transporte colectivo
- ☐ Información personalizada para emparejar viajes
- ☐ Información sobre Vehículos Eléctricos e Híbridos

OTROS RECURSOS:

- ☐ Libro de cupones para recibir descuentos de negocios de la localidad (*Recursos limitados*)
- ☐ Venda reflectora intermitente (*Recursos limitados*)
- ☐ Información sobre eventos locales de transporte

PASO 3: Llene su información de contacto

Nosotros le entregaremos los materiales que usted ha solicitado y le proveeremos asistencia personalizada por medio del teléfono o por su correo electrónico.

NOMBRE: _____

APELLIDO: _____

DIRECCIÓN: _____

NÚMERO DE TELÉFONO: _____

¿LA MEJOR HORA DE LLAMAR? ☐ AM ☐ PM

CORREO ELECTRÓNICO: _____

¿PREFIERE USTED QUE LE CONTACTÉMOS POR CORREO ELECTRÓNICO? ☐ SÍ ☐ NO

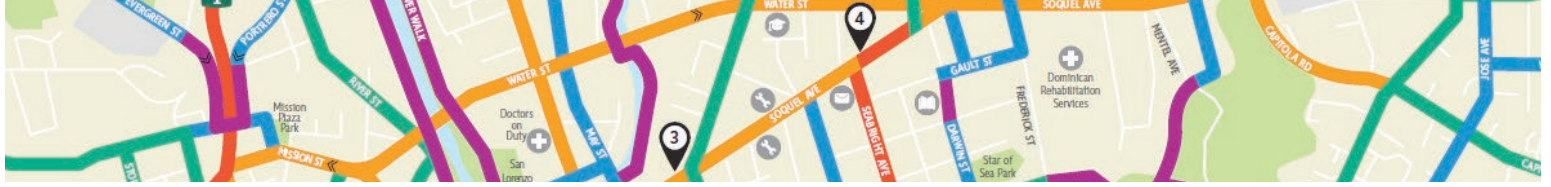
¿TIENE USTED PREGUNTAS?
¿NECESITA USTED OTRA ENCUESTA?

CONTÁCTENOS:
831-429-7665 · info@cruz511.org
Lunes-Viernes, 8am-5pm
cruz511.org/yourneighborhood

Este proyecto se ha apoyado por medio de una beca de Caltrans y por la Comisión Regional de Transporte del Condado de Santa Cruz (RTC)



Cruz511 In Your Neighborhood



Appendix D: Customized Travel Resources



PLACES TO GO BY BUS

PARKS

- **Henry Cowell (Stop #1422):** Try riding #69A/69W, #71, or #91X to Santa Cruz Metro, then ride #35/35A from Lane 3
- **Pogonip County Park & Harvey West (Stop #2350):** Try riding #69A/69W, #71, or #91X to Santa Cruz Metro, then ride #4 from Lane 2 (Mon-Fri only)
- **Nisene Marks (Stop #1852):** Try riding #71 towards Santa Cruz Metro Center
- **Pinto Lake Park (Stop #1103):** Try riding #75 Green Valley

LOCAL ATTRACTIONS

- **Museum of Art and History (Stop #SCMC):** Try riding #69A/69W, #71, or #91X to SC Metro. Open Tues-Sun
- **Seymour Marine Discovery Center (Stop #2744):** Try riding #69A/69W, #71, or #91X to Santa Cruz Metro. Open Tues-Sun
- **Roaring Camp Railroad (Stop #1422):** Try riding #69A/69W, #71, or #91X to Santa Cruz Metro, then ride #3 from Lane 2. Open Tues-Sun
- **Try riding #69A/69W, #71, or #91X to Santa Cruz Metro, then ride #35/35A from Lane 3**

Recreation

BEACHES

- **Main Beach and Santa Cruz Beach Boardwalk (Stop #2736):** Try riding #69A/69W, #71, or #91X to Santa Cruz Metro, then ride #3 from Lane 2.
- **Twin Lakes (Stop #1359):** Try riding #69A/69W, #71, or #19 or #20 from Lane 1
- **or #91X to Santa Cruz Metro, then ride #68 toward Lane 4. Or 69A/69W to Capitola Mall, then #68 toward Santa Cruz Metro (Stop #1914 7th & Bonnie).**
- **Downtown Watsonville Library (Stop #WTC):** Try riding #69A or #71 toward Watsonville Transit Center. Open Mon-Sat
- **Freedom Library (Stop #1086):** Try riding #69A towards Santa Cruz Metro or #72 Pinto Lake. Open Mon-Sat

Libraries

Medical

- **Palo Alto Medical Foundation Urgent Care (Stop #2220):** Try riding #75 Green Valley
- **Watsonville Community Hospital (Stop #2480):** Try riding #69A towards Santa Cruz Metro, or ride #72 Pinto Lake

Higher Education

- **Cabrillo Community College (Stop #1839):** Try riding #69W, #71, or #91X towards Santa Cruz Metro
- **University of California Santa Cruz (many Stops):** Try riding #69A/69W, #71, or #91X to Santa Cruz Metro, then ride #10, #15, #16, #19, or #20 U CSC from Lane 1

Grocery Shopping

- **Cabrillo Farmer's Market (Stop #1839):** Try riding #69W, #71, or #91X towards Santa Cruz Metro. Open Sat mornings
- **Watsonville Farmer's Market (WTC):** Try riding #69A or #71 toward Watsonville Transit Center. Open Fri afternoons

START RIDING THE BUS TODAY

- **Have your fare ready.** \$2 cash (\$7 Hwy17 Express), exact change, no pennies.
- **Which bus is mine?** Check route number AND destination on lighted sign.
- **Hail your bus.** Stand at the stop and raise your arm when your bus approaches.
- **When do I get off?** All bus stops are automatically announced. Ask the driver to announce your stop if you're unsure
- **Request your stop.** Pull the cord along the windows or push the buttons on the handrails to request a stop.
- **Bikes.** Let the driver know you are about to remove your bike from the rack when you exit. Exit from the front door.

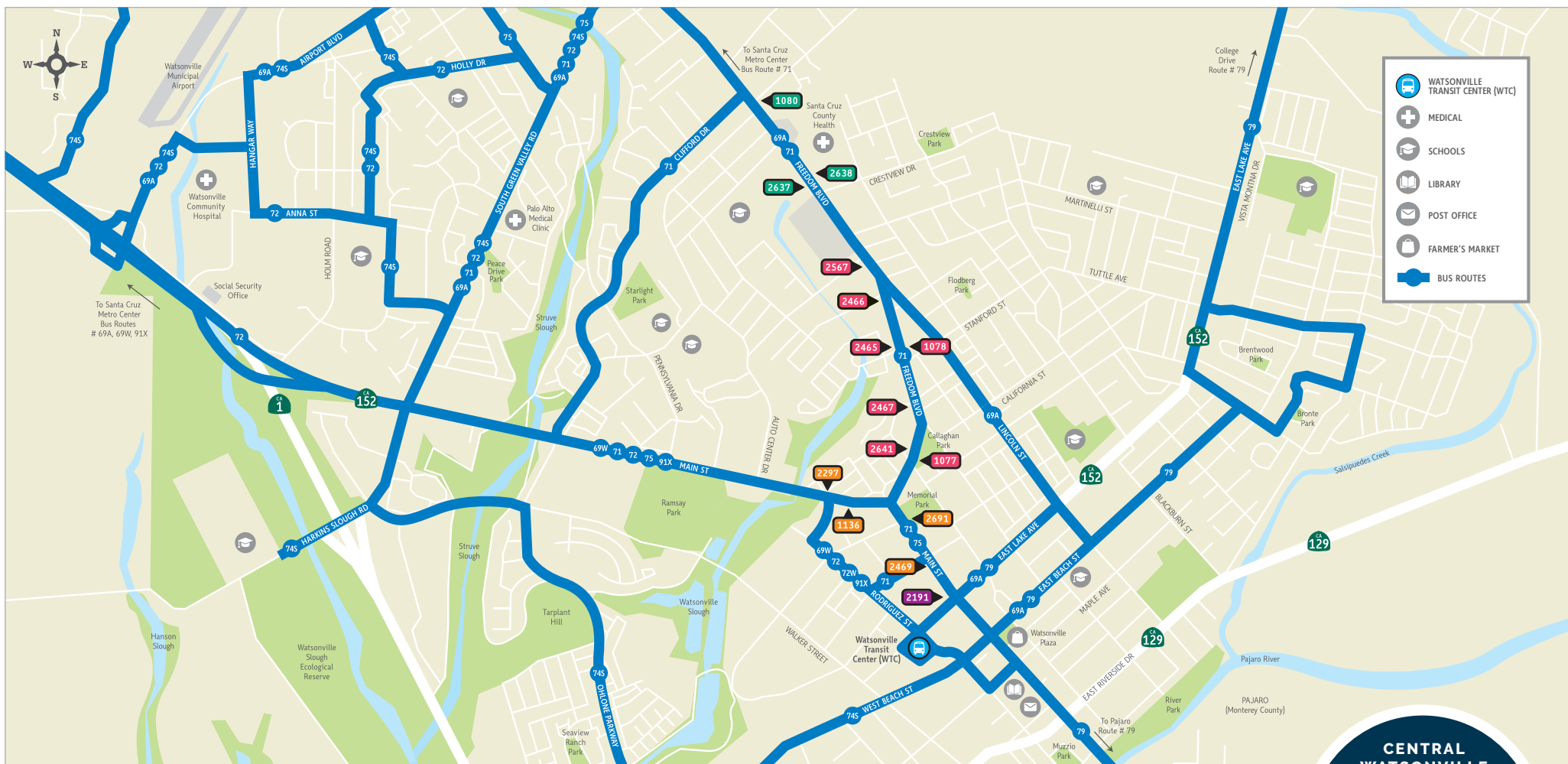
SCHEDULE BY STOP TOOL A Must for New Riders!

- See all the bus routes that use your stop, their scheduled arrival times, and final destinations online using your computer or smartphone
- Go to scmttd.com/en/stop to find Santa Cruz Metro's Schedule by Stop tool
- Click the "Stop ID" button to look up the scheduled arrivals at your bus stop.

Stop ID numbers for the bus stops in your neighborhood are shown on this map.

831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Español.





SOME OF YOUR NEIGHBORHOOD BUS STOPS

Get more info on taking the bus at scmtd.com and cruz511.org.

Routes Available at Stops Shown

- 71
- 71, 75
- 69A, 71
- 69A, 71, 75, 79



Watsonville Transit Center (WTC):

Metro routes 69A/69W, 71, 72/72W, 74S, 75, 79, or 91X, or Monterey Salinas Transit routes 27, 28 or 29.

Bus Stop ID Numbers for Neighborhood Stops on Freedom & Main

- | | | |
|--------------------------------------|-----------------------------------|-------------------------------------|
| 1077 Freedom & Brennan (no seating) | 2465 Freedom & Portola (bench) | 2638 Freedom & Crestview (shelter) |
| 1078 Freedom & Stanford (bench) | 2466 Freedom & Miles (no seating) | 2641 Freedom & Brennan (no seating) |
| 1080 Freedom & Atkinson (no seating) | 2467 Freedom & W. High (bench) | 2691 Main & Ford (bench) |
| 1136 Main & Rodriguez (no seating) | 2469 Main & W. 5th (no seating) | |
| 2191 W. Lake & Main (no seating) | 2567 Freedom & Marin (no seating) | |
| 2297 Main & Rodriguez (no seating) | 2637 Freedom & Crestview (bench) | |

To find out the bus schedule at any stop:
Text "SCM" + any Bus Stop ID number shown on this map to 468311. (Such as: "SCM 1781")





LUGARES DE IR POR AUTOBÚS

PLAYAS

- **Main Beach/La Playa Principal y el Boardwalk (Parada #2736):** Se puede tomar el #69A/69W, #71 o el #91X hacia el Metro de Santa Cruz y entonces se toma el #3 desde la Vía 1
- **Twin Lakes (Parada #1359):** Se puede tomar el #69A/69W, #71 o el #91X hacia el Metro de Santa Cruz y entonces se toma el #3 desde la Vía 4. O el #69A/69W hacia el Capitol Mall y entonces se toma el #68 hacia el Metro de Santa Cruz (Parada #1914 7th y Bonnie).
- **Roaring Camp Railroad (Parada #1422):** Se puede tomar el #69A/69W, #71 o el #91X hacia el Metro de Santa Cruz y entonces se toma el #35/35A desde la Vía 3
- **Abierto martes a domingo**
- **El Museo de Historia y Arte (Parada #SCMC):** Se puede tomar el #69A/69W, el #71 o el #91X hacia el Metro de Santa Cruz.
- **Abierto martes a domingo**
- **El Centro de Descubrimiento Marino (Parada #2744):** Se puede tomar el #69A/69W, el #71 o el #91X hacia el Metro de Santa Cruz y entonces se toma el #3 desde la Vía 2.

Recreo

ATRACCIONES DE LA LOCALIDAD

PARQUES

- **Henry Cowell (Parada #1422):** Se puede llegar tomando el #69A/69W, #71 o el #91X hacia el Metro de Santa Cruz, y entonces se toma el #35/35A desde la Vía 3
- **Los Parques del Condado Harvey West y Pogonip (Parada #2350):** Se puede llegar tomando el #69A/69W, #71 o el #91X hacia el Metro de Santa Cruz y entonces se toma el #4 desde la Vía 2 (solamente lunes a viernes)
- **Nisene Marks (Parada #1852):** Se puede tomar el #71 hacia el Centro de Tránsito de Watsonville
- **El Parque del Lago Pinto Lake (Parada #1103):** Se puede tomar el #75 Green Valley
- **La Biblioteca del Centro de Watsonville (Parada #WTC):** Se puede tomar el #69A o el #71 hacia el Centro de Tránsito de Watsonville. Abierto lunes a sábado.
- **La Biblioteca de Freedom (Parada #1086):** Se puede tomar el #69A hacia el Metro de Santa Cruz o el #72 Pinto Lake. Abierto lunes a sábado.

Bibliotecas

Servicios Médicos

- **El Hospital de la Comunidad de Watsonville (Parada #2480):** Se puede tomar el #69A hacia el Metro de Santa Cruz o se puede tomar el #72 Pinto Lake
- **El Centro de Estudios Superiores de Cabrillo (Parada #1839):** Se puede tomar el #69W, #71 o el #91X hacia el Metro de Santa Cruz
- **La Universidad de California de Santa Cruz (muchas Paradas):** Se puede tomar el #69A/69W, #71 o el #91X hacia el Metro de Santa Cruz y entonces tome el #10, #15, #16, #19, o #20 UCSC desde la vía número 1

Educación Superior

- **El Mercado Campesino de Cabrillo (Parada #1839):** Se puede tomar el #69W, #71 o el #91X hacia el Metro de Santa Cruz. Abierto los sábados por la mañana.
- **El Mercado Campesino de Watsonville (WTC):** Se puede tomar el #69A o el #71 hacia el Centro de Tránsito de Watsonville. Abierto los viernes por la tarde.

Compras de Comestibles

EMPIECE A ANDAR EN AUTOBÚS HOY MISMO

- **Tenga lista su tarifa.** \$2 en efectivo (\$7 Autobús Expreso de Hwy 17) Cambio exacto y sin centavos.
- **¿Cuál es mi autobús?** Busque el número de la ruta y la destinación en el letrero iluminado.
- **Señale a su autobús.** Párese en la paradera y señale al conductor cuando vea llegar al autobús.
- **¿Cuando me bajo?** Todas las paraderas se anuncian. Se le puede pedir al conductor anunciar la paradera si no está usted seguro de su parada.
- **Se le puede pedir al conductor parar el autobús.** Se puede jalar una tira que pasa alrededor de las ventanas del autobús o se puede oprimir los botones en las pasamanos para pedirle parar.
- **Bicis.** Déjele saber al conductor que va a sacar la bicicleta del aparcabicis cuando se baje. Desembárque desde la puerta de adelante.

HORARIO DE 'ID DE PARADA' ¡Los Nuevos Pasajeros Necesitan Aprenderlo!

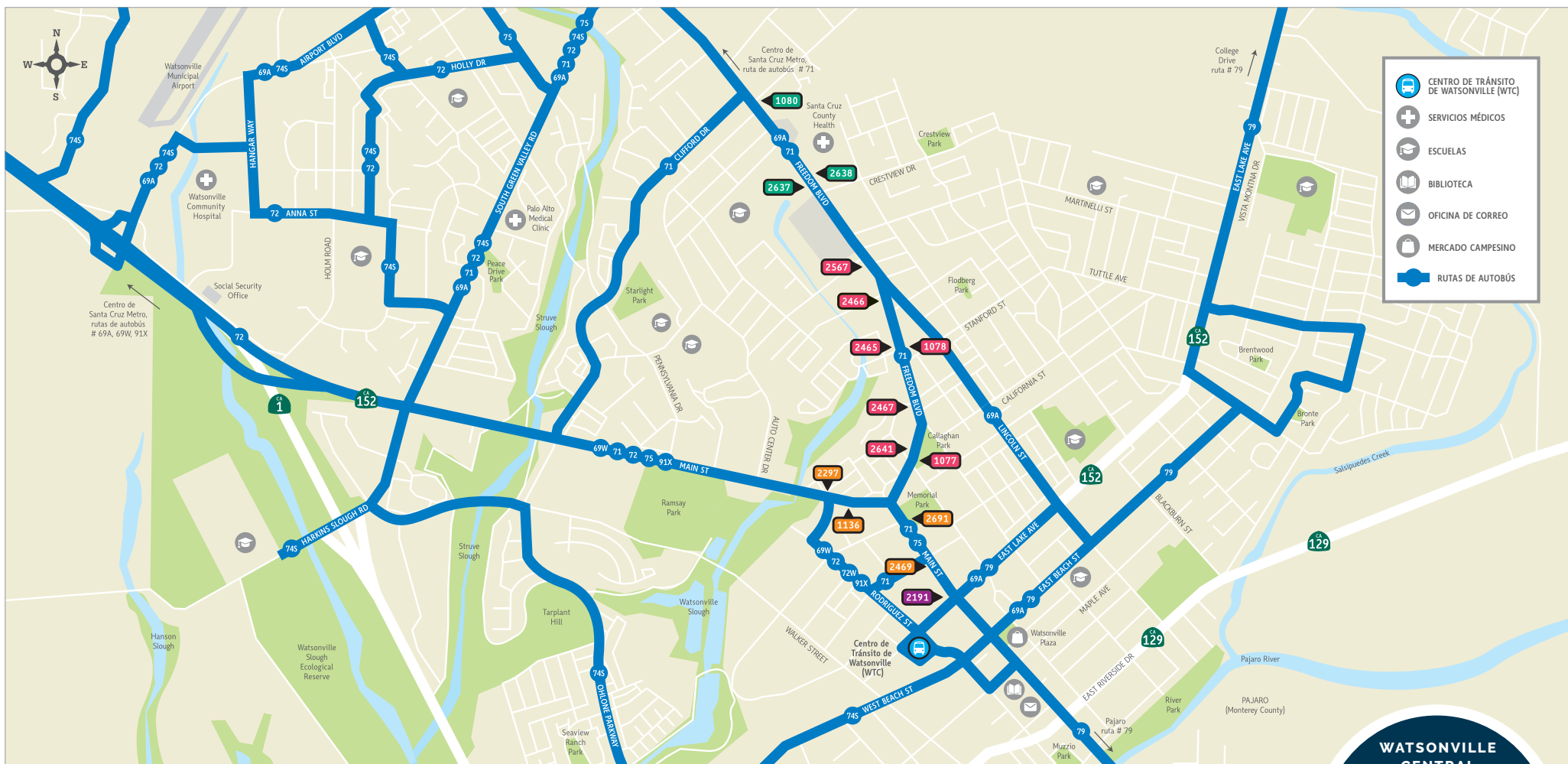
- Vea en línea a todas las rutas de autobuses que pasan por su paradero, las horas en que pasan y sus destinaciones finales usando su computadora o celular.
- Vaya a scmttd.com/es/rutas/horario-por-parada para buscar el horario del Metro de Santa Cruz por medio del ID de Parada.
- Haga un Clic en el botón de "ID de Parada" para buscar las llegadas de los autobuses por su paradero.

Los números de ID de Parada de los paraderos de su vecindario se muestran en el mapa.



831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Inglés





ALGUNAS DE LAS PARADAS EN SU VECINDARIO

Obtenga más información sobre tomar el autobús en scmtd.com y cruz511.org.

Rutas disponible en las paradas mostradas en el mapa

- 71
- 71, 75
- 69A, 71
- 69A, 71, 75, 79



Centro de Tránsito de Watsonville (WTC):
Metro de Santa Cruz rutas 69A/69W, 71, 72/72W, 74S, 75, 79, o 91X, o Tránsito Monterey-Salinas rutas 27, 28, o 29.

ID de Parada del autobús para paradas de el vecindario en Freedom y Main

- | | | |
|---|---|---|
| ■ 1077 Freedom & Brennan (sin asientos) | ■ 2465 Freedom & Portola (banca) | ■ 2638 Freedom & Crestview (refugio de parada) |
| ■ 1078 Freedom & Stanford (banca) | ■ 2466 Freedom & Miles (sin asientos) | ■ 2641 Freedom & Brennan (sin asientos) |
| ■ 1080 Freedom & Atkinson (sin asientos) | ■ 2467 Freedom & W. High (banca) | ■ 2691 Main & Ford (banca) |
| ■ 1136 Main & Rodriguez (sin asientos) | ■ 2469 Main & W. 5th (sin asientos) | |
| ■ 2191 W. Lake & Main (sin asientos) | ■ 2567 Freedom & Marin (sin asientos) | |
| ■ 2297 Main & Rodriguez (sin asientos) | ■ 2637 Freedom & Crestview (banca) | |

Para averiguar el horario de autobuses en cualquier parate del autobús envía texto "SCM" + ID de Parada mostradas en el mapa por mensaje de texto a 469311. (Como "SCM 1781")

WATSONVILLE
CENTRAL



RUTA DE
TRÁNSITO



DESTINATION ZONES

PLACES TO GO BY BICYCLE

1
Main St & S Green Valley Rd

Try riding Alta Vista Ave to Arthur Rd, Hammer Dr, Pennsylvania Dr, and the Struve Slough Trail. From here you can access destinations such as:

- THE STRUVE SLOUGH TRAILHEAD
- GROCERY SHOPPING
- DINING

2
Main St & Auto Center Dr

Try riding Brewhington Ave to Arthur Rd, Hammer Dr, Pennsylvania Dr, and Main St Path. Or try riding Brewhington Ave to Palm Ave, Brennan St, E 5th St, and Rodriguez St to the Main St Path. From here you can access destinations such as:

- THE WETLANDS NATURE CENTER AT RAMSAY PARK
- GROCERY SHOPPING
- DINING

3
Downtown: Main St & W 5th St

Try riding Brewhington Ave to Palm Ave, Brennan St, and E 5th Street. From here you can access destinations such as:

- THE PAJARO VALLEY GALLERY
- BICYCLE SHOP
- GROCERY SHOPPING
- DINING

4
Downtown: Main St & Maple Ave

Try riding Brewhington Ave to E Lake Ave, Blackburn St, and Lincoln St. From here you can access destinations such as:

- DOWNTOWN WATSONVILLE LIBRARY
- WATSONVILLE FARMER'S MARKET (Friday Afternoons)
- GROCERY SHOPPING
- DINING

5
Lincoln St & E Beach St

Try riding Brewhington Ave to E Lake Ave, Blackburn St, and E Beach St. From here you can access destinations such as:

- THE MELLO CENTER FOR THE PERFORMING ARTS
- THE PAJARO VALLEY HISTORICAL ASSOCIATION MUSEUM
- GROCERY SHOPPING
- DINING

6
E Lake Ave & Blackburn St

Try riding Crestview Dr to Brewhington Ave and E Lake Ave. From here you can access destinations such as:

- GROCERY SHOPPING
- DINING

7
Freedom Blvd & Crestview Dr

Try riding Arthur Rd to Alta Vista Ave, or try riding Brewhington Ave to Crestview Dr. From here you can access destinations such as:

- BICYCLE SHOP
- GROCERY SHOPPING
- DINING
- MEDICAL

Bicycle Shops

Bicycle sales, servicing, and accessories.

- PEDRO'S BIKE SHOP
- WATSONVILLE CYCLERY

START BICYCLING THERE TODAY

Check your bike before you head out

- **Practice your ABC!** Ensure your tires have **A**ir, your **B**rakes operate well, and your **C**hain functions smoothly.
- **Pack a bike lock** to safely lock up your bike when you're out.
- **Be sure to have bike lights.** You want to be visible if you're riding at night.
- **Properly secure accessories to carry large items.** If attaching bicycle accessories, such as a rack, basket, pannier or trailer, be sure they do not obstruct the reflectors, lights, or pedals.
- **Wear a helmet.** In most bicycle crashes, your head will hit first if you fall. Protect it.

Basic Bike Locking Tips

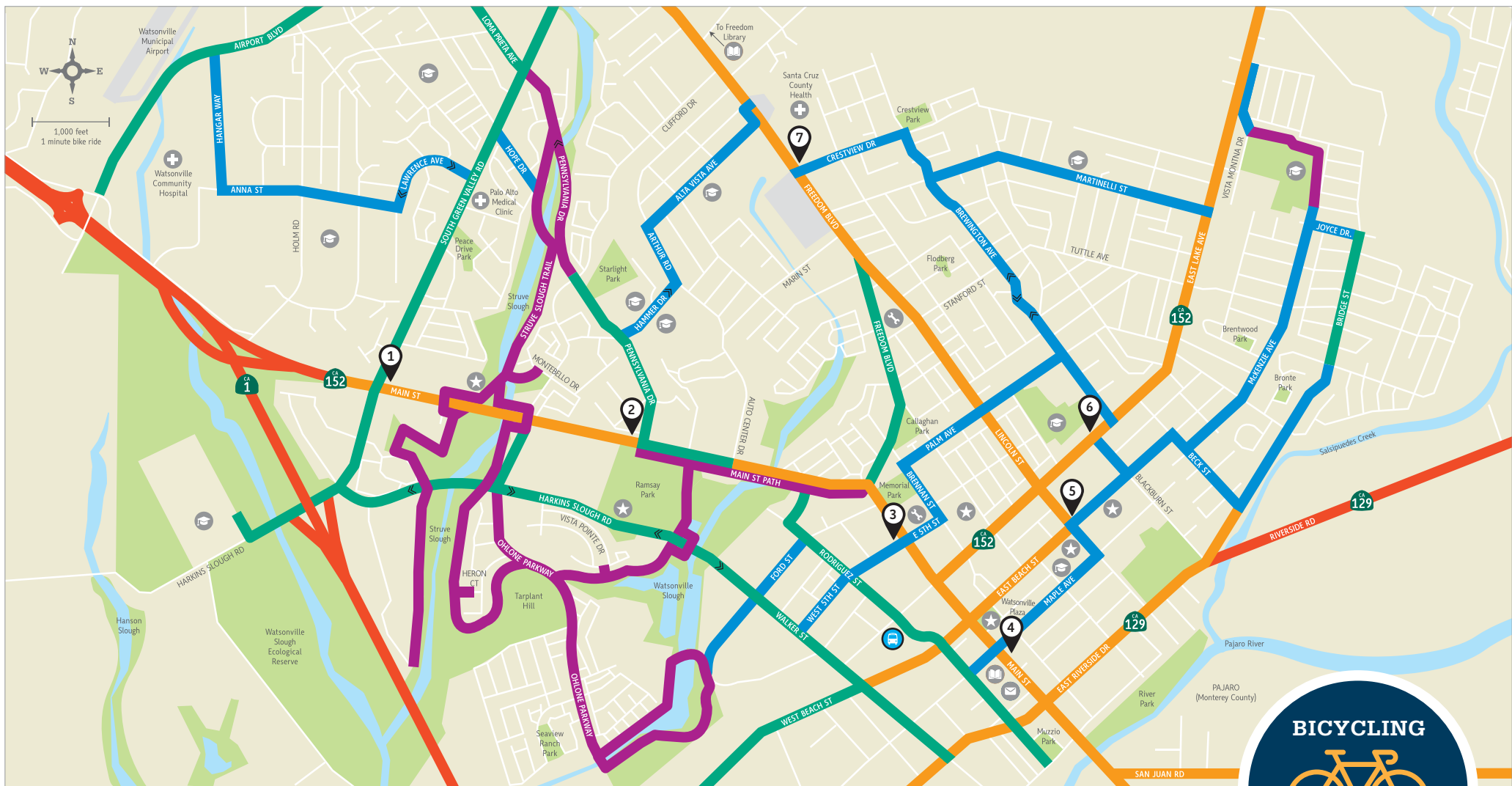
- **Always lock your bike.** Even if you're leaving it for only a minute.
- **Lock your bike where it will be visible.** Thieves usually don't like an audience.
- **Park at a bike rack, parking meter, street sign or bike locker.** Make sure your bicycle is not blocking the way for pedestrians. Do not lock bicycles to trees.
- **Take your valuables with you.** Remove any parts that you can't lock (bike seat, bike lights, etc.)

REPORT A HAZARD. Is something not right?
Report bike hazards at sccrtc.org/hazard.



831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Español





CHOOSE YOUR BICYCLE ROUTE

- Recommended**
- MULTI USE PATH**
Car-Free
- BIKE ROUTE**
Quieter street
- BIKE LANE**
Busy street
- NO BIKE LANE**
Busier street
- Not Recommended**
- NO BIKE LANE**
Very busy street

These are only some of the easier and more comfortable routes. Get more info on bicycling at cruz511.org.

- Medical
 - Post Office
 - Watsonville Transit Center (WTC)
 - Schools
 - Activity Center
 - Destination Zone (see reverse)
 - Library
 - Bicycle Shop
 - Uphill << Downhill
- See reverse for grocery shopping and dining located near destination zones.





ZONAS DE DESTINACIÓN

DE IR POR BICI LUGARES

1

5 Green Valley Rd y Main St
Use su bici por Alta Vista Ave hasta Arthur Rd. Pennsylvania Dr y Camino de Struve Slough. O use la por Rodríguez St hasta Ford St. Harkins Slough Rd y el Camino de Struve Slough. Desde aquí tendrá acceso a destinos en la Plaza de Watsonville como:
* EL COMIENZO DE LA SENDA DE STRUVE SLOUGH
* COMPRAS DE COMESTIBLES
* CENAR

2

Auto Center Dr y Main St
Use su bici para llegar a la Vista Alta hasta Arthur Rd. Hammer Dr. Pennsylvania Dr y el sendero de la Calle Main. Usted también puede ir andando por Brewhington Ave hasta Palm Ave. Brennan St. E 5th St. Rodríguez St y el sendero de la Calle Main. Desde aquí usted puede llegar a tener acceso a destinos como por ejemplo:
* EL CENTRO DE LA NATURALEZA DE HUMEDALES DEL PARQUE RAMSAY
* HACER COMPRAS DE COMESTIBLES
* CENAR

3

El Centro: W 5th y Main St
Use su bici para llegar a Brewhington Ave hasta Palm St. Brennan St y E 5th St. Desde aquí usted puede tener acceso a destinos como por ejemplo:
* LA GALERÍA DE PAJARO VALLEY
* LA TIENDA DE BICIS
* COMPRAS DE COMESTIBLES
* CENAR

4

El Centro: Maple St y Main St
Use su bici para llegar a Brewhington Ave hasta E Lake Ave. Blackburn St. E Beach St. Lincoln St y la Maple Ave. Desde aquí usted puede tener acceso a destinos como por ejemplo:
* LA BIBLIOTECA DEL CENTRO DE WATSONVILLE
* EL CORREO DEL CENTRO
* EL MERCADO CAMPESINO DE WATSONVILLE (Los viernes por la tarde)
* COMPRAS DE COMESTIBLES
* CENAR

5

E Beach St y Lincoln St
Use su bici para llegar a Brewhington Ave hasta E Lake Ave. Blackburn St y E Beach St. Desde aquí usted puede tener acceso a destinos como por ejemplo:
* EL CENTRO MELLO DE ARTES ESCÉNICAS
* EL MUSEO HISTÓRICO DE PAJARO VALLEY
* COMPRAS DE COMESTIBLES
* CENAR

6

Las Calles E Lake y Blackburn
Use su bici para llegar a Brewhington Dr hasta Brewhington Ave y E Lake Ave. Desde aquí usted puede tener acceso a destinos como por ejemplo:
* COMPRAS DE COMESTIBLES
* CENAR

7

Las Calles Crestview y Freedom
Use su bici para llegar a Brewhington Dr hasta Alta Vista Ave o también puede llegar a Brewhington Ave hasta Crestview Dr. Desde aquí usted puede tener acceso a destinos como por ejemplo:
* LA TIENDA DE BICIS
* COMPRAS DE COMESTIBLES
* CENAR
* SERVICIO MÉDICO

8

Tiendas de Bici
Ventas de Bici, accesorios y servicio.
* PEDRO'S BIKE SHOP
* WATSONVILLE CYCLERY

EMPIECE HOY MISMO A ANDAR EN BICICLETA POR ALLÁ

Revise a su bicicleta antes de salir

- **iPratique el ABC!** Asegúrese de que las llantas tengan **Aire**, los frenos operen **Bien**, y que la Cadena funcione con fluidez.
- **Lleve un candado de bicicleta** para asegurar a su bici cuando vaya de paseo.
- **Asegúrese de tener una luz de bicicleta.** Es importante estar visible si está andando en bicicleta por la noche.
- **Para cargar artículos grandes, asegure propiamente a los accesorios.** Asegúrese de que todos los accesorios anexados, como los arzones, las canastas, las bolsas o los remolques de bicicleta, no vayan a obstruir a los reflectores, las luces o a los pedales.
- **Use un casco para ciclistas.** En la mayoría de los accidentes de ciclismo, generalmente la cabeza sufre el primer golpe cuando uno se cae, protéjala.

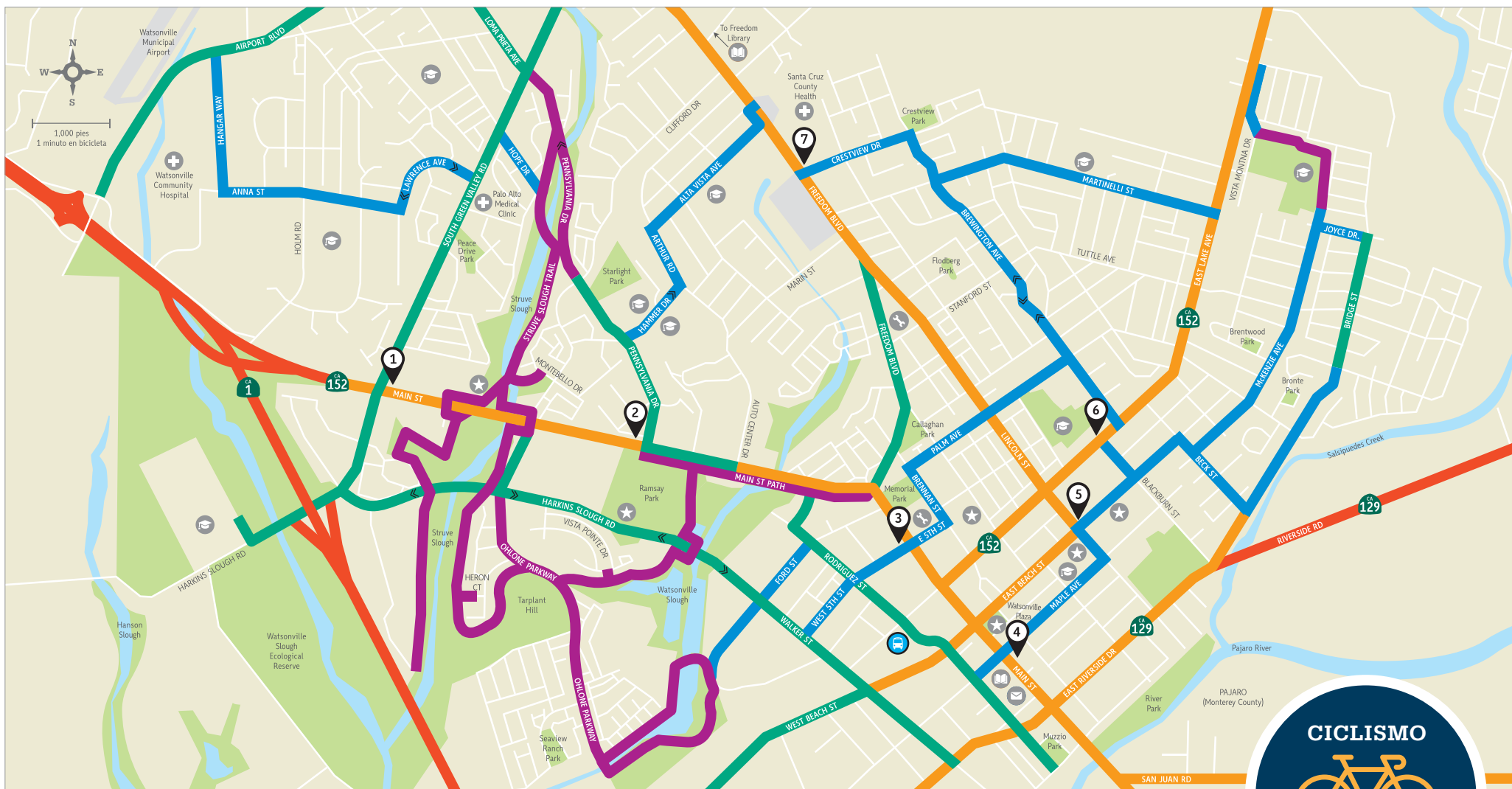
Consejos Elementales Para Asegurar a las Bicicletas

- **Siempre asegure su bici.** Aunque solamente la deje por unos minutos.
- **Asegure a su bicicleta donde esté visible.** Los ladrones generalmente prefieren trabajar sin una audiencia.
- **Estacionese en aparcabici, parquímetros, letreros de calle o casilleros de bici.** Asegure de que su bici no vaya a obstruir el camino para los peatones. Nunca asegure su bici contra los árboles.
- **Llévese todos sus objetos de valor.** Quitele a la bici accesorios anexados que no se pueden asegurar con un candado (asiento o luces de bici, etc.).

REPORTE PELIGROS. ¿Hay algo incorrecto?
Reporte peligros de ciclismo en [sccrtc.org/hazard](https://www.sccrtc.org/hazard).

831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Inglés





ELIGA SU RUTA DE BICI

Recomendado				No es recomendado
CAMINO DE USOS MÚLTIPLES Sin carros	RUTA PARA BICIS Calle tranquila	VÍA PARA BICIS Calle transitada	SIN VÍA PARA BICIS Calle más transitada	SIN VÍA PARA BICIS Calle sumamente transitada

Estas solo son algunas de las rutas más fáciles y cómodas. Vea más información sobre ciclismo en cruz511.org.

- Servicios Médicos
- Escuela
- Biblioteca
- Correo
- Centro de Actividades
- Tienda de Bicis
- Centro de Tránsito de Watsonville (WTC)
- Zona de Destinación (Vea el lado revés)
- Cuesta Arriba «Cuesta Abajo

Vea el reverso para compras de comestibles y lugares para comer cerca de zonas de destinación.





DESTINATION ZONES

PLACES TO GO ON FOOT

1

Main St & S Green Valley Rd
Try walking Alta Vista Ave to Arthur Rd, Hammer Dr, Pennsylvania Dr, and the Struve Slough Trail. From here you can access destinations in Watsonville Square such as:
★ THE STRUVE SLOUGH TRAILHEAD
★ GROCERY SHOPPING
★ DINING
★ SHOE STORES

2

Main St & Pennsylvania Dr
Try walking Alta Vista Ave to Arthur Rd, Hammer Dr, Pennsylvania Dr, and the Main St Path. Or try walking Madison St to California St, across Callaghan Park to Freedom Blvd and the Main St Path.
★ THE WETLANDS NATURE CENTER AT RAMSAY PARK
★ GROCERY SHOPPING
★ DINING
★ SHOE STORES

3

Downtown: Main St & W 5th St
Try walking Madison St to California St, Lincoln St, Palm Ave, Brennan St, and E 5th Street. From here you can access destinations such as:
★ THE PALJARO VALLEY GALLERY
★ GROCERY SHOPPING
★ DINING
★ SHOE STORES

4

Downtown: Main St & Maple Ave
Try walking Madison St to California St, Lincoln St, and Maple Ave. From here you can access destinations such as:
★ DOWNTOWN POST OFFICE
★ DOWNTOWN WATSONVILLE LIBRARY
★ WATSONVILLE FARMER'S MARKET (Friday afternoons)
★ GROCERY SHOPPING
★ DINING
★ SHOE STORES

5

Lincoln St & E Beach St
Try walking Madison St to California St and Lincoln St. From here you can access destinations such as:
★ THE MELLO CENTER FOR THE PERFORMING ARTS
★ THE PALJARO VALLEY HISTORICAL ASSOCIATION MUSEUM
★ GROCERY SHOPPING
★ DINING
★ SHOE STORES

6

E Lake Ave & Blackburn St
Try walking Crestview Dr to Brewnilton Ave. From here you can access destinations such as:
★ GROCERY SHOPPING
★ DINING
★ SHOE STORES

7

Freedom Blvd & Crestview Dr
Try walking Arthur Rd to Alta Vista Ave, or try walking Brewnilton Ave to Crestview Dr. From here you can access destinations such as:
★ SHOE STORES
★ GROCERY SHOPPING
★ DINING
★ MEDICAL

8

Shoe Stores
★ PAYLESS SHOES
★ CENTRO SHOES
★ WATSONVILLE DISCOUNT MALL

START WALKING THERE TODAY

BEFORE YOU HEAD OUT:

- **Plan your route.** Use this map to locate your destination and choose a route with sidewalks and fewer cars.
- **Dress Comfortably.** Select loose fitting breathable fabrics. Your outer layer should protect you from the weather. Consider wearing a hat.
- **Wear comfortable shoes.** Good walking shoes have low heels, arch support, and decent tread. Carry your other shoes to change into when you get there.
- **Carrying things with you.** Take along a backpack, waist pack, or rolling cart.

LOOK OUT FOR YOUR SAFETY:

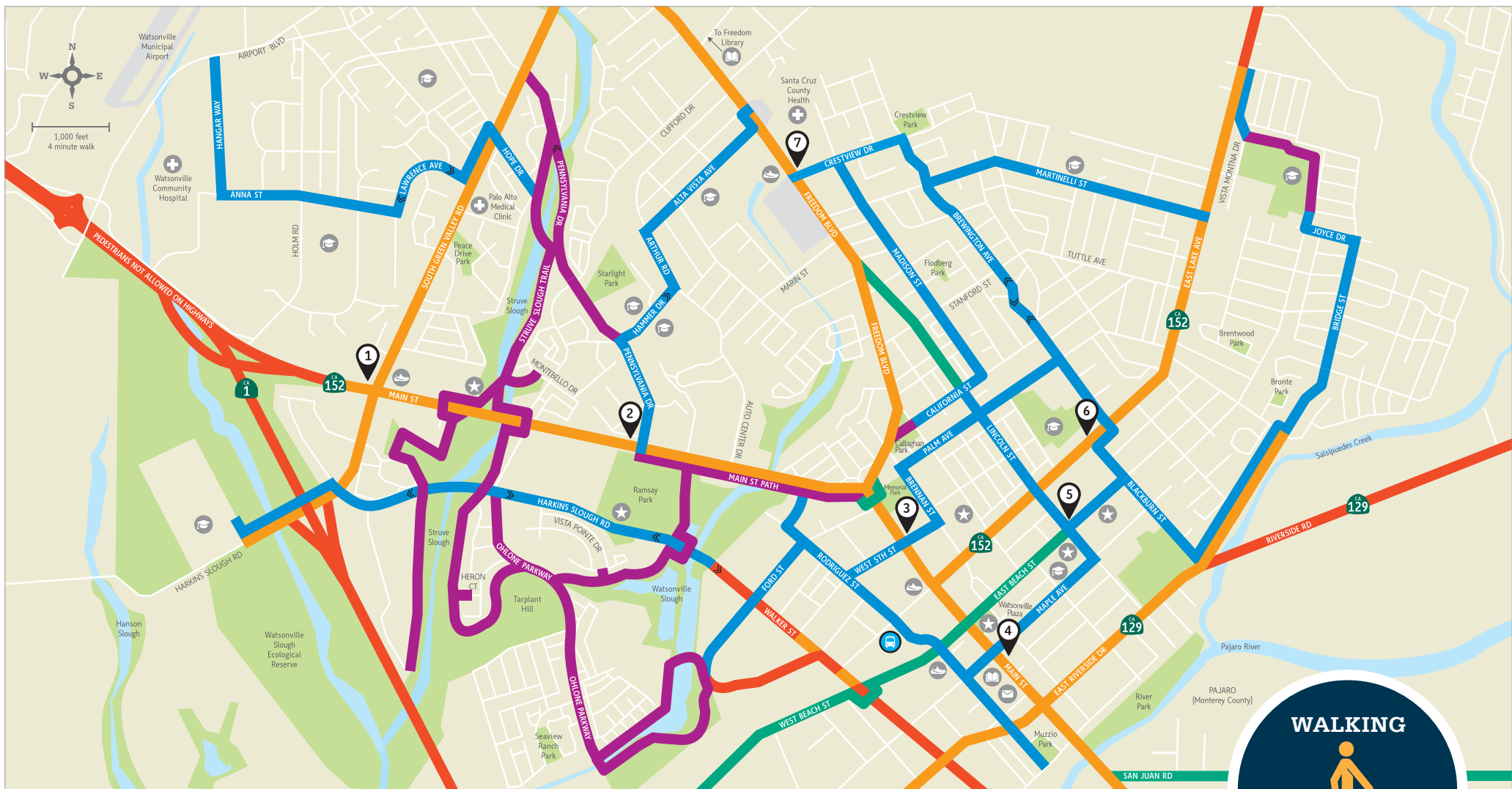
- **Follow Laws.** Cross in crosswalks and at intersections.
- **Be Visible.** Choose brighter clothing, and always make eye contact with drivers before crossing in front of them. Look to make sure all vehicles have stopped before stepping into the lane.
- **Pay Attention.** Don't get distracted, especially by your mobile phone. If you need to use your phone, stop walking and move aside.
- **Start Easy.** Walk once a week and add days as the going gets easier.

REPORT A HAZARD. Is something not right? Report pedestrian hazards at sccrtc.org/hazard.



831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Español





CHOOSE YOUR WALKING ROUTE

Recommended				Not Recommended
MULTI USE PATH Car-Free	SIDEWALK Quieter street	SIDEWALK Busy street	SIDEWALK Busier street	NO SIDEWALK Heavy Traffic

These are only some of the easier and more comfortable routes. Get more info on walking at cruz511.org.

- Medical
- Post Office
- Watsonville Transit Center (WTC)
- Schools
- Activity Center
- Destination Zone (see reverse)
- Library
- Shoe Store
- Uphill Downhill

See reverse for grocery shopping and dining located near destination zones.





ZONAS DE DESTINACIÓN

LUGARES DE IR A PIE

1

Main Street y Green Valley Rd
Se puede llegar caminando por Alta Vista Ave hasta Arthur Rd. Hammer Dr., Pennsylvania Dr y el Camino de Struve Slough. De aquí tienes acceso a destinos en la Plaza de Watsonville como:
EL COMIENZO DE LA SENDA DE STRUVE SLOUGH
LUGARES PARA COMER
ZAPATERÍAS

2

Main St y Pennsylvania Dr
Se puede llegar caminando por Alta Vista Ave hasta Arthur Rd. Hammer Dr., Pennsylvania Dr y el Camino de Main St. También se puede caminar por Madison St hasta California St. cruzar por el Parque Callaghan hasta Freedom Blvd y el Camino de Main St. De aquí tienes acceso a destinos como:
EL CENTRO DE LA NATURALEZA DE HUMEDALES DEL PARQUE RAMSAY
LUGARES PARA COMER
ZAPATERÍAS

3

El Centro: Main St y W. 5th St
Se puede llegar caminando por Madison St hasta California St. Lincoln St. Palm Ave, Brennan St y E 5th St. De aquí tienes acceso a destinos como:
LA GALERÍA DE PAJARO VALLEY
LUGARES PARA COMER
ZAPATERÍAS

4

El Centro: Main St y Maple Ave
Se puede llegar caminando por Madison St hasta California St. Lincoln St y Maple Ave. De aquí tienes acceso a destinos como:
EL CORREO DEL CENTRO DE WATSONVILLE
LA BIBLIOTECA DEL CENTRO DE WATSONVILLE
EL MERCADO CAMPESINO DE WATSONVILLE (Los viernes por la tarde)
LUGARES PARA COMER
ZAPATERÍAS

5

Lincoln St y E Beach St
Se puede llegar caminando por Madison St hasta California St y Lincoln St. De aquí tienes acceso a destinos como:
EL CENTRO MELLO DE ARTES ESCÉNICAS
EL MUSEO DE LA ASOCIACIÓN HISTÓRICA DE PAJARO VALLEY
LUGARES PARA COMER
ZAPATERÍAS

6

E Lake Ave y Blackburn St
Se puede llegar caminando por Crestview Dr hasta Brewhington Ave. De aquí tienes acceso a destinos como:
COMPRAS DE COMESTIBLES
LUGARES PARA COMER

7

Freedom Blvd y Crestview Dr
Se puede llegar caminando por Arthur Rd hasta Alta Vista Ave, o se puede llegar caminando por Brewhington Ave hasta Crestview Dr. De aquí tienes acceso a destinos como:
ZAPATERÍAS
COMPRAS DE COMESTIBLES
LUGARES PARA COMER
SERVICIOS MÉDICOS

Zapaterías
PAYLESS SHOES
CENTRO SHOES
WATSONVILLE DISCOUNT MALL

EMPIEZA A CAMINAR ALLÍ HOY MISMO

ANTES DE SALIR:

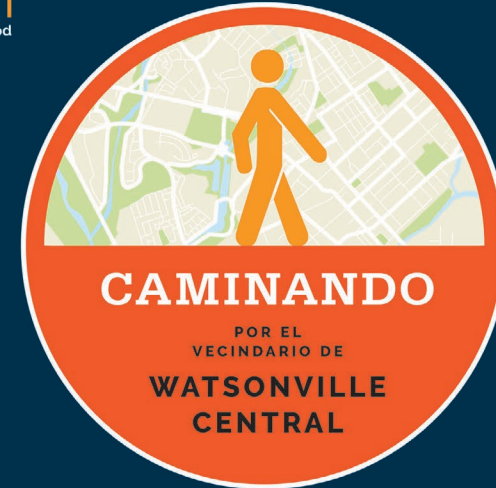
- **Planifica tu ruta.** Usa este mapa para localizar tu destino y seleccionar una ruta con aceras y menos carros.
- **Vístete cómodamente.** Usa ropa no ajustada y de tela transpirable. Tu ropa exterior debe de protegerte del clima y se debe de considerar el uso de un sombrero.
- **Usa zapatos cómodos.** Zapatos para caminar deben de tener tacones bajos, un apoyo plantar, y suela suficiente. Trae otro par de zapatos para cambiarte cuando llegues a su destino si gustas.
- **Cargando cosas consigo.** Lleva una mochila, cartera de cintura, o una carretilla.

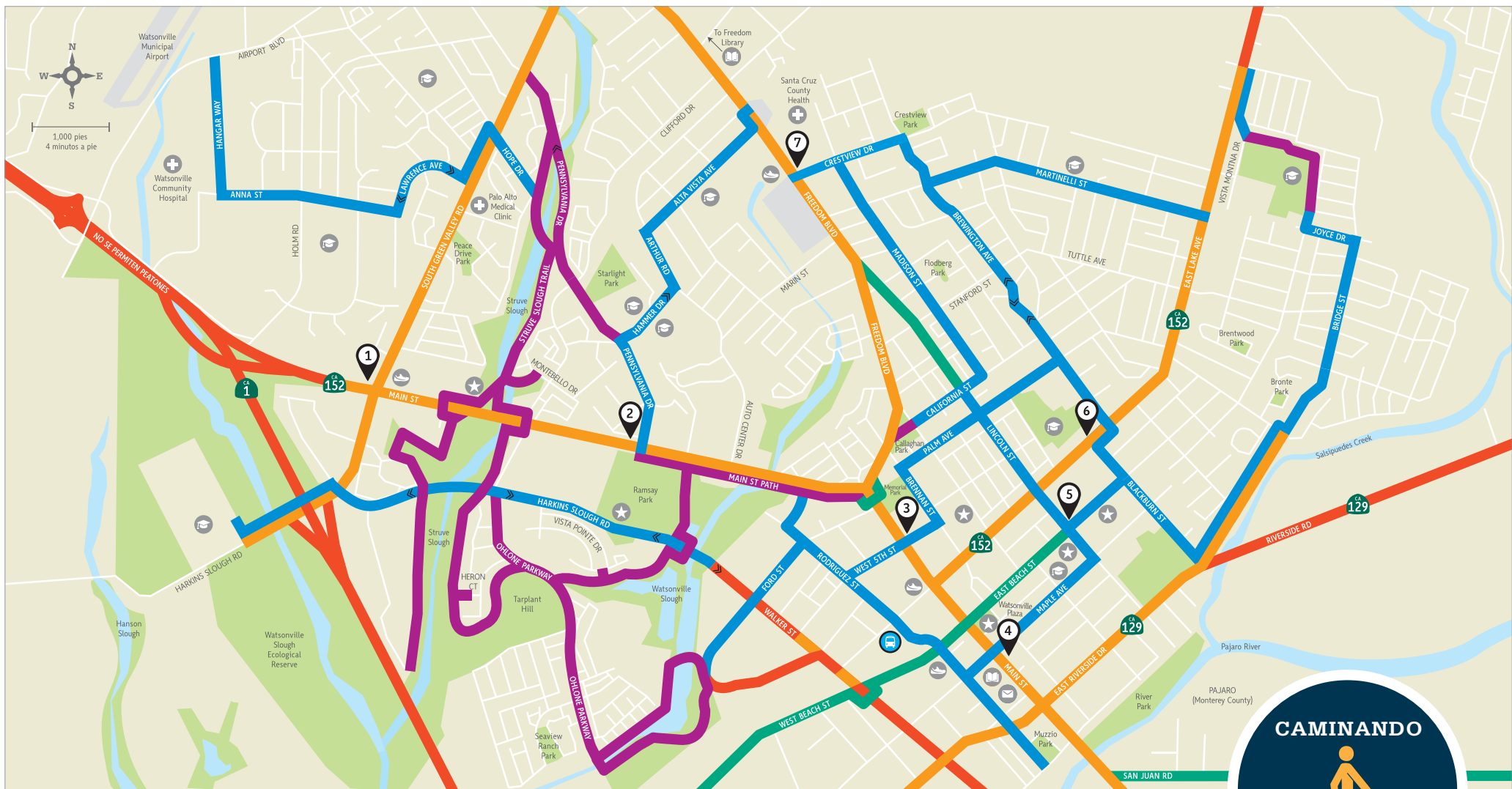
VIGILA TU SEGURIDAD:

- **Sigue las leyes.** Camina entre los pasos de peatones y por las intersecciones.
- **Se Visible.** Usa ropa de colores más vivos y siempre haz contacto visual con los conductores antes de cruzar delante de vehículos. Fijate bien para estar seguro de que todos los vehículos se hayan parado antes de pisar la calle.
- **Pon Atención.** No te distraigas, especialmente con tu teléfono celular. Si es que necesitas usar tu teléfono, deja de caminar y muévete a un lado.
- **Empieza con algo sencillo.** Camina una vez por semana y añade días gradualmente a lo que se te haga más fácil con el tiempo.

REPORTA PELIGROS. ¿Hay algo que no está bien?
Reporta los peligros peatonales en sccrtc.org/hazard.

831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Inglés





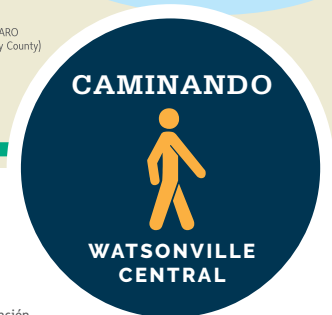
SELECCIONA TU RUTA DE CAMINATA

Se Recomienda	ACERA	ACERA	ACERA	No se Recomienda
	Calle más tranquila	Calle transitada	Calle más transitada	SIN ACERA
	Sin carros			Tráfico pesado

Estas sólo son las rutas más fáciles y cómodas. Se puede encontrar más información sobre caminatas en cruz511.org.

Servicios Médicos	Correo	Watsonville Centro de Tránsito (WTC)
Escuelas	Centro de Actividades	Zona de destinación (Vea el lado revés)
Biblioteca	Zapatería	Cuesta arriba Cuesta abajo

Vea el reverso para compras de comestibles y lugares para comer cerca de zonas de destinación.





PLACES TO GO BY BUS

Recreation

BEACHES

- **Main Beach & Boardwalk (Stop #2736):** Try riding any neighborhood route towards Santa Cruz Metro, then ride #3 from Lane 2 or #19 or #20 from Lane 1
- **Natural Bridges (Stop #1350):** Try riding any neighborhood route towards Santa Cruz Metro, then ride #3 from Lane 2
- **Twin Lakes (1359):** Walk to Broadway & Cayuga (Stop #1259, not shown) then ride #68 towards Capitola Mall or #20 from Lane 1

LOCAL ATTRACTIONS

- **Museum of Art and History (Stop #2364):** Try riding #66 or #71 towards Santa Cruz Metro. Open Tues - Sun
- **Roaring Camp Railroad (Stop #1422):** Try riding any neighborhood route towards Santa Cruz Metro, then ride #35/35A from Lane 3
- **Seymour Marine Discovery Center (Stop #2744):** Try riding any neighborhood route towards Santa Cruz Metro, then ride #3 from Lane 2. Open Tues - Sun

PARKS

- **Henry Cowell (Stop #1422):** Try riding any neighborhood route towards Santa Cruz Metro, then ride #35/35A from Lane 3
- **Nisene Marks (Stop #1853):** Try riding #71 towards Watsonville Transit Center
- **Harvey West & Pogonip County Parks (Stop #2350):** Try riding any neighborhood route towards Santa Cruz Metro, then ride #4 from Lane 2 (weekdays only)

Libraries

- **Branciforte Library (Stop #2186):** Try riding #69A/69W towards Watsonville Transit Center. Open Tues - Sat
- **Downtown Library (Stop #SCMC):** Try riding any neighborhood route towards Santa Cruz Metro
- **Live Oak Library (Stop #1685):** Try riding #66 or #68 towards Capitola Mall. Open Sun - Thur

Medical

- **Dominican Hospital (Stop #1806):** Try riding #71 towards Watsonville Transit Center
- **Palo Alto Medical Foundation Urgent Care (Stop #1800):** Try riding #66 toward Capitola Mall or #69A, #69W, or #71 towards Watsonville Transit Center

Higher Education

- **Cabrillo Community College (Stop #1840):** Try riding #69W, #71, or #91X towards Watsonville
- **University of California Santa Cruz (many Stops):** Try riding any neighborhood bus route towards Santa Cruz Metro, then ride #10, #15, #16, #19, or #20 towards UCSC from Lane 1

Grocery Shopping

- **Downtown Farmer's Market (Stop #SCMC):** Try riding any neighborhood route towards Santa Cruz Metro. Open Wed afternoons
- **Live Oak Farmer's Market (Stop #1364):** Walk to Broadway & Cayuga (Stop #1259, not shown) then ride #68 towards Capitola Mall. Open Sun mornings

START RIDING THE BUS TODAY

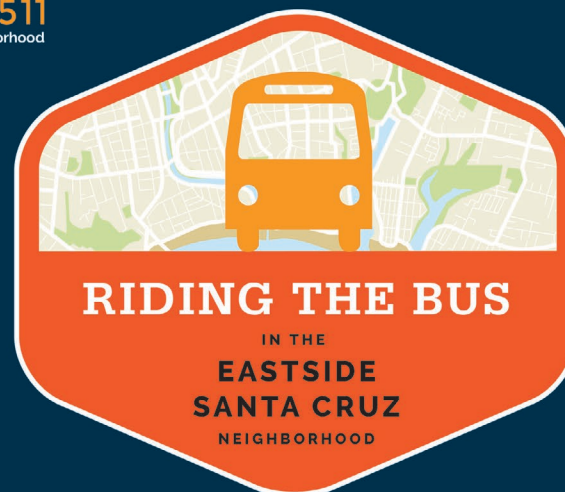
- **Have your fare ready.** \$2 cash (\$7 Hwy17 Express), exact change, no pennies.
- **Which bus is mine?** Check route number AND destination on lighted sign.
- **Hail your bus.** Stand at the stop and raise your arm when your bus approaches.
- **When do I get off?** All bus stops are automatically announced. Ask the driver to announce your stop if you're unsure
- **Request your stop.** Pull the cord along the windows or push the buttons on the handrails to request a stop.
- **Bikes.** Let the driver know you are about to remove your bike from the rack when you exit. Exit from the front door.

SCHEDULE BY STOP TOOL A Must for New Riders!

- See all the bus routes that use your stop, their scheduled arrival times, and final destinations online using your computer or smartphone
- Go to scmttd.com/en/stop to find Santa Cruz Metro's Schedule by Stop tool
- Click the "Stop ID" button to look up the scheduled arrivals at your bus stop.

Stop ID numbers for the bus stops in your neighborhood are shown on this map.

831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Español





LUGARES DE IR POR AUTOBÚS

★ Recreo

- **PLAYAS**
 - **Main Beach/La Playa Principal y el Boardwalk (Parada #2736):** Tome cualquier ruta hacia el Metro de Santa Cruz y entonces tome el #3 desde la Vía 2 o tome el #19 o el #20 desde la Vía 1
 - **Natural Bridges (Parada #1350):** Tome cualquier ruta hacia el Metro de Santa Cruz y entonces tome el #3 desde la Vía 2 o el #20 desde la Vía 1
 - **Twin Lakes (Parada #1359):** Camine hasta Broadway y Cayuga (Parada #1259, no mostrada) y tome el #68 hacia el Mall de Capitola
- **El Museo de Historia y Arte (Parada #2364):** Se puede tomar el #66 o #71 hacia el Metro de Santa Cruz. Abierto martes a domingo
- **Roaring Camp Railroad (Parada #1422):** Se puede tomar cualquier ruta hacia el Metro de Santa Cruz y entonces se toma el #35/35A desde la Vía 3
- **El Centro de Descubrimientos Marinos de Seymour (Parada #2744):** Se puede tomar cualquier ruta hacia el Metro de Santa Cruz, y entonces se toma el #3 desde la Vía 2. Abierto martes a domingo

ATRACCIONES DE LA LOCALIDAD

📖 Bibliotecas

- **PARQUES**
 - **Henry Cowell (Parada #1422):** Se puede tomar cualquier ruta hacia el Metro de Santa Cruz, y entonces se toma el #35/35A desde la Vía 3
 - **Nisene Marks (Parada #1853):** Se puede tomar el #71 hacia el Centro de Tránsito de Watsonville
 - **Los Parques del Condado Harvey West y Pogonip (Parada #2350):** Se puede llegar tomando cualquier ruta hacia el Metro de Santa Cruz y entonces se toma el #4 desde la Vía 2 (días semanales solamente)
- **Bibliotecas**
 - **La Biblioteca de Branciforte (Parada #2186):** Tome el #69A/69W hacia el Centro de Tránsito de Watsonville. Abierto Martes a Sábado
 - **Biblioteca del Centro (Parada #5CMC):** Tome cualquier ruta que vaya hacia el Metro de Santa Cruz
 - **Biblioteca de Live Oak (Parada #1685):** tome el #66 or #68 hacia el Mall de Capitola. Abierto domingo a jueves

+ Servicios Médicos

- **El Hospital Dominicán (Parada #1806):** Se puede tomar el #71 hacia el Centro de Tránsito de Watsonville
- **El Cuidado Urgente de la Fundación Médica de Palo Alto (Parada #1800):** Se puede tomar el #66 hacia el Mall de Capitola, o el #69A, #69W o el #71 hacia el Centro de Tránsito de Watsonville

🎓 Educación Superior

- **El Centro de Estudios Superiores de Cabrillo (Parada #1840):** Se puede tomar el #69W, #71 o el #91 hacia Watsonville
- **La Universidad de California de Santa Cruz (muchas paradas):** Se puede tomar cualquier autobús hacia el Metro de Santa Cruz y entonces tome el #10, #15, #16, #19 o #20 hacia la Universidad desde la Vía número 1

🛒 Compras de Comestibles

- **El Mercado Campesino del Centro (Parada #5CMC):** Se puede tomar cualquier ruta de autobús que vaya hacia el Metro de Santa Cruz. Abierto los miércoles por la tarde.
- **El Mercado Campesino de Live Oak (Parada #1364):** Camine hasta Broadway y Cayuga (Parada #1259, no mostrada) y tome el #68 hacia el Mall de Capitola. Abierto los domingos por la mañana.

EMPIECE A ANDAR EN AUTOBÚS HOY MISMO

- **Tenga lista su tarifa.** \$2 en efectivo (\$7 Autobús Expreso de Hwy 17) Cambio exacto y sin centavos.
- **¿Cuál es mi autobús?** Busque el número de la ruta y la destinación en el letrero iluminado.
- **Señale a su autobús.** Párese en la paradera y señale al conductor cuando vea llegar al autobús.
- **¿Cuando me bajo?** Todas las paraderas se anuncian. Se le puede pedir al conductor anunciar la paradera si no está usted seguro de su parada.
- **Se le puede pedir al conductor parar el autobús.** Se puede jalar una tira que pasa alrededor de las ventanas del autobús o se puede oprimir los botones en las pasamanos para pedirle parar.
- **Bicis.** Déjele saber al conductor que va a sacar la bicicleta del aparcabicis cuando se baje. Desembárque desde la puerta de adelante.

HORARIO DE 'ID DE PARADA' ¡Los Nuevos Pasajeros Necesitan Aprenderlo!

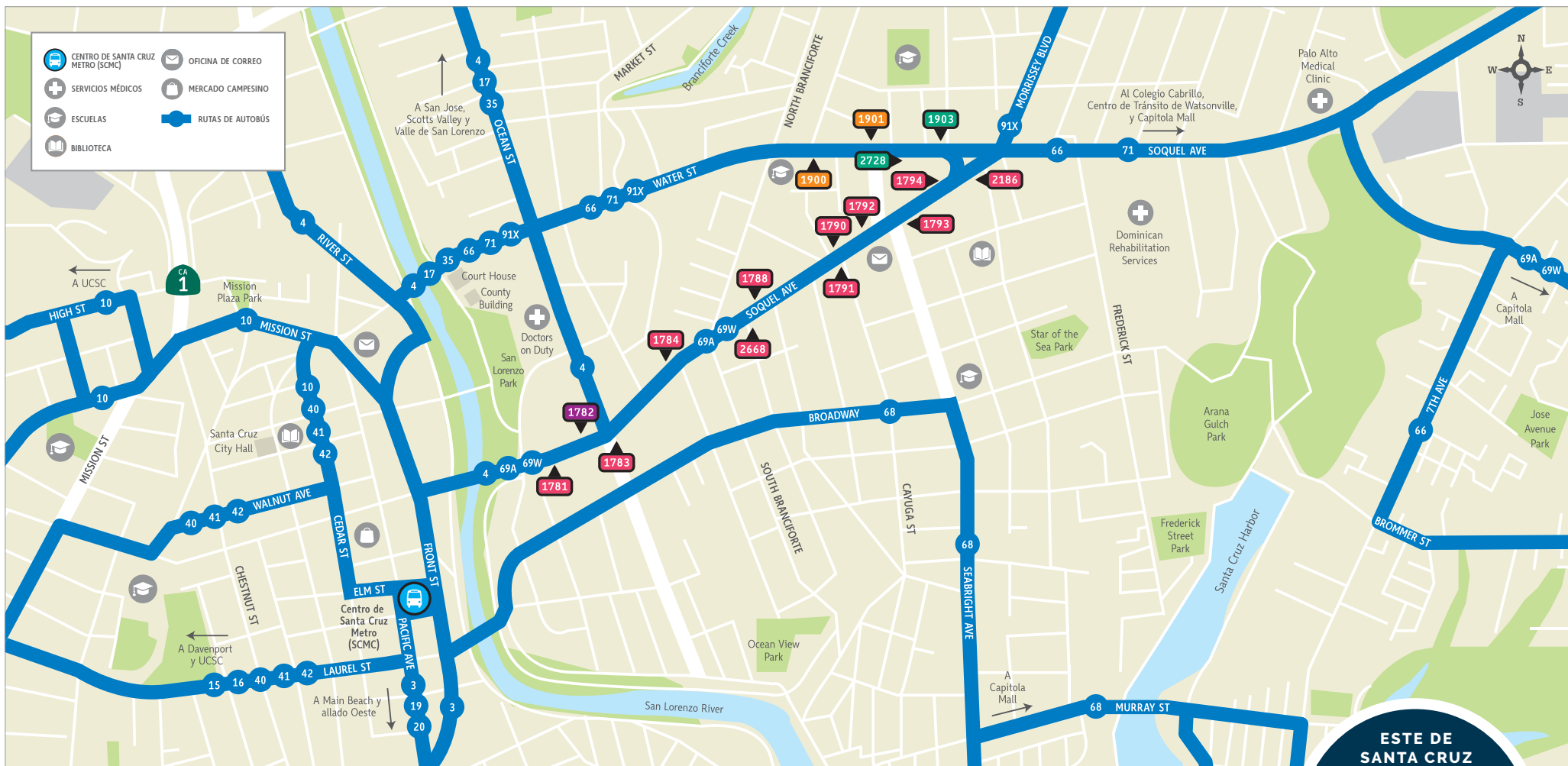
- Vea en línea a todas las rutas de autobuses que pasan por su paradero, las horas en que pasan y sus destinaciones finales usando su computadora o celular.
- Vaya a scmttd.com/es/rutas/horario-por-parada para buscar el horario del Metro de Santa Cruz por medio del ID de Parada.
- Haga un Clic en el botón de "ID de Parada" para buscar las llegadas de los autobuses por su paradero.

Los números de ID de Parada de los paraderos de su vecindario se muestran en el mapa.



831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Inglés





ALGUNAS DE LAS PARADAS EN SU VECINDARIO

Obtenga más información sobre tomar el autobús en scmttd.com y cruz511.org.

Rutas disponible en las paradas mostradas en el mapa

- 69A, 69W
- 66, 71
- 66, 71, 91X
- 4, 69A, 69W

Centro de Santa Cruz Metro (SCMC):
Sirviendo todas las rutas

ID de Parada del autobús para paradas de el vecindario en Soquel y Water

- | | | | |
|------|------------------------------------|------|--------------------------------|
| 1781 | Soquel & Riverside (banca) | 1791 | Soquel & Cayuga (banca) |
| 1782 | Soquel & Ocean (refugio de parada) | 1792 | Soquel & Seabright (banca) |
| 1783 | Soquel & Ocean (refugio de parada) | 1793 | Soquel & Seabright (banca) |
| 1784 | Soquel & Ocean View (banca) | 1794 | Soquel & Poplar (banca) |
| 1788 | Soquel & Pine (refugio de parada) | 1900 | Water & N. Branciforte (banca) |
| 1790 | Soquel & Benito (banca) | 1901 | Water & Seabright (banca) |

- 1903 Water & Poplar (banca)
- 2186 Soquel & Darwin (banca)
- 2668 Soquel & Darwin (banca)
- 2728 Water & Poplar (banca)

Para averiguar el horario de autobuses en cualquier parada del autobús envía texto "SCM" + ID de Parada mostradas en el mapa por mensaje de texto a 469311. (Como "SCM 1781")

ESTE DE SANTA CRUZ



RUTA DE TRÁNSITO

PLACES TO GO BY BICYCLE



DESTINATION ZONES

- 1 DOWNTOWN LIBRARY
- 2 DOWNTOWN FARMER'S MARKET (Wednesday afternoons)
- 3 SANTA CRUZ MUSEUM OF ART & HISTORY (MAH)
- 4 DINING
- 5 GROCERY SHOPPING
- 6 BICYCLE SHOP

Try riding Cayuga St to Buena Vista Ave, the Ocean View Park Path, and the San Lorenzo Riverwalk to San Lorenzo Park. Or try riding Berkeley Way to the Branciforte Creek trail and Dakota Ave to San Lorenzo Park. Walk your bike across the pedestrian bridge and through the San Lorenzo Plaza to Cooper St. From here you can access destinations such as:

Downtown: Pacific Ave & Cooper St

- 1 DINING
- 2 GROCERY SHOPPING
- 3 BICYCLE SHOP

Try riding Windham St to S Branciforte Ave or try taking Stanford Ave to Water St and N Branciforte Ave. From here you can access destinations such as:

Soquel Ave & Branciforte Ave

- 1 LOUDEN NELSON COMMUNITY CENTER
- 2 DEPOT PARK BMX BIKE PARK
- 3 DINING
- 4 BICYCLE SHOP

Try riding S Branciforte Ave to the Ocean View Park Path and left on Laurel St then left on Front St. From here you can access destinations such as:

Depot Park: Pacific Ave & Center St



- 1 DINING
- 2 GROCERY SHOPPING
- 3 BICYCLE SHOP

Try riding Darwin St to Clinton St, Owen St, Hall St, and Seabright Ave. From here you can access destinations such as:

Seabright Ave & Murray St

- 1 DINING
- 2 GROCERY SHOPPING
- 3 BICYCLE SHOP

Try riding Pacheco Ave to Soquel Ave, or try taking Darwin St to the Branciforte Library Path, and Gault St to S Morrissey Ave. From here you can access destinations such as:

Water St & Morrissey Blvd

- 1 SOQUEL POST OFFICE
- 2 GROCERY SHOPPING
- 3 DINING
- 4 BICYCLE SHOP

Try riding Cayuga St to Soquel Ave, or try taking Poplar Ave to Soquel Ave. From here you can access destinations such as:

Soquel Ave & Seabright Ave

- 1 THE BIKE CHURCH
- 2 DAVE'S CUSTOM BIKES
- 3 RECYCLED BIKES OF SC
- 4 CYCLE WORKS
- 5 SPOKESMAN BICYCLES
- 6 PACIFIC AVE CYCLES
- 7 BICYCLE TRIP
- 8 EPICENTER CYCLING
- 9 CURRENT EBIKES

Bicycle sales, servicing, and accessories.

Bicycle Shops

- 1 DINING
- 2 LIVE OAK FARMER'S MARKET (Sunday mornings)

Try riding Darwin St and Broadway to the Arana Gulch Trail, then bike along the harbor to Lake Ave and East Cliff Dr. From here you can access destinations such as:

East Cliff Dr & 14th Ave

- 1 BOATING CHARTERS AT THE SANTA CRUZ HARBOR
- 2 DINING

Try riding Darwin St to Broadway and the Arana Gulch Trail. Then bike along either side of the harbor. From here you can access destinations such as:

Santa Cruz Harbor

START BICYCLING THERE TODAY

Check your bike before you head out

- **Practice your ABC!** Ensure your tires have Air, your Brakes operate well, and your Chain functions smoothly.
- **Pack a bike lock** to safely lock up your bike when you're out.
- **Be sure to have bike lights.** You want to be visible if you're riding at night.
- **Properly secure accessories to carry large items.** If attaching bicycle accessories, such as a rack, basket, pannier or trailer, be sure they do not obstruct the reflectors, lights, or pedals.
- **Wear a helmet.** In most bicycle crashes, your head will hit first if you fall. Protect it.

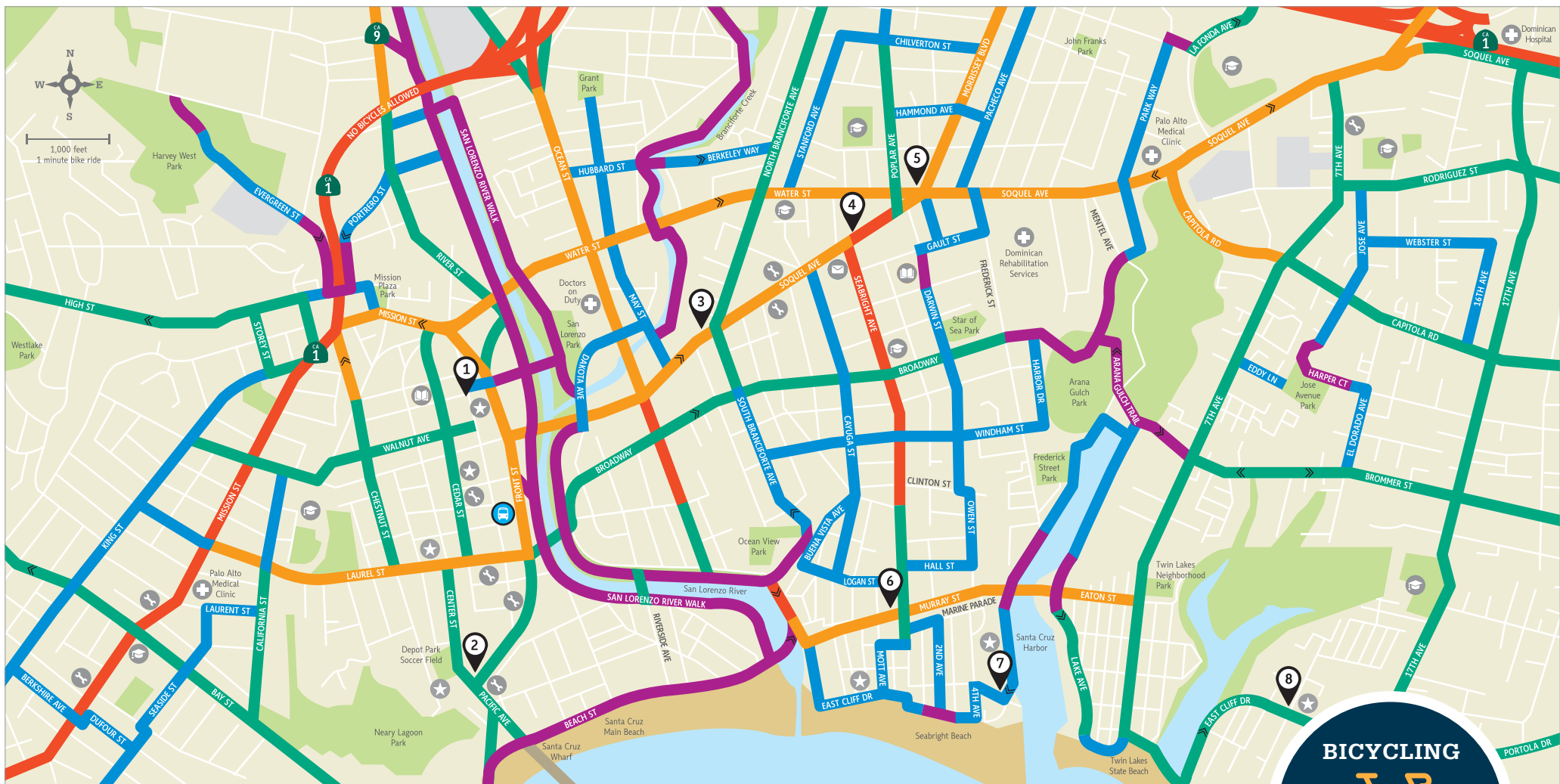
Basic Bike Locking Tips

- **Always lock your bike.** Even if you're leaving it for only a minute.
- **Lock your bike where it will be visible.** Thieves usually don't like an audience.
- **Park at a bike rack, parking meter, street sign or bike locker.** Make sure your bicycle is not blocking the way for pedestrians. Do not lock bicycles to trees.
- **Take your valuables with you.** Remove any parts that you can't lock (bike seat, bike lights, etc.)

REPORT A HAZARD. Is something not right? Report bike hazards at sccrtc.org/hazard.

831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
 Mapa-guía también está disponible en Español.





CHOOSE YOUR BICYCLE ROUTE

- Recommended**
- MULTI USE PATH**
Car-Free
- BIKE ROUTE**
Quieter street
- BIKE LANE**
Busy street
- BIKE LANE**
Busier street
- Not Recommended**
- NO BIKE LANE**
Very busy street

These are only some of the easier and more comfortable routes. Get more info on bicycling at cruz511.org.

- Medical
- Post Office
- Santa Cruz Metro Center (SCMC)
- Schools
- Activity Center
- Destination Zone (see reverse)
- Library
- Bicycle Shop
- Uphill < Downhill

See reverse for grocery shopping and dining located near destination zones.



LUGARES DE IR POR BICI



ZONAS DE DESTINACIÓN

1. **EL Centro: Pacific Ave y Cooper St**
Se puede llegar andando por Cayuga St hasta Buena Vista Ave. el Camino del Parque de Ocean View, y el Camino del Río de San Lorenzo hasta el Parque de Branchfort Creek y Dakota por Berkeley Way hasta el Sendero de Branchfort Creek y Dakota Ave hasta el Parque de San Lorenzo. Camine con su bici por el puente peatonal y pase por la Plaza de San Lorenzo hasta Cooper St. De aquí usted puede tener acceso a destinos como:
2. **EL Parque Depot: Pacific Ave y Center St**
Se puede llegar andando por S Branchfort Ave hasta el Camino del Parque de Ocean View y el Camino del Río de San Lorenzo. Cruce el río en Riverside Ave, y continúe por el Camino del Río por el otro lado del río. Gire a la izquierda en Laurel St y gire a la izquierda otra vez en Front St. De aquí usted puede tener acceso a destinos como:
3. **Soquel Ave y Branchfort Ave**
Se puede llegar andando por Wintham St hasta S Branchfort Ave o se puede andar por Stanford Ave hasta Water St y N Branchfort Ave. De aquí usted puede tener acceso a destinos como:
4. **Soquel Ave y Seabright Ave**
Se puede llegar andando por Cayuga St hasta Soquel Ave, o también andando por Poplar Ave hasta Soquel Ave. De aquí usted puede tener acceso a destinos como:
5. **Water St y Morrissey Blvd**
St hasta el Camino de la Biblioteca de Branchfort y Gault St hasta S Morrissey Ave. De aquí usted puede tener acceso a destinos como:
6. **Seabright Ave y Murray St**
Se puede llegar andando por Darwin St hasta Clinton St, Owen St, Hall St, y Seabright Ave. De aquí usted puede tener acceso a destinos como:
7. **El Puerto de Santa Cruz**
Se puede llegar andando por Darwin St hasta Broadway y el Sendero de Arana Gulch. Entonces se puede andar por bici por cualquier lado del puerto. De aquí usted puede tener acceso a destinos como:
8. **East Cliff Dr y 14th Ave**
Se puede llegar andando por Darwin St y Broadway hasta el Sendero de Arana Gulch y entonces andar por el puerto hasta Lake Ave y East Cliff Dr. De aquí usted puede tener acceso a destinos como:
9. **Tiendas de Bicicletas**
Ventas de bicicletas, servicio y accesorios.

1. **EL Centro: Pacific Ave y Cooper St**
Se puede llegar andando por Cayuga St hasta Buena Vista Ave. el Camino del Parque de Ocean View, y el Camino del Río de San Lorenzo hasta el Parque de Branchfort Creek y Dakota por Berkeley Way hasta el Sendero de Branchfort Creek y Dakota Ave hasta el Parque de San Lorenzo. Camine con su bici por el puente peatonal y pase por la Plaza de San Lorenzo hasta Cooper St. De aquí usted puede tener acceso a destinos como:
2. **EL Parque Depot: Pacific Ave y Center St**
Se puede llegar andando por S Branchfort Ave hasta el Camino del Parque de Ocean View y el Camino del Río de San Lorenzo. Cruce el río en Riverside Ave, y continúe por el Camino del Río por el otro lado del río. Gire a la izquierda en Laurel St y gire a la izquierda otra vez en Front St. De aquí usted puede tener acceso a destinos como:
3. **Soquel Ave y Branchfort Ave**
Se puede llegar andando por Wintham St hasta S Branchfort Ave o se puede andar por Stanford Ave hasta Water St y N Branchfort Ave. De aquí usted puede tener acceso a destinos como:
4. **Soquel Ave y Seabright Ave**
Se puede llegar andando por Cayuga St hasta Soquel Ave, o también andando por Poplar Ave hasta Soquel Ave. De aquí usted puede tener acceso a destinos como:
5. **Water St y Morrissey Blvd**
St hasta el Camino de la Biblioteca de Branchfort y Gault St hasta S Morrissey Ave. De aquí usted puede tener acceso a destinos como:
6. **Seabright Ave y Murray St**
Se puede llegar andando por Darwin St hasta Clinton St, Owen St, Hall St, y Seabright Ave. De aquí usted puede tener acceso a destinos como:
7. **El Puerto de Santa Cruz**
Se puede llegar andando por Darwin St hasta Broadway y el Sendero de Arana Gulch. Entonces se puede andar por bici por cualquier lado del puerto. De aquí usted puede tener acceso a destinos como:
8. **East Cliff Dr y 14th Ave**
Se puede llegar andando por Darwin St y Broadway hasta el Sendero de Arana Gulch y entonces andar por el puerto hasta Lake Ave y East Cliff Dr. De aquí usted puede tener acceso a destinos como:
9. **Tiendas de Bicicletas**
Ventas de bicicletas, servicio y accesorios.

1. **EL Centro: Pacific Ave y Cooper St**
Se puede llegar andando por Cayuga St hasta Buena Vista Ave. el Camino del Parque de Ocean View, y el Camino del Río de San Lorenzo hasta el Parque de Branchfort Creek y Dakota por Berkeley Way hasta el Sendero de Branchfort Creek y Dakota Ave hasta el Parque de San Lorenzo. Camine con su bici por el puente peatonal y pase por la Plaza de San Lorenzo hasta Cooper St. De aquí usted puede tener acceso a destinos como:
2. **EL Parque Depot: Pacific Ave y Center St**
Se puede llegar andando por S Branchfort Ave hasta el Camino del Parque de Ocean View y el Camino del Río de San Lorenzo. Cruce el río en Riverside Ave, y continúe por el Camino del Río por el otro lado del río. Gire a la izquierda en Laurel St y gire a la izquierda otra vez en Front St. De aquí usted puede tener acceso a destinos como:
3. **Soquel Ave y Branchfort Ave**
Se puede llegar andando por Wintham St hasta S Branchfort Ave o se puede andar por Stanford Ave hasta Water St y N Branchfort Ave. De aquí usted puede tener acceso a destinos como:
4. **Soquel Ave y Seabright Ave**
Se puede llegar andando por Cayuga St hasta Soquel Ave, o también andando por Poplar Ave hasta Soquel Ave. De aquí usted puede tener acceso a destinos como:
5. **Water St y Morrissey Blvd**
St hasta el Camino de la Biblioteca de Branchfort y Gault St hasta S Morrissey Ave. De aquí usted puede tener acceso a destinos como:
6. **Seabright Ave y Murray St**
Se puede llegar andando por Darwin St hasta Clinton St, Owen St, Hall St, y Seabright Ave. De aquí usted puede tener acceso a destinos como:
7. **El Puerto de Santa Cruz**
Se puede llegar andando por Darwin St hasta Broadway y el Sendero de Arana Gulch. Entonces se puede andar por bici por cualquier lado del puerto. De aquí usted puede tener acceso a destinos como:
8. **East Cliff Dr y 14th Ave**
Se puede llegar andando por Darwin St y Broadway hasta el Sendero de Arana Gulch y entonces andar por el puerto hasta Lake Ave y East Cliff Dr. De aquí usted puede tener acceso a destinos como:
9. **Tiendas de Bicicletas**
Ventas de bicicletas, servicio y accesorios.

1. **EL Centro: Pacific Ave y Cooper St**
Se puede llegar andando por Cayuga St hasta Buena Vista Ave. el Camino del Parque de Ocean View, y el Camino del Río de San Lorenzo hasta el Parque de Branchfort Creek y Dakota por Berkeley Way hasta el Sendero de Branchfort Creek y Dakota Ave hasta el Parque de San Lorenzo. Camine con su bici por el puente peatonal y pase por la Plaza de San Lorenzo hasta Cooper St. De aquí usted puede tener acceso a destinos como:
2. **EL Parque Depot: Pacific Ave y Center St**
Se puede llegar andando por S Branchfort Ave hasta el Camino del Parque de Ocean View y el Camino del Río de San Lorenzo. Cruce el río en Riverside Ave, y continúe por el Camino del Río por el otro lado del río. Gire a la izquierda en Laurel St y gire a la izquierda otra vez en Front St. De aquí usted puede tener acceso a destinos como:
3. **Soquel Ave y Branchfort Ave**
Se puede llegar andando por Wintham St hasta S Branchfort Ave o se puede andar por Stanford Ave hasta Water St y N Branchfort Ave. De aquí usted puede tener acceso a destinos como:
4. **Soquel Ave y Seabright Ave**
Se puede llegar andando por Cayuga St hasta Soquel Ave, o también andando por Poplar Ave hasta Soquel Ave. De aquí usted puede tener acceso a destinos como:
5. **Water St y Morrissey Blvd**
St hasta el Camino de la Biblioteca de Branchfort y Gault St hasta S Morrissey Ave. De aquí usted puede tener acceso a destinos como:
6. **Seabright Ave y Murray St**
Se puede llegar andando por Darwin St hasta Clinton St, Owen St, Hall St, y Seabright Ave. De aquí usted puede tener acceso a destinos como:
7. **El Puerto de Santa Cruz**
Se puede llegar andando por Darwin St hasta Broadway y el Sendero de Arana Gulch. Entonces se puede andar por bici por cualquier lado del puerto. De aquí usted puede tener acceso a destinos como:
8. **East Cliff Dr y 14th Ave**
Se puede llegar andando por Darwin St y Broadway hasta el Sendero de Arana Gulch y entonces andar por el puerto hasta Lake Ave y East Cliff Dr. De aquí usted puede tener acceso a destinos como:
9. **Tiendas de Bicicletas**
Ventas de bicicletas, servicio y accesorios.

EMPIECE HOY MISMO A ANDAR EN BICICLETA POR ALLÁ

Revise a su bicicleta antes de salir

- **iPractique el ABC!** Asegúrese de que las llantas tengan **Aire**, los frenos operen **Bien**, y que la Cadena funcione con fluidez.
- **Lleve un candado de bicicleta** para asegurar a su bici cuando vaya de paseo.
- **Asegúrese de tener una luz de bicicleta.** Es importante estar visible si está andando en bicicleta por la noche.
- **Para cargar artículos grandes, asegure propiamente a los accesorios.** Asegúrese de que todos los accesorios anexados, como los armazones, las canastas, las bolsas o los remolques de bicicleta, no vayan a obstruir a los reflectores, las luces o a los pedales.
- **Use un casco para ciclistas.** En la mayoría de los accidentes de ciclismo, generalmente la cabeza sufre el primer golpe cuando uno se cae, protéjala.

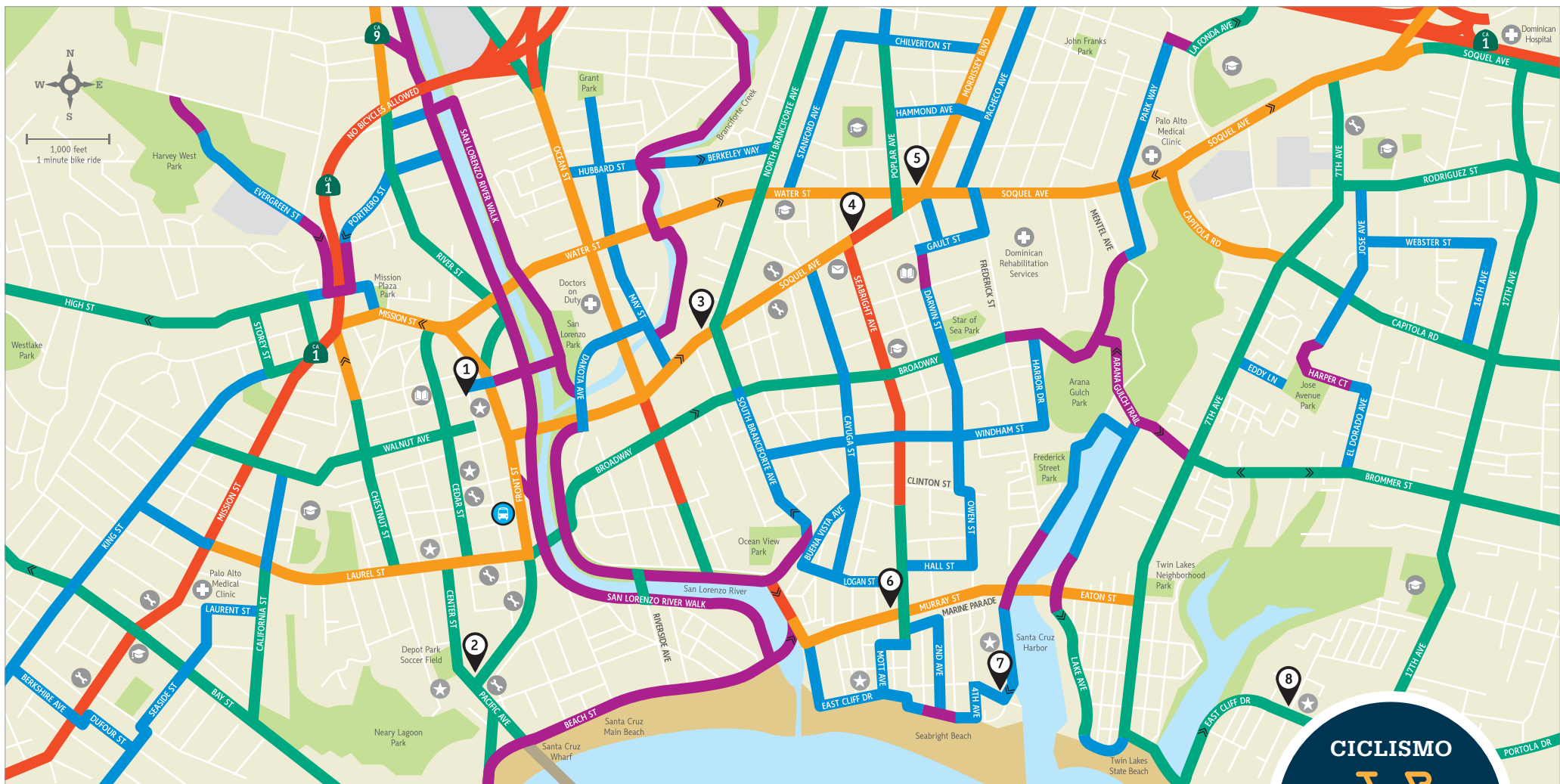
Consejos Elementales Para Asegurar a las Bicicletas

- **Siempre asegure su bici.** Aunque solamente la deje por unos minutos.
- **Asegure a su bicicleta donde esté visible.** Los ladrones generalmente prefieren trabajar sin una audiencia.
- **Estacionese en aparcabicis, parquímetros, letreros de calle o casilleros de bicis.** Asegúrese de que su bici no vaya a obstruir el camino para los peatones. Nunca asegure su bici contra los árboles.
- **Llévese todos sus objetos de valor.** Quitele a la bici accesorios anexados que no se pueden asegurar con un candado (asiento o luces de bici, etc.).

REPORTE PELIGROS. ¿Hay algo incorrecto? Reporte peligros de ciclismo en sccrtc.org/hazard.

831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Inglés





ELIGA SU RUTA DE BICI

- Recomendado**
CAMINO DE USOS MÚLTIPLES
Sin carros
- RUTA PARA BICIS**
Calle tranquila
- VÍA PARA BICIS**
Calle transitada
- VÍA PARA BICIS**
Calle más transitada
- No es recomendado**
SIN VÍA PARA BICIS
Calle sumamente transitada

Estas solo son algunas de las rutas más fáciles y cómodas. Vea más información sobre ciclismo en cruz511.org.

- Servicios Médicos
 - Escuela
 - Biblioteca
 - Correo
 - Centro de Actividades
 - Tienda de Bici
 - Centro de Santa Cruz Metro (SCMC)
 - Zona de Destinación (Vea el lado revés)
 - Cuesta Arriba << Cuesta Abajo
- Vea el reverso para compras de comestibles y lugares para comer cerca de zonas de destinación.





DESTINATION ZONES

PLACES TO GO ON FOOT

1

Downtown: Pacific Ave & Cooper St
Try walking Cayuga St to Buena Vista Ave, the Ocean View Park Path, and the San Lorenzo Riverwalk to San Lorenzo Park. Or try walking Berkeley Way to the Branchiorte Creek trail and Dakota Ave to San Lorenzo Park. Walk across the pedestrian bridge and through the San Lorenzo Plaza to Cooper St. From here you can access destinations such as:
DOWNTOWN LIBRARY
DOWNTOWN FARMER'S MARKET (Wednesday afternoons)
SANTA CRUZ MUSEUM OF ART & HISTORY (MAH)
GROCERY SHOPPING
DINING

2

Depot Park: Pacific Ave & Center St
Try walking S Branchiorte Ave to the Ocean View Park Path and the San Lorenzo Riverwalk. Cross the river at Riverside Ave, then continue on the Riverwalk on the other side of the river. Turn left on Laurel St then left on Front St. From here you can access destinations such as:
DEPOT PARK
LOUDEN NELSON COMMUNITY CENTER
DINING

3

Soquel Ave & Branchiorte Ave
Try walking Windham St to S Branchiorte Ave or try taking Stanford Ave to Water St and N Branchiorte Ave. From here you can access destinations such as:
THE BROADWAY PLAYHOUSE
GROCERY SHOPPING
DINING

4

Soquel Ave & Seabright Ave
Try walking Cayuga St to Soquel Ave, or try taking Poplar Ave to Soquel Ave. From here you can access destinations such as:
SOQUEL POST OFFICE (Monday-Saturday)
RIO THEATRE
SANTA CRUZ ROLLER PALLADIUM
GROCERY SHOPPING
DINING

5

Water St & Morrissey Blvd
Try walking Pacheco Ave to Soquel Ave, or try taking Darwin St to the Branchiorte Library Path, and Gault St to S Morrissey Ave. From here you can access destinations such as:
BRANCHIORTE LIBRARY (Tuesday-Sunday)
GROCERY SHOPPING
DINING

Shoe Stores

OUTDOOR WORLD SPORTING GOODS
SOCKSHOP & SHOE COMPANY
O MY SOLE
OLD SCHOOL SHOES
RED WING SHOES

START WALKING THERE TODAY

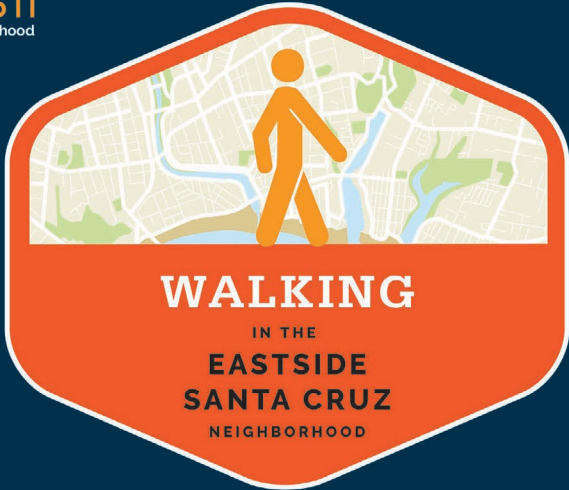
BEFORE YOU HEAD OUT:

- **Plan your route.** Use this map to locate your destination and choose a route with sidewalks and fewer cars.
- **Dress Comfortably.** Select loose fitting breathable fabrics. Your outer layer should protect you from the weather. Consider wearing a hat.
- **Wear comfortable shoes.** Good walking shoes have low heels, arch support, and decent tread. Carry your other shoes to change into when you get there.
- **Carrying things with you.** Take along a backpack, waist pack, or rolling cart.

LOOK OUT FOR YOUR SAFETY:

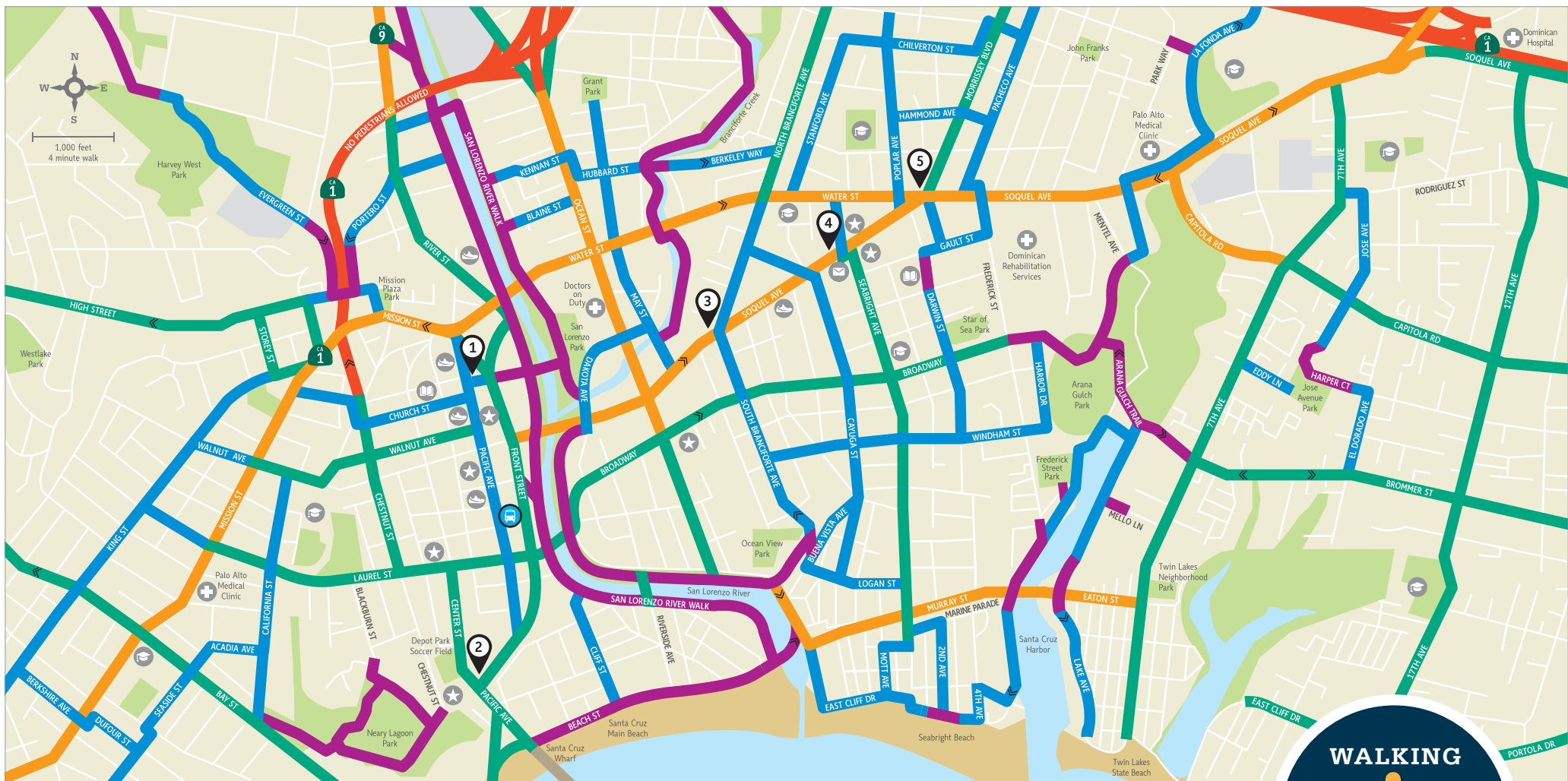
- **Follow Laws.** Cross in crosswalks and at intersections.
- **Be Visible.** Choose brighter clothing, and always make eye contact with drivers before crossing in front of them. Look to make sure all vehicles have stopped before stepping into the lane.
- **Pay Attention.** Don't get distracted, especially by your mobile phone. If you need to use your phone, stop walking and move aside.
- **Start Easy.** Walk once a week and add days as the going gets easier.

REPORT A HAZARD. Is something not right? Report pedestrian hazards at sccrtc.org/hazard.



831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Español.





CHOOSE YOUR WALKING ROUTE

Recommended

MULTI USE PATH
Car-Free

SIDEWALK
Quieter street

SIDEWALK
Busy street

SIDEWALK
Busier street

Not Recommended

NO SIDEWALK
Heavy Traffic

These are only some
of the easier and more
comfortable routes.
Get more info on
walking at cruz511.org.



Medical



Post Office



Santa Cruz
Metro Center (SCMC)



Schools



Activity Center



Destination Zone
(see reverse)



Library



Shoe Store



Uphill ◀ Downhill

See reverse for grocery shopping and dining located near destination zones.

WALKING



**EASTSIDE
SANTA CRUZ**



LUGARES DE IR A PIE

ZONAS DE DESTINACIÓN

1

El Centro: Pacific Ave y Cooper St
Se puede llegar caminando por Cayuga St hasta Buena Vista Ave, el Camino del Parque de Ocean View y el Camino del Río San Lorenzo hasta el Parque de San Lorenzo. O se puede llegar caminando por Berkeley Way hasta el Sendero de Branciforte Creek. Cruza por el puente peatonal y pasa por la Plaza Lorenzo hasta Cooper St. De aquí tiene acceso a destinos como:
LA BIBLIOTECA DEL CENTRO
EL MERCADO CAMPESINO DEL CENTRO (Los Mielcales por la tarde)
EL MUSEO DE HISTORIA Y ARTE DE SANTA CRUZ (MAH)
COMPRAS DE COMESTIBLES
LUGARES DE COMER

2

El Parque Depot: Pacific Ave y Center St
Se puede llegar caminando por S. Branciforte Ave hasta el Camino del Parque de Ocean View. Cruza el río en Riverside Ave y entonces continúa por el Camino del Río en el otro lado. Gire para la izquierda en Laurel St. De aquí tienes acceso a destinos como:
EL PARQUE DEPOT
EL CENTRO DE COMUNIDAD DE LOUDEN NELSON
LUGARES DE COMER

3

Soquel Ave y Branciforte Ave
Se puede llegar caminando desde Windham St hasta S Branciforte Ave. De aquí tienes acceso a destinos como:
EL TEATRO DE BROADWAY
COMPRAS DE COMESTIBLES
LUGARES DE COMER

4

Soquel Ave y Seabright Ave
Se puede llegar caminando por Cayuga St hasta Soquel Ave, o se puede tomar Poplar Ave hasta Water St y Seabright Ave. De aquí tienes acceso a destinos como:
EL CORREO DE SOQUEL (Lunes a Sábado)
EL TEATRO DE RÍO
EL PALADIO DE PATINAJE DE SANTA CRUZ
COMPRAS DE COMESTIBLES
LUGARES DE COMER

5

Water St y Morrissey Blvd
Se puede llegar caminando desde Pacheco Ave hasta Soquel Ave, o se puede tomar Darwin St hasta el Camino de la Biblioteca de Branciforte y Gault St hasta S Morrissey Ave. De aquí tienes acceso a destinos como:
LA BIBLIOTECA DE BRANCIFORTE (Martes a Domingo)
COMPRAS DE COMESTIBLES
LUGARES DE COMER

Zapaterías

OUTDOOR WORLD SPORTING GOODS
SOCKSHOP & SHOE COMPANY
O MY SOLE
OLD SCHOOL SHOES
RED WING SHOES

EMPIEZA A CAMINAR ALLÍ HOY MISMO

ANTES DE SALIR:

- **Planifica tu ruta.** Usa este mapa para localizar tu destino y seleccionar una ruta con aceras y menos carros.
- **Vistete cómodamente.** Usa ropa no ajustada y de tela transpirable. Tu ropa exterior debe de protegerte del clima y se debe de considerar el uso de un sombrero.
- **Usa zapatos cómodos.** Zapatos para caminar deben de tener tacones bajos, un apoyo plantar, y suela suficiente. Trae otro par de zapatos para cambiarte cuando llegues a su destino si gustas.
- **Cargando cosas consigo.** Lleva una mochila, cartera de cintura, o una carretilla.

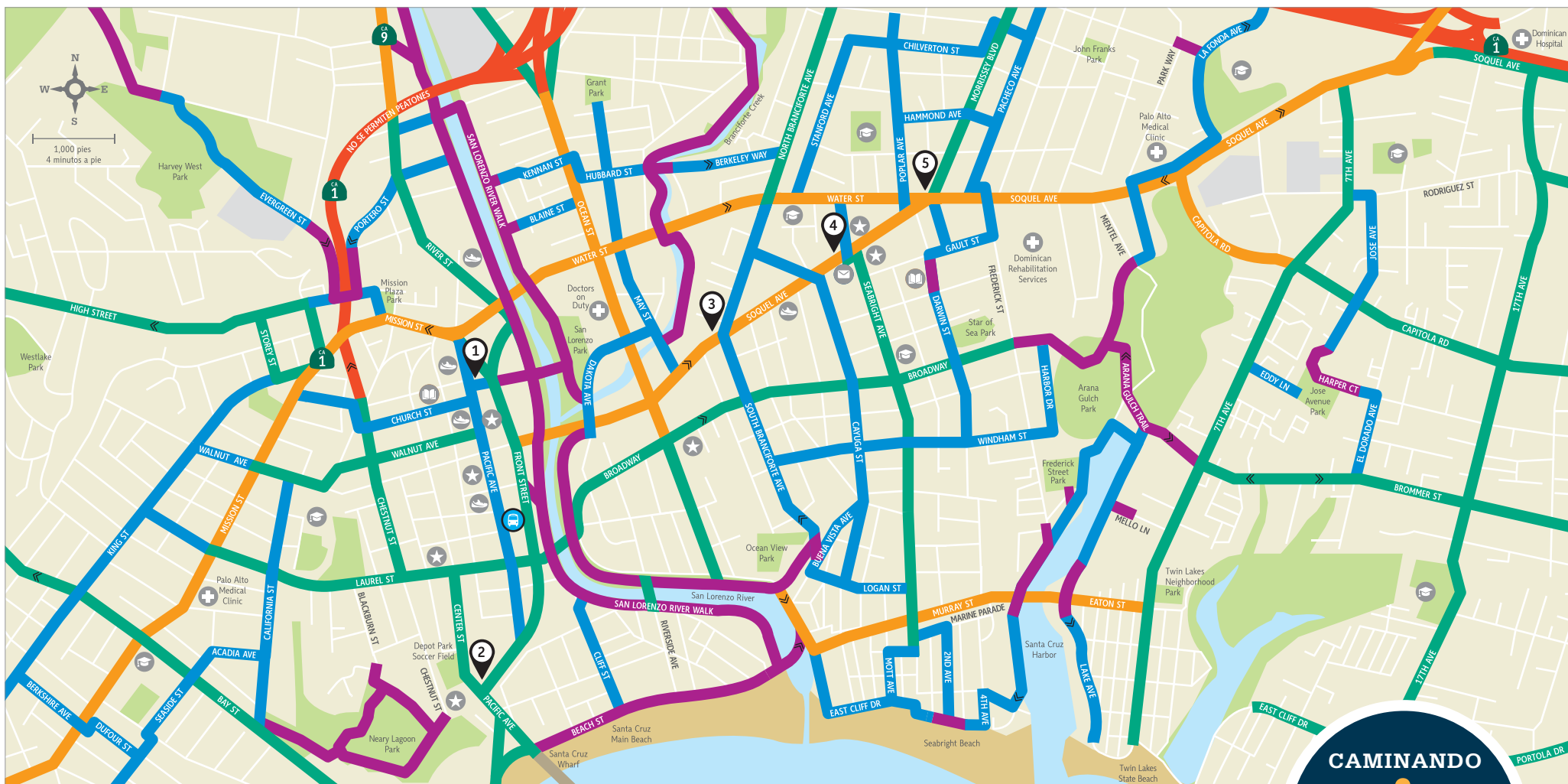
VIGILA TU SEGURIDAD:

- **Sigue las leyes.** Camina entre los pasos de peatones y por las intersecciones.
- **Se Visible.** Usa ropa de colores más vivos y siempre haz contacto visual con los conductores antes de cruzar delante de vehículos. Fijate bien para estar seguro de que todos los vehículos se hayan parado antes de pisar la calle.
- **Pon Atención.** No te distraigas, especialmente con tu teléfono celular. Si es que necesitas usar tu teléfono, deja de caminar y muévete a un lado.
- **Empieza con algo sencillo.** Camina una vez por semana y añade días gradualmente a lo que se te haga más fácil con el tiempo.

REPORTA PELIGROS. ¿Hay algo que no está bien? Reporta los peligros peatonales en sccrtc.org/hazard.

831-429-7665 | info@cruz511.org
cruz511.org/yourneighborhood
Mapa-guía también está disponible en Inglés





SELECCIONA TU RUTA DE CAMINATA

Se Recomienda				No se Recomienda
CAMINO DE USOS MÚLTIPLES Sin carros	ACERA Calle más tranquila	ACERA Calle transitada	ACERA Calle más transitada	SIN ACERA Tráfico pesado

Estas sólo son las rutas más fáciles y cómodas. Se puede encontrar más información sobre caminatas en cruz511.org.

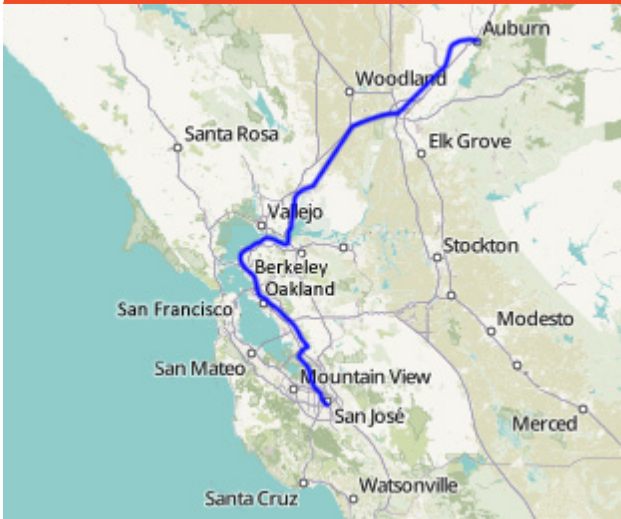
- Servicios Médicos
- Escuelas
- Biblioteca
- Correo
- Centro de Actividades
- Zapatería

- Centro de Santa Cruz Metro (SCMC)
- Zona de destinación (Vea el lado revés)
- Cuesta arriba « Cuesta abajo

Vea el reverso para compras de comestibles y lugares para comer cerca de zonas de destinación.



AMTRAK CAPITOL CORRIDOR



Amtrak Capitol Corridor trains travel from the San Jose Diridon station to Auburn in the Sierra foothills, though a majority of trips end in Sacramento. Other major stops include downtown Oakland, Berkeley, and Richmond. [The Richmond station serves as the connection to the BART system.](#)

Fares are distance based. Tickets can be purchased from a station ticket agent, ticket machines, in advance online, or on the train from the conductor for an additional fee. Trains have two bike storage cars, as well as three bike racks in passenger cars.

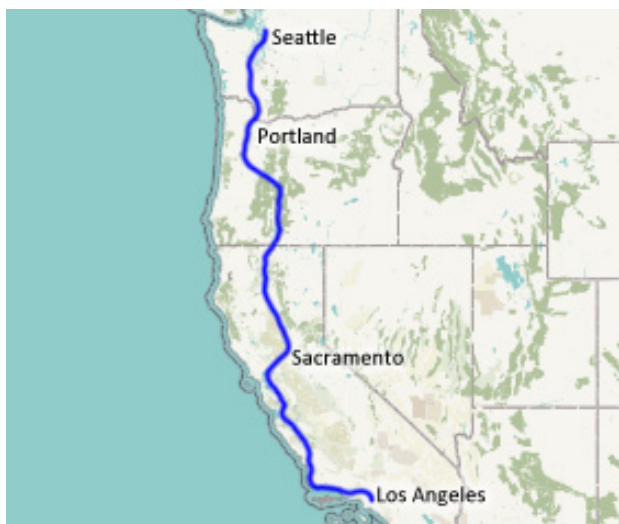
San Jose Diridon station has complimentary Amtrak parking, you will need to see the ticket agent for a parking pass. Amtrak Capitol Corridor trains have complimentary Wifi, restrooms, and an onboard café for food or drink purchases.

capitolcorridor.org

AMTRAK COAST STARLIGHT

The Amtrak Coast Starlight train route runs from Seattle, Washington to Los Angeles, California. Other major stops include Portland, Oregon, and Santa Barbara, California. The northbound train and the southbound train each stop at the San Jose Diridon Station once a day.

Tickets can be purchased from the station ticket agent, but should be bought online in advance, as ticket price increases closer to the departure date.



Passengers can purchase a coach seat or a private room with fold-down beds. Trains have complimentary Wifi, bathrooms, showers, a dining car, a café car for snacks and drinks, and a lounge with floor-to-ceiling windows and open seating. Coast Starlight trains have designated station stops that allow smoking outdoors. San Jose Diridon station has complimentary Amtrak parking, you will need to see the ticket agent for a parking pass.

amtrak.com/coast-starlight-train

MONTEREY-SALINAS TRANSIT

MST buses connect the Santa Cruz Metro and Watsonville Transit Centers to cities in Monterey County. Route #78: Daily from Santa Cruz Metro transit center to Salinas, Castroville, Marina, Sand City, and downtown Monterey. Route #27: Weekdays from the Watsonville transit center to Moss Landing, Castroville, and Marina. Route #28: Daily from the Watsonville transit center to Moss Landing, Castroville, and Salinas. Route #29: Daily from the Watsonville transit center to Las Lomas, Prunedale, and Salinas. [From the Monterey or Salinas transit centers, bus service is available to Big Sur, Carmel, Gilroy, Soledad, King City, and Paso Robles.](#)

Flat fare must be paid in cash to the bus farebox when boarding. Santa Cruz Metro Transit Center and Watsonville Transit Center do not have parking facilities, though parking is available in nearby city parking garages. The front rack of the bus holds 2 bicycles. When it is full, up to 2 more bicycles can be brought onboard at the bus operator's discretion. MST has no on board amenities, some stations have Wifi, bathrooms, and concessions.



mst.org



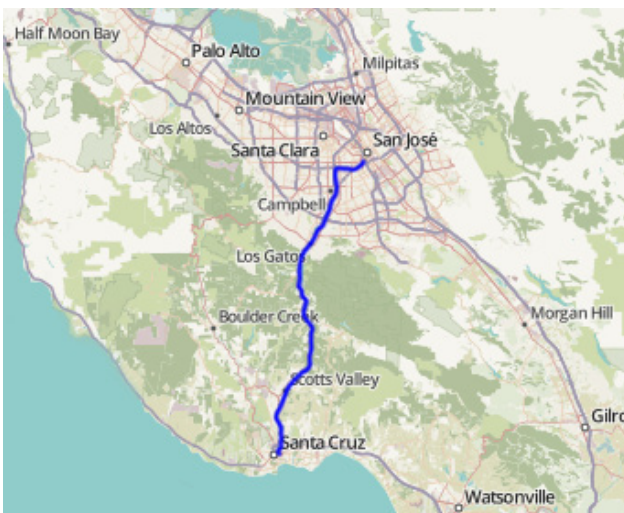
There are many transit options available for trips around the greater Bay Area. This guide can help you get started navigating available train and bus connections.

HIGHWAY 17 EXPRESS

The first step for taking transit in the Bay Area is riding the Highway 17 Express bus. The Highway 17 Express picks up at the downtown Santa Cruz Metro or the Scotts Valley Transit Center, and [takes you to the San Jose Diridon Station](#), where you can board Caltrain, the VTA181 to BART, Amtrak Capitol Corridor, or Amtrak Coast Starlight.

Flat fare must be paid in cash to the bus farebox when boarding. The front rack of the bus holds 3 bicycles. When it is full, up to 2 more bicycles can be brought onboard at the bus operator's discretion.

Downtown Santa Cruz passengers may park in paid city garages. Scotts Valley Transit Center has free daytime parking. The Highway 17 Express bus has complimentary Wifi, and does not have restrooms. Concessions are available at some stations.

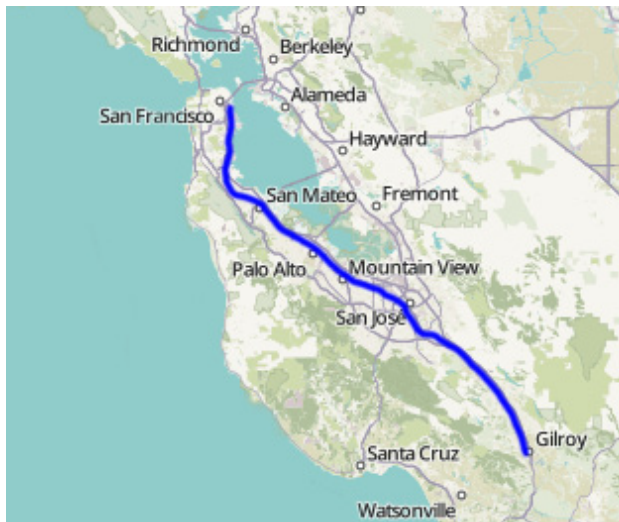


scmtd.com

CALTRAIN

Caltrain provides train service between Gilroy and San Francisco. Major stops include Mountain View, Palo Alto, Millbrae, and San Jose Diridon. [The Millbrae station serves as the connection to the BART system](#). The "Baby Bullet" trains skip smaller stations to allow faster running times for commuters.

Fare is distance based, with higher prices for longer journeys. Tickets must be purchased before boarding from the ticket machines at the station, and shown to the conductor when requested. The conductor does not sell tickets. There are special "bike cars" on each train; bikes may not be taken in other train

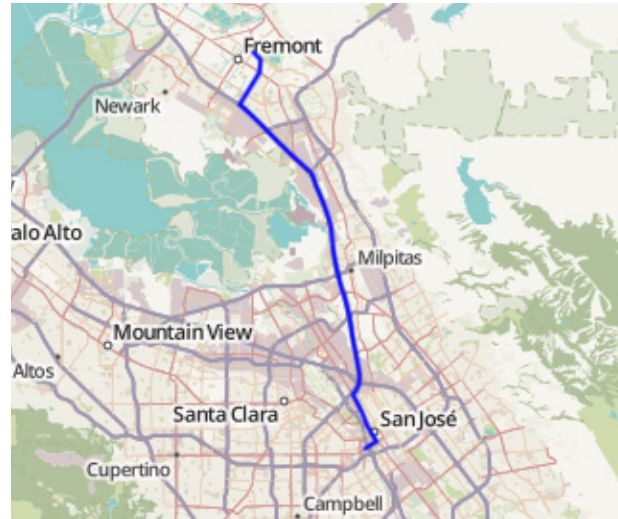


A 24 hour parking pass may be purchased at the machine in the San Jose Diridon parking lot. Caltrain does not have Wifi, and does have restrooms. Some concessions are available at stations.

caltrain.com

VALLEY TRANSIT AUTHORITY

The VTA 181 bus [connects the San Jose Diridon Station to the BART system at the Fremont station](#). This bus route, when combined with BART, is the most affordable way to access the major cities of the Bay Area by transit.

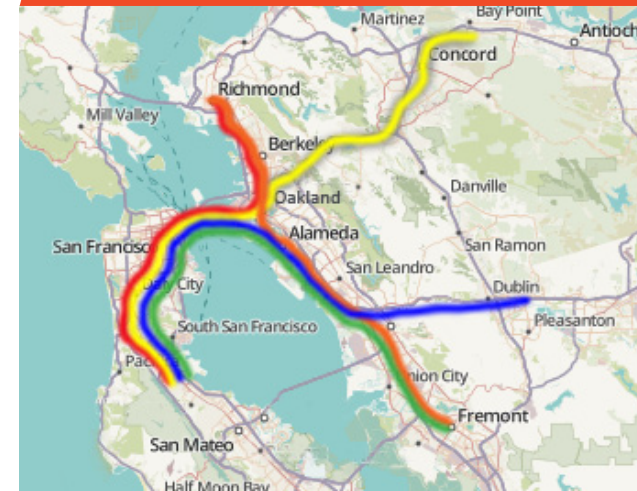


Flat fare must be paid in cash to the bus farebox when boarding. Two bicycles fit in the front rack of the bus, and when the rack is full up to 2 bicycles can be brought onboard at the bus operator's discretion.

A 24 hour parking pass may be purchased at the machine in the San Jose Diridon parking lot. The VTA 181 bus does not have Wifi, and does not have restrooms. Concessions are available at some stations.

vta.org/routes/rt181

BAY AREA RAPID TRANSIT

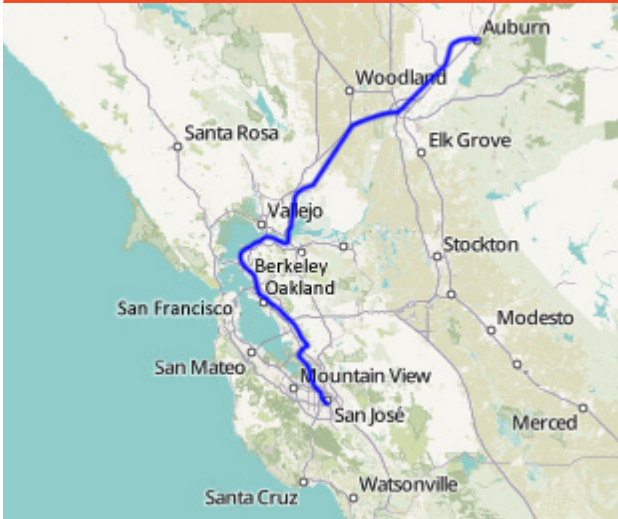


BART has five train lines that serve San Francisco, Berkeley, and Oakland, with extensions to the cities of Millbrae, Richmond, Fremont, Dublin/Pleasanton, and Pittsburg/Bay Point. The Millbrae to Pittsburg/Bay Point line has a station at the [San Francisco Airport \(SFO\)](#). The [Oakland International Airport \(OAK\)](#) can be accessed via the BART-to-OAK train from the Oakland Coliseum station. [BART and Caltrain share a station at Millbrae](#), while [Capitol Corridor and BART share a station at Richmond](#).

Fare cards can be purchased at machines in station. Cards must be inserted into the turnstile when entering and exiting the platform, where distance based fare is subtracted from the card. Bikes are not allowed in the first car, nor the first three cars during peak commute. Bikes are allowed in other uncrowded train cars. BART trains do not have Wifi or restrooms, and underground stations also do not have restrooms. One day parking passes may be purchased at the machines inside the Fremont and Millbrae stations.

bart.gov

EL CORREDOR CAPITOL AMTRAK



Los trenes del Corredor Capitol Amtrak viajan desde la estación Diridon de San José hasta la ciudad de Auburn, en las laderas de la Sierra, aunque la mayoría de los viajes terminan en Sacramento. Otros paraderos mayores incluyen al centro de Oakland, Berkeley, y Richmond. [La estación de Richmond sirve como una conexión al sistema de BART.](#)

Las tarifas se basan en la distancia. Boletos se pueden comprar de un agente de boletos de estación, en las máquinas expendedoras, en línea por adelantado, o directamente del conductor en el tren por un precio adicional. Los trenes tienen dos coches de depósito para bicicletas además de tres aparcamientos para bicis adentro de los coches de pasajeros.

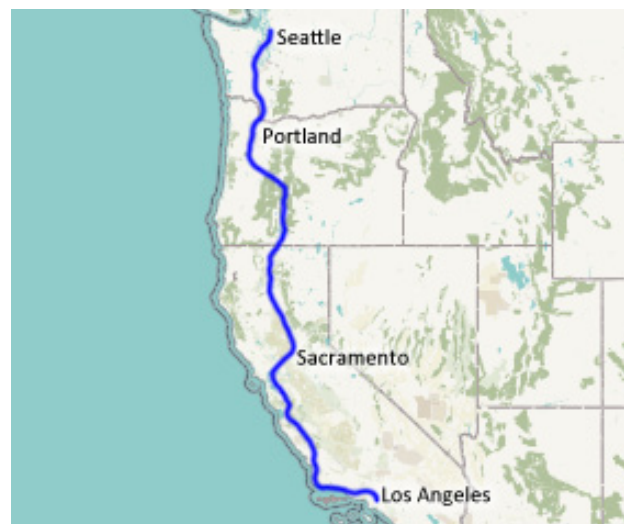
La estación Diridon de San José ofrece estacionamiento gratis de Amtrak. O se debe pedir el pase de estacionamiento al agente de boletos. Los trenes del Corredor Capitol Amtrak tienen redes Wifi, baños y un café donde se puede comprar comida y bebidas.

capitolcorridor.org

LA COSTA A LA LUZ DE ESTRELLA AMTRAK

La ruta de tren de la Costa a La Luz de Estrella Amtrak corre desde Seattle, Washington hasta Los Angeles, California. Otros paraderos mayores incluyen a Portland, Oregon y Santa Barbara, California. El tren hacia el norte y hacia el sur se paran una vez al día en la estación Diridon de San José.

Se pueden comprar boletos de un agente de boletos en la estación, pero se deben comprar en línea de antemano, como el precio de los boletos sube a lo que se acerca la fecha de partida.



Los pasajeros pueden comprar un asiento de coche o un cuarto privado con camas plegables. Los trenes ofrecen redes Wifi gratis, baños, duchas, un coche comedor para bocaditos y bebidas, y un salón de ventanas panorámicas de asientos libres. Los trenes de la Costa a La Luz de Estrella Amtrak tienen paraderos designados permitiéndole fumar al aire libre. La estación Diridon de San José ofrece estacionamiento gratis de Amtrak. Se debe pedir el pase de estacionamiento al agente de boletos.

amtrak.com/coast-starlight-train

TRÁNSITO MONTEREY-SALINAS (MST)

Los autobuses MST conectan al Centro de Santa Cruz Metro y el Centro de Tránsito de Watsonville con las ciudades del Condado de Monterey. La Ruta #78 corre desde el centro de tránsito del centro de Santa Cruz hasta Salinas, Castroville, Marina, Sand City y el centro de Monterey. La Ruta #27 corre durante la semana desde el centro de tránsito de Watsonville hasta Moss Landing, Castroville y Marina. La Ruta #28 corre diariamente desde el centro de tránsito de Watsonville hasta Moss Landing, Castroville y Salinas. La Ruta #29 corre diariamente desde el centro de tránsito de Watsonville hasta Las Lomas, Prunedale y Salinas. [Hay servicio de autobús desde los centros de tránsito de Salinas o Monterey para Big Sur, Carmel, Gilroy, Soledad, King City y Paso Robles.](#)

La tarifa fija se debe pagar en efectivo por medio de una caja de tarifa a lo que se embarca. El Centro de Santa Cruz Metro y el Centro de Tránsito de Watsonville no tienen facilidades de estacionamiento, pero esto se puede encontrar en los garages de estacionamiento en ciudades cercanas. El almacén para aparcar bicis sostiene hasta 2 bicicletas. Cuando esté lleno, hasta 2 bicicletas más se pueden embarcar de acuerdo con el criterio del conductor. MST tiene redes Wifi ni baños, algunas estaciones tienen redes Wifi, baños y concesiones.



mst.org



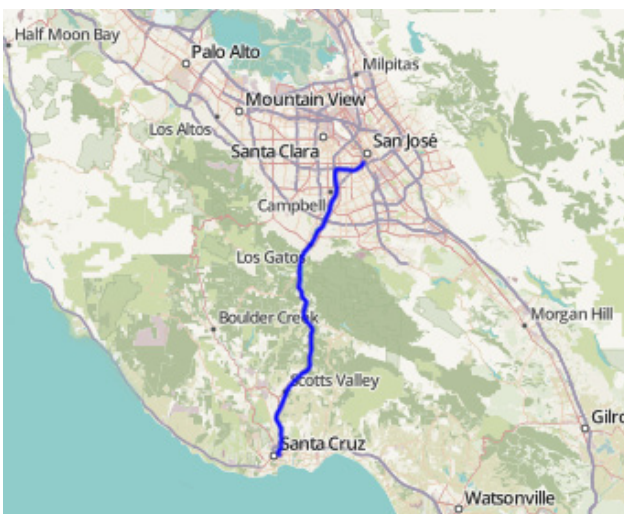
Hay muchas opciones de tránsito disponibles para viajes alrededor del Área de la Bahía. Esta guía le puede ayudar a comenzar a viajar vía conexiones disponibles de tren y autobús.

EL EXPRESO DE LA CARRETERA 17

El primer paso para tomar tránsito hasta el Área de Bahía es tomar el autobús Expreso de la Carretera 17. El Expreso de la Carretera 17 recoge pasajeros en el Metro del Centro de Santa Cruz o en el Centro de Tránsito de Scotts Valley, y [éste lo lleva hasta la estación Diridon de San José](#), donde usted puede embarcarse en el [tren Caltrain](#), el [autobus VTA181](#) hasta Bart, el [corredor de Amtrak Capitol](#) o el [tren Amtrak Coast Starlight](#).

La tarifa fija se debe pagar en efectivo por medio de una caja de tarifa al embarcar. El armazón para aparcar bicis sostiene hasta 3 bicicletas. Cuando esté lleno, hasta 2 bicicletas más se pueden embarcar de acuerdo con el criterio del conductor.

Pasajeros del Centro de Santa Cruz Metro se pueden estacionar en los garajes de paga de la ciudad. El Centro de Tránsito de Scotts Valley ofrece estacionamiento gratis durante horas de luz. El Expreso de la Carretera 17 no tiene baños y ofrece redes Wifi gratuitos. Sólo algunas estaciones tienen concesiones.

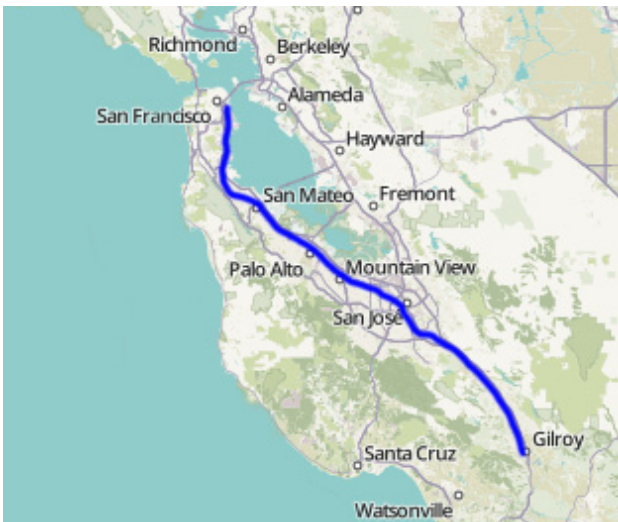


scmtd.com

CALTRAIN

El servicio de tren Caltrain se provee entre Gilroy y San Francisco. Las paraderas mayores incluyen a las ciudades de Mountain View, Palo Alto, Millbrae y el Diridon de San José. [La estación de Millbrae sirve como la conexión al sistema de BART](#). Los trenes bala no pasan por estaciones pequeñas para poder permitir horarios de marcha más rápidos.

La tarifa de pasaje se basan en la distancia, con precios más altos por viajes a lugares más lejanos. Antes de embarcarse se deben de comprar boletos de las máquinas expendedoras de boletos adentro de la estación, y éstos se les muestra al conductor. El conductor no vende boletos. Cada tren tiene coches de transporte especiales para bicicletas y no se permite embarcarse con bicicletas en los otros coches.

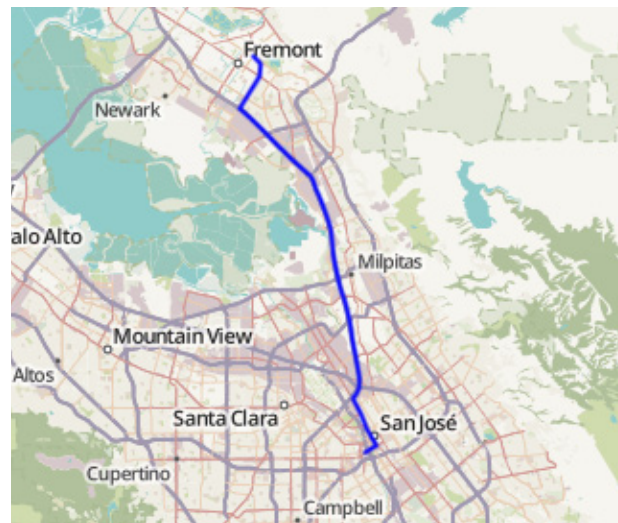


Un pase de estacionamiento de 24 horas se puede comprar en la máquina expendedora del estacionamiento en la estación de Diridon de San José. El tren Caltrain sí tiene baños, pero no tiene redes de Wifi. Hay algunas concesiones en las estaciones.

caltrain.com

LA AUTORIDAD DE TRÁNSITO DEL VALLE

El autobús de VTA 181 es la [conexión entre la estación Diridon de San José y el sistema de BART de la estación de Fremont](#). Esta ruta de autobús usada en combinación con el BART es el más económico que da acceso a las ciudades mayores del Área de Bahía.

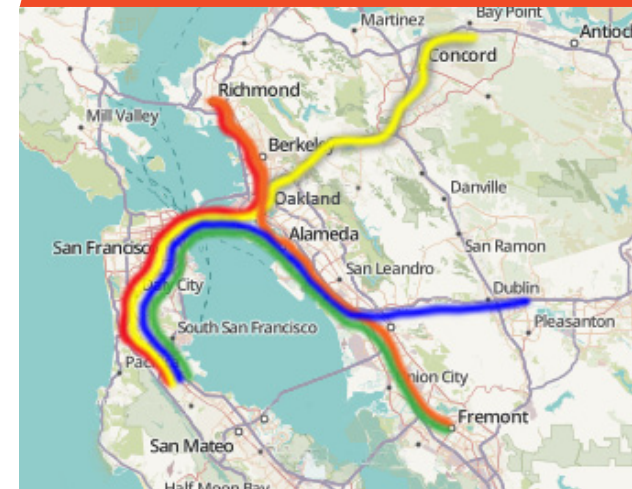


La tarifa fija se debe pagar en efectivo por medio de una caja de tarifa al embarcar. El armazón para aparcar bicicletas sostiene hasta 2 bicicletas. Cuando esté lleno, hasta 2 bicicletas más se pueden embarcar de acuerdo con el criterio del conductor.

Un pase de estacionamiento de 24 horas se puede comprar en la máquina expendedora del estacionamiento en la estación de Diridon de San José. El autobús de VTA 181 no tiene redes Wifi ni baños. Hay concesiones en algunas estaciones.

vta.org/routes/rt181

TRÁNSITO RÁPIDO DEL ÁREA DE BAHÍA



El BART tiene cinco líneas de tren sirviendo a las ciudades de San Francisco, Berkeley y Oakland con extensiones hasta las ciudades de Millbrae, Richmond, Fremont, Dublin/Pleasanton y Pittsburg/Bay Point. La línea de Millbrae hasta Pittsburg/Bay Point tiene una estación en el [Aeropuerto de San Francisco \(SFO\)](#). Se puede tener acceso al [Aeropuerto de Oakland Internacional \(OAK\)](#) por medio del BART al tren OAK desde la estación del Coliseo de Oakland. [BART y tren Caltrain comparten una estación en Millbrae](#) mientras que el [Corredor de Capitol](#) y BART comparten una estación en Richmond.

Tarjetas de tarifa se pueden comprar en las máquinas expendedoras adentro de la estación. Las tarjetas se deben meter dentro de la registradora al entrar o sale por la plataforma, y la tarifa basada en distancia se sustraerá de la tarjeta. Las bicicletas no se permiten dentro del primer coche, ni los primeros tres coches durante las horas pico de viajeros. Sí se permiten traer bicicletas en otros coches menos llenos de gente. Los trenes BART no ofrecen ni redes Wifi ni baños y las estaciones subterráneas tampoco tienen baños. Se puede comprar un pase diario o en las máquinas expendedoras adentro de las estaciones de Millbrae y de Fremont.

bart.gov



polder.com

Consider the benefits

Walking or bicycling to nearby stores are great ways to pick up groceries and supplies in between major shopping trips by vehicle. Picking up a few days worth of groceries or picking up specific items is easy with the right accessories. Here are some reasons why we invite you to give it a try:

Save Time. When you're walking, you never have to spend time parking.

Easy Access. Bike racks are usually located close to the front door.

Save money on fuel, parking, and vehicle wear and tear costs.

Support your neighborhood. Help your local businesses thrive.

Improve safety. Fewer cars on the roads means safer streets for everyone.

Less noise and pollution in your neighborhood.

PLUS: You get some exercise while you shop!

Bike parking and security

Park in plain sight. Make sure your bicycle can be seen easily by others.

Always lock your bicycle. Even if you're only leaving it for a minute.

Lock your bicycle to a secure object. Use a strong lock, such as a U-lock. Put the lock through the frame and one or both wheels. Consider adding a cable lock for extra protection - see diagrams below.

Park at a bike rack, parking meter, street sign or bike locker. Do not lock your bicycle to trees.

Don't lean your bicycle against windows or leave it in the way of pedestrians.

Request bike parking. If your local store doesn't have bike parking facilities, ask the management to install some.

Remove bicycle parts you can't lock, especially bike lights, and take your valuables with you.

Register your bicycle with the local police department, and know your bicycle's serial number.



Method 1 locks the front wheel and frame. Use a cable to secure the rear wheel.

Method 2 locks the quick release front wheel alongside the frame and rear wheel.



Shows bike with u-lock securing rear wheel and cable securing front wheel.



Find out how easy it can be to run errands under your own steam instead of just grabbing your car keys.

Get started

Choose your route ahead of time

-  **Locate** stores in your neighborhood.
-  **Avoid** steep hills.
-  **Find** roads with fewer cars & slower speeds.

Check your equipment

-  **Keep tires properly inflated** to reduce drag and prevent flat tires.
-  **See what loads** you can safely carry on your bicycle. Ask at a bicycle shop.
-  **Be seen.** Carry a flashlight in case it gets dark. Make sure your bicycle has lights.
-  **Attaching bicycle accessories.** Make sure rack, basket, pannier, or trailer does not obstruct the reflectors, lights or pedals. You want to make sure you are visible.

Preparation and safety

-  **Plan for weather.** If rain is expected, bring a raincoat or umbrella. In hot weather, carry water and wear a sun hat. For cold weather, gloves, hats, and scarves are light ways to stay warm.
-  **Footwear is key.** Wear comfortable shoes that support your feet. Consider arch support, shock absorption and traction when purchasing shoes. Shoes that let your feet breathe are best for hot days.
-  **Be seen.** Carry a flashlight in case it gets dark.
-  **Stay present.** Don't distract yourself from your surroundings with phone calls or texts. Make eye contact with drivers and make sure all vehicles have stopped for you before crossing streets.

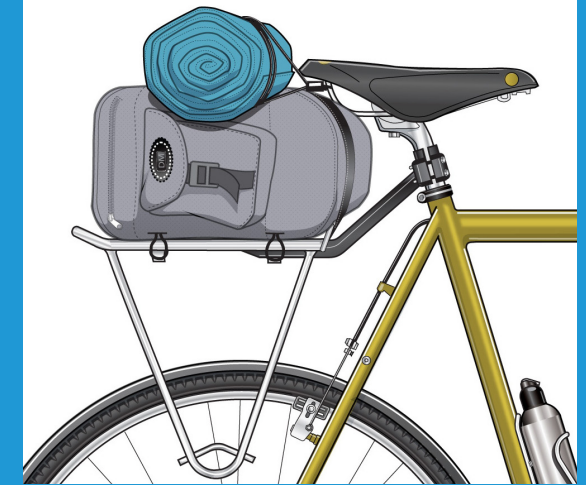
Carrying your things

-  **Backpacks, Waistpacks & Courier Bags.** Bags are a low cost option for walkers or bicyclists with small, light loads. Easy to carry, they can be taken into the store.

Most are suitable for carrying up to 10 pounds. Look for a pack or bag with comfortable straps and provides good back ventilation if applicable.

-  **Personal Shopping Carts.** There are many carts on wheels designed for pedestrian shoppers. They look like tall baskets made of fabric and/or heavy gauge wire. All are designed to stand upright for easy loading and many fold for compact storage.

When purchasing a shopping cart, look for lightweight but durable construction that hold the kinds of loads you intend to carry. Wheels should roll smoothly and not catch on uneven sidewalk surfaces.



eBicycles.com

-  **Bicycle Racks** create a flat carrying surface over the front or rear wheel on which loads can be secured with elastic straps. Racks also provide a base for attaching panniers and baskets.

-  **Trailers** are a convenient option for bringing small children along, or for carrying heavy or awkward-sized loads.

There are many different trailer designs for different needs and budgets. Ask your local bicycle shop about the right option for you.

-  **Correct Use of Bicycle Accessories.** When attaching a rack, basket, or panniers to your bike, be sure they do not obstruct the reflectors, lights, or pedals.

When loading your shopping on the bike, distribute the weight evenly on both sides of the bike. The majority of the weight should go to the rear: too much weight on the front wheel makes steering difficult.



cityonahillpress.com

Estacionamiento y seguridad para bicicletas

Parque a la vista. Asegúrese de que su bicicleta pueda ser vista fácilmente por otros.

Siempre deje asegurada a su bici. Aunque solamente la deje por unos minutos.

Utilice una calidad candado, for ejemplo a candado en U. Ponga el candado por medio del cuadro pasando por una o ambas ruedas. Se debe de considerar añadir una cadena para darle protección adicional.- Vea imagen gráfica de abajo

Estacionese en un aparcabicis, parqímetros, letreros de calle o casilleros de bicicletas. Los árboles no se recomiendan para el estacionamiento de bicicletas.

No se debe de apoyar a su bicicleta contra las ventanas o dejarla en el camino de peatones.

Solicita lugares para el estacionamiento de bicicletas. Si una tienda no tiene facilidades de aparcamiento para bicicletas, pídele a la gerencia la instalación de un aparcabicis.

Quítele a la bici asesorios anexados que no se pueden asegurar con un candado (asiento o luces de bici, etc.) y llévese todos sus objetos de valor.

Regístrala con el departamento de policía de su localidad y prenda el número de serie de su bicicleta.



Método 1: Asegura la rueda de adelante y el cuadro. Use una cadena para asegurar a la rueda de atrás.

Método 2: Asegura la rueda de desmontaje rápido junto con el cuadro y la rueda de atrás.



Muestra la bicicleta con un U-lock asegurando a la rueda de atrás y una cadena asegurando a la rueda de adelante.



polder.com

Considerar los beneficios

Andando a pie o por bici hasta tiendas cercanas es una buena manera de comprar provisiones y comestibles entre hacer viajes de compras mayores requiriendo un carro. Comprando comestibles para algunos días o recogiendo provisiones específicas es fácil con el uso de las accesorias apropiadas. Hay algunas razones por las cuales le invitamos a intentarlo:

Ahorrar tiempo. Cuando se anda a pie, nunca se tiene que pasar el tiempo buscando un estacionamiento.

Acceso fácil. El acceso de bicicleta. Los aparcabicis están cerca a la puerta delantera.

Se puede ahorrar dinero en gasolina, el costo de estacionamiento, y el desgaste de su vehículo.

Apoye su vecindario. Ayude a los negocios locales prosperar.

Mejorará la seguridad. Con menos carros en las calles serían más seguras para todos.

Menos ruido y polución en su vecindario.

ADEMÁS: Usted recibe ejercicio mientras hace las compras!



Descubre lo fácil que puede ser hacer mandados bajo sus propias fuerzas en vez de solo tomar las llaves de su carro.

Se empieza

Seleccione su ruta de antemano

-  **Localice** a las tiendas de su vecindario.
-  **Evite** colinas empinadas.
-  **Busque** calles con menos tráfico y de velocidades más lentas.

Revise su equipamiento

-  **Mantenga alas llantas de su bici propiamente infladas** para prevenir pinchazos o rastres.
-  **Pídele consejos** de una tienda de bicicletas para verificar la cantidad de peso que se puede cargar seguramente en su bicicleta.
-  **Adjuntando accesorios de bicicleta.** Asegúrese de que todos los accesorios anexados, como los arcazones, las canastas, las bolsas o los remolques de bicicleta, no vayan a obstruir a los reflectores, las luces o a los pedales.

Seguridad y preparación

-  **Planifique de acuerdo con el tiempo.** Si va a llover, traiga un impermeable o un paraguas. En días de calor, cargue agua y use un sombrero para sol. Para un clima frío, los guantes, gorros y las bufandas son maneras livianas que le permiten mantenerse abrigado.
-  **El Calzado es importante.** Use zapatos cómodos y que apoyen a los pies. Cuando compre zapatos, considere una plantilla ortopédica, el nivel de amortiguación y la tracción de la suela.
-  **Sea visible.** Carga una linterna por si acaso se oscurezca.
-  **Manténgase presente.** No se distraiga del medio ambiente con llamadas telefónicas o textos. Antes de usar el paso de los peatones haga contacto visual con los conductores y asegúrese de que todos los vehículos se hayan parado para usted antes de cruzar.

Llevando tus cosas

-  **Mochilas, Carteras a la Cintura y Bolsas Mensajeras.** Este tipo de bolsas son una opción económica para peatones y ciclistas con cargas livianas. Son fáciles de cargar y se pueden llevar adentro de la tienda.

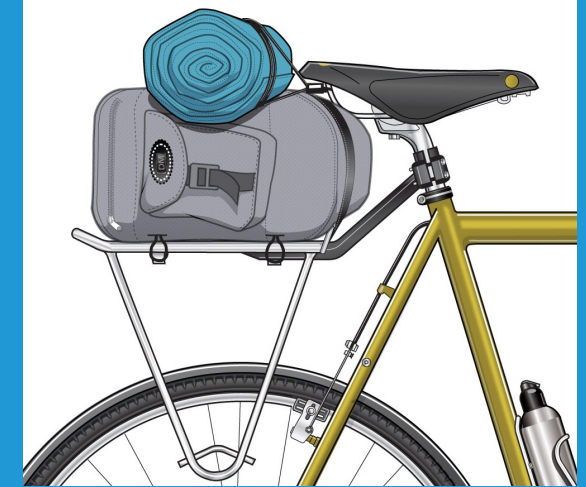
La mayoría de éstas son apropiadas para cargar hasta 10 libras. Busque una bolsa o mochila con tiras cómodas y que provean buena ventilación si es pertinente.

-  **Carretillas para Compras Personales.** Hay muchos tipos de carretillas con ruedas diseñadas para compradores peatonales. Todos éstos se parecen a canastas hechas de tela y/o de un alambre ancho. El diseño de éstos permite mantenerlos en una posición vertical para hacer una carga fácil y muchos son plegables y compactos.

Cuando se compre una carretilla para hacer compras, elige las que sean livianas, que demuestren durabilidad y que puedan cargar el peso y el tipo de carga que tenga pensado. Las ruedas deben de rodar suavemente y no trabarse en las aceras desniveladas.



cityonahillpress.com



eBicycles.com

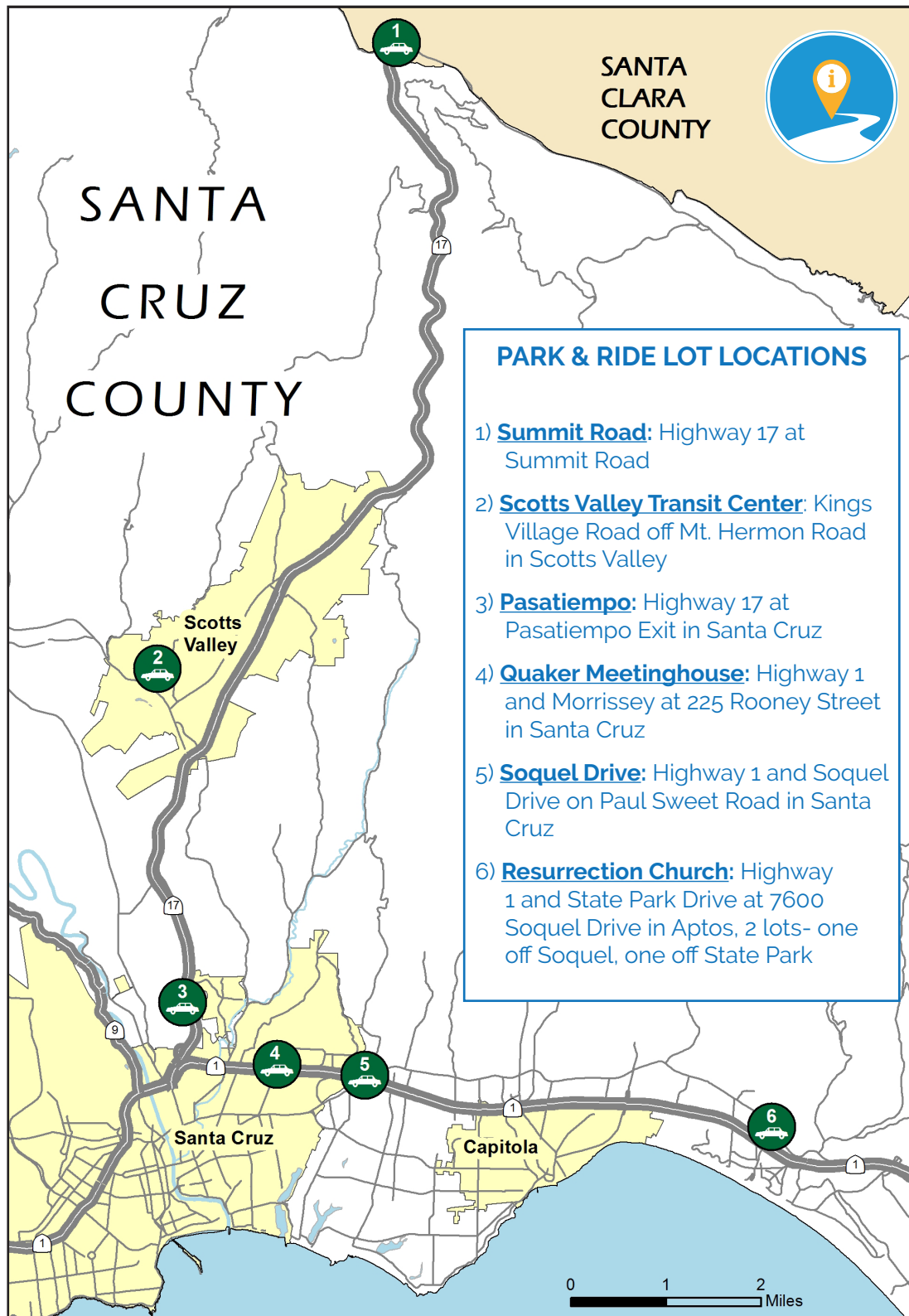
-  **Aparcabicis.** Los arcazones forman una superficie plana donde se puede asegurar las cargas por medio de tiras elásticas. Ésto puede instalarse sobre la rueda de atrás o de adelante. Los arcazones también proveen una base para sujetar a las bolsas y canastas.

-  **Remolques.** Los remolques son una opción conveniente que permite llevar a niños pequeños consigo, o para llevar a cargos pesados o de un tamaño difícil.

Hay muchos diseños diferentes que sirven para necesidades y presupuestos diferentes. Pide consejos sobre las mejores opciones para usted en una tienda de bicicletas de su localidad.

-  **El Uso Correcto de los Accesorios de Bicicletas.** Asegúrese de que todos los accesorios anexados, como los arcazones, las canastas, las bolsas o los remolques de bicicleta, no vayan a obstruir a los reflectores, las luces o a los pedales.

Cuando pone usted sus compras en la bicicleta, distribuye el peso igualmente por ambos lados de la bicicleta. La mayoría del peso se debe de distribuir para atrás: demasiado peso sobre la rueda de enfrente hace difícil conducir.



A few last tips...

Know before you go! Consult cruz511.org's real-time traffic map for a heads up on traffic speeds, accidents and road closures. Have passengers check for updates. Add www.cruz511.org to your smart phone's home screen for speedy access.

Waze.com and **maps.google.com** offer apps that provides route options and estimated travel times based on current conditions.

Park and Ride lots are great meeting spots that can save time and protect privacy.

Keep a current list of carpoolers' home, work and cell phone numbers to schedule adjustments and back up plans.

Make sure your vehicle has enough gas or electrical charge for the round trip.

Consider leaving a little earlier in bad weather.



CARPOOLING



eagleionline.com

Sharing a ride is an easy way drivers can save money and ease the stress of commuting by car. It's also flexible - you can carpool when it's convenient, and take turns driving and riding.



Consider the benefits

ECONOMICAL. Save money on commuting expenses including gas and parking.

ECO-FRIENDLY. Improve air quality by cutting vehicle admissions and ease traffic congestion by reducing the number of cars on the road.

FLEXIBLE. Carpool every day or a few days per week. You choose!

GOOD FOR THE COMMUNITY. If everyone carpooled just one day per week, we'd see 20% less traffic.

Become a successful carpooler

Get acquainted. Plan to meet your prospective travel companion by phone or at a public place to discuss carpool specifics before you agree to share a ride.

Draw up a schedule. Make a schedule for driving responsibilities. Consider alternating driving on a daily, weekly or monthly basis.

Determine your route. Figure out where you can meet and at what time.

Determine how expenses will be shared. Decide on a cost and payment date. Consider the cost for gas, vehicle running expenses, parking costs and number of days driven and carpooled.

Take safety measures. Confirm that the car is insured and driver is licensed, jot down the license plate, and let someone know who you're traveling with.

Give it a try. Try carpooling for one month or a few days a week. Agree to revisit the arrangements at a future date. It sometimes takes a few tries to successfully establish a new habit.

Drive carefully. Keep your vehicle in good repair, including cleanliness and safety.

Establish policies. Decide what would disqualify a member from carpooling. For example, tardiness, dangerous driving, or a car in poor condition.

Establish preferences. Discuss if smoking, perfume, music, food, drinks, or discussing controversial topics are permitted. Discuss the desired level of conversation and potential radio choices.

Establish a chain of communication. If a driver is ill, or won't be going to work one day, an alternate driver should be notified to ensure that other members of the carpool will have a ride. If a rider is ill or won't be working, the driver should be contacted in advance.

Be considerate. Be punctual - decide how long the driver is expected to wait. For example, agree that the driver can depart if a rider is more than five minutes late. Don't make extra stops on the way to take care of personal errands.

Speak up. Let your carpool know if something isn't working. If you decide that carpooling just isn't for you, give your partners ample notice so they can make alternate arrangements.

How to find a carpool

Ask around to see if neighbors or co-workers have work or home destinations near you.

Inquire about routes to work - you could join a ride along the way or meet at a Park and Ride Lot (see reverse).

Consult a Cruz511 Commute Advisor
Provide your travel info at:

831.429.7665

or **info@cruz511.org**

Sign up on your own at:

www.cruz511.org/carpool

Begin by gathering this info

Your Name: _____

Home Address: _____

City: _____ Zip Code: _____

Mobile Phone Number: _____

Email Address: _____

Employer: _____

Workplace Address: _____

City: _____ Zip Code: _____

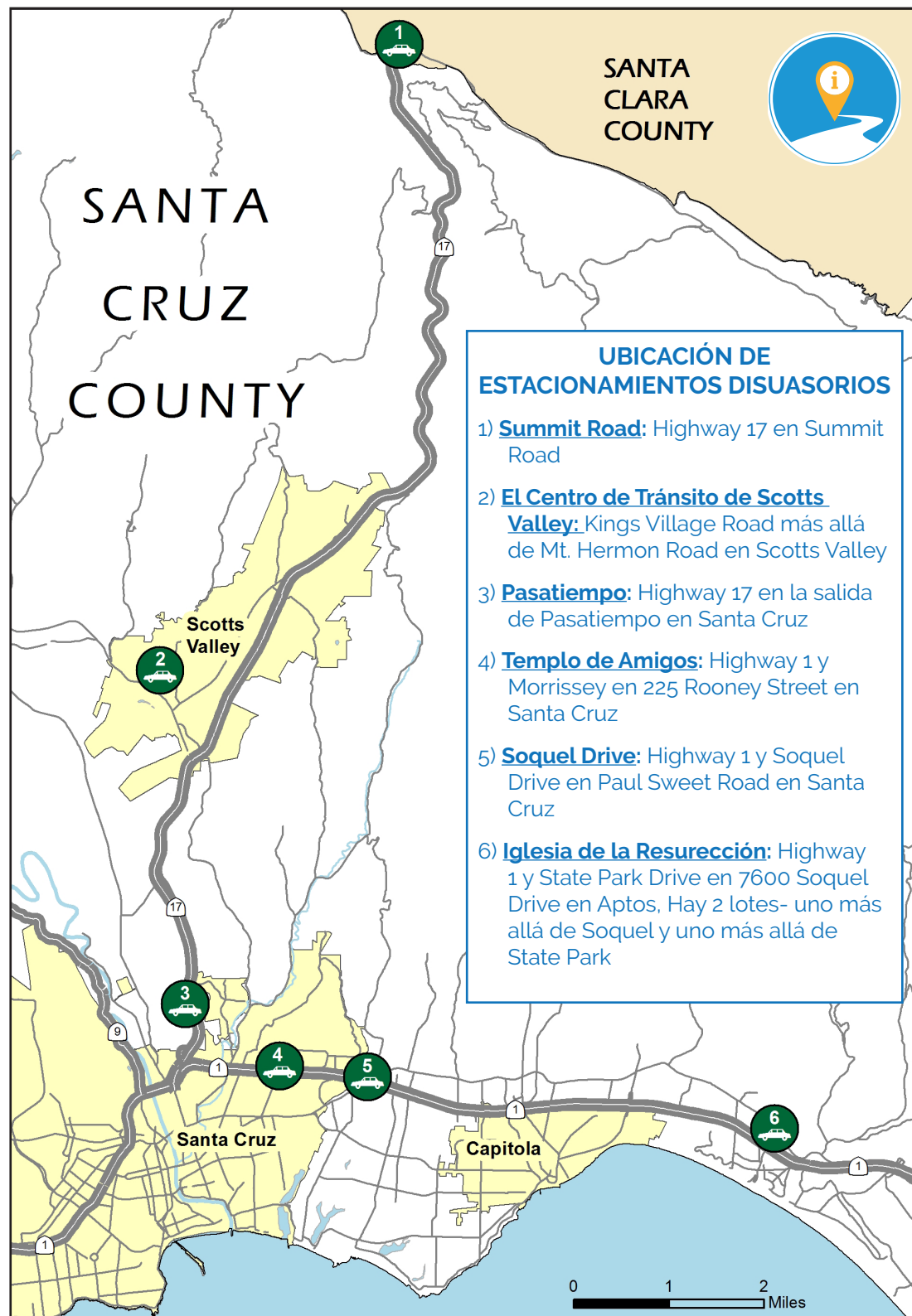
Your Work Phone Number: _____

Work Email: _____

Work Days	Start Time	Flexibility (in minutes)	End Time	Flexibility (in minutes)
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

Addresses will be kept confidential. Cruz511 and 511.org provide ridematch referral services only and do not certify the character of ridesharing participants. Participants are advised to screen referrals to their personal satisfaction.





Unos puntos finales...

iSepa Antes de Salir! Consulte con el mapa actualizado de Cruz511.org para saber de antemano sobre las velocidades de tráfico, los accidentes y algún corte de calle o carretera. Haga que los pasajeros revisen las actualizaciones. Añade a www.cruz511.org a tu teléfono celular para tener acceso veloz.

Waze.com y maps.google.com ofrecen aplicaciones que proveen opciones de ruta y tiempos de viaje estimados basado en las condiciones más corrientes.

Estacionamientos Disuasorios son lugares útiles para encuentros y pueden economizar el tiempo y proteger la privacidad.

Manten una lista corriente de los números de teléfono de los domicilios y trabajos de los miembros de su grupo de viaje si necesita hacer cambios al horario de viaje o planes de respaldo.

Asegúrate de que tu vehículo tiene suficiente gasolina o carga eléctrica para hacer el viaje de ida y vuelta.

Cuando hay mal tiempo considera salir más temprano.



COMPARTIR VIAJES



eagleionline.com

Compartir un viaje es una manera fácil que permite ahorrar dinero a los conductores y al mismo tiempo reducir el estrés de viajar en carro. Además es flexible y uno puede compartir viajes en carro cuando le sea conveniente, tomando turnos manejando y siendo pasajero.



Considera los beneficios

ECONÓMICO. Ahorra dinero en lo que se gaste viajando, incluyendo la gasolina y el estacionamiento.

ECOLÓGICO. Se puede mejorar la calidad del aire por medio de la reducción de emisiones por vehículos en las carreteras, junto con la reducción de la congestión de tráfico.

FLEXIBLE. Comparte los viajes en carro todos los días o unos días por semana. ¡Tú decides!

ES BUENO PARA LA COMUNIDAD. Si todos compartiéramos viajes solamente un día por semana, habría 20% menos tráfico.

Se un exitoso compartidor de viajes

Conózcanse. Es bueno conocer a tu compañero de viaje por medio de una llamada telefónica o en un lugar público para hablar sobre los detalles de su compromiso antes de decidir en compartir viajes.

Crea un horario. Crea un horario de manejo. Considera tomar turnos de conducir por diario, semanalmente o mensualmente.

Decidan la ruta. Determinen donde se pueden encontrar y a que hora.

Determinen como se compartirán los gastos. Decidan en el costo y la fecha de pago. Consideren lo que cuesta la gasolina, los gastos de mantener al vehículo, el costo del estacionamiento y el número de días que se comparten los viajes cuando uno es el conductor.

Tomen medidas de seguridad. Confirмен que el carro está asegurado y que el conductor tiene su licencia, apunten el número de la placa y avisenle a sus conocidos con quien están viajando.

Inténtalo. Se puede compartir viajes por un mes, o por algunos días a la semana. Pónganse de acuerdo y decidan reconsiderar el trato para una fecha en el futuro. A veces se toma unos intentos para establecer un hábito exitoso.

Maneja con cuidado y mantén bien tu vehículo, incluyendo la seguridad y limpieza.

Establezcan reglas. Deciden las cosas que descalificarían a un miembro del grupo. Por ejemplo, tardanzas frecuentes, conducir peligrosamente o tener el auto en una mala condición.

Establezcan preferencias. Se debe mencionar si fumar, el perfume, la música, la comida, las bebidas o la discusión de temas controversiales se aceptan. Hablen sobre el nivel deseado de conversación y las estaciones de la radio preferidas.

Establezcan una cadena de comunicación. Si un conductor está enfermo, o faltará al trabajo un día, un conductor alternativo se debe de notificar para asegurarse de que los otros miembros del grupo tengan una manera de viajar al trabajo. Si un pasajero está enfermo o va a faltar al trabajo, se debe de avisar al conductor de antemano.

Sean considerados. Se puntual - determinen la cantidad de tiempo que el conductor debe esperar. Por ejemplo, se pueden poner de acuerdo que el conductor puede marcharse cuando el compañero de viaje esté dilatado por más de 5 minutos. No hagan paradas adicionales en camino para hacer sus mandados personales.

Se vocal. Déjale saber a tus compañeros de viaje si algo no le funciona. Si decide que ser un miembro de un grupo que comparte viajes no te resulta, hazle el favor de darle suficiente noticia a tus compañeros de viajar para darles la oportunidad de reemplazarte o hacer otros planes.

Como encontrar viajes compartidos

Pregunta para descubrir si vecinos trabajan por tu localidad o si compañeros de trabajo viven cerca de ti.

Pregunta sobre las rutas al trabajo. Puedes unirte a un viaje compartido en su camino o encontrarse en un estacionamiento disuasorio (vea el reverso).

Consulte a un Consejero de Viajes de Cruz511. Provea su información de viaje a:

831.429.7665

o **info@cruz511.org**

inscríbete tu mismo en:
www.cruz511.org/carpool

Empiece con esta información:

Nombre: _____

Domicilio: _____

Ciudad: _____ Código postal: _____

Número de teléfono celular: _____

Correo electrónico: _____

Empleador: _____

Domicilio de trabajo: _____

Ciudad: _____ Código postal: _____

Número de teléfono de empleo: _____

Correo electrónico del trabajo: _____

Días de trabajo	Hora de inicio	Flexibilidad (en minutos)	Hora de salida	Flexibilidad (en minutos)
lunes				
martes				
miércoles				
jueves				
viernes				
sábado				
domingo				

Los domicilios son confidenciales. Cruz511 y 511.org solamente ofrecen servicio de referencia para emparejar compañeros de viaje y no certifican el carácter de los participantes en el programa de compartir viajes. Los participantes deben de revisar las referencias al nivel de su satisfacción personal.



Cruz511 In Your Neighborhood



Appendix E: Travel Resource List



Cruz511 in Your Neighborhood Personalized Travel Resources

Riding the Bus

- Transit Map Guide (Eastside Santa Cruz and Central Watsonville)
- *Metro Headways Magazine*
- *Travel Beyond Santa Cruz* Regional Transit Connections
- Metro Day Pass (limited supply)

Bicycling

- Bicycle Map Guide (Eastside Santa Cruz and Central Watsonville), comes with
 - *Shopping by Bicycling and Walking* brochure
 - *What pedestrians and bicyclists want each other to know* brochure
 - *League of American Bicyclists Quick Guide*
- *Santa Cruz County Regional Bike Map*
- *Tri-Function Blinking Light* Clip on reflector and light (limited supply)

Walking

- Walk Map Guide (Eastside Santa Cruz and Central Watsonville), comes with
 - *Shopping by Bicycling and Walking* brochure
 - *What pedestrians and motorists want each other to know* brochure
 - *What pedestrians and bicyclists want each other to know* brochure
- *Welcome to the Wetlands Watsonville Slough Trail Map*
- *Santa Cruz Historic Walking Tour – Ocean View Avenue* brochure
- *Round Step Pedometer* (limited supply)

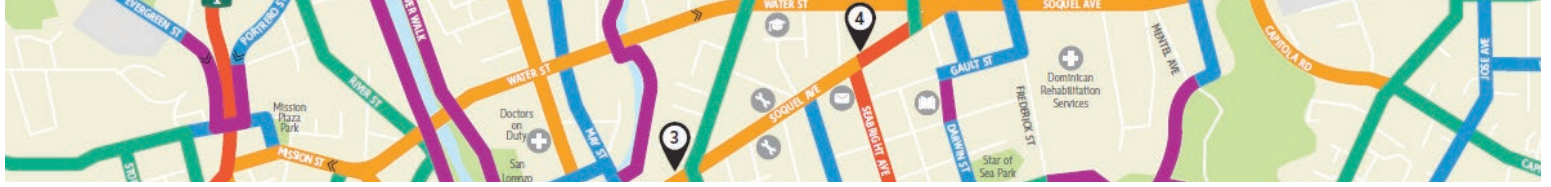
Carpooling

- *Finding a Carpool Tips + Park & Ride Lot Map*, comes with
 - *What pedestrians and motorists want each other to know* brochure
- *Cruz511 Traveler Information* brochure
- *Drive Clean* Electric Vehicle fact sheet

Other Resources

- *You're Invited 2017 Entertainment Book* coupon booklet (limited supply)
- *LED Slap Bracelet* (while supplies last)
- Info on local transportation events (Open Streets, Bike to Work, our events)

Cruz511 In Your Neighborhood



Appendix F: Post Program Survey

Program Completion Survey - Cruz511 in Your Neighborhood

Tell us about your current travel options

Please provide us with information about your travel choices now that you have had some time to use your free transportation resources.

1. What best describes your access to the BUS?*(choose one for each statement)*

	True	False	Unsure
There is a bus stop near my house	☐	☐	☐
The bus takes me where I want to go	☐	☐	☐
The bus comes at the right time for me	☐	☐	☐

2. What best describes your access to a BICYCLE?*(choose one)*

- ☐ I have a working bicycle
- ☐ I have a bicycle that needs to be fixed
- ☐ I can borrow a bicycle
- ☐ I do not have access to a bicycle

3. What best describes your access to a CAR?*(choose one)*

- ☐ I have my own car (or SUV, truck, van, etc.)
- ☐ I share a car with others in my household
- ☐ I can rent or borrow a car if I need to
- ☐ I do not have access to a car

4. Please type the number of ONE-WAY trips you took in the last week BY*(enter a number for each)*

Riding the bus	
Bicycling	
Walking	
Carpooling (sharing a car with others)	
Driving a car alone	

Program Completion Survey - Cruz511 in Your Neighborhood

5. Please mark which statements are TRUE for you. (select all that apply)

	Riding the bus	Bicycling	Walking	Carpooling
Helps me stay healthy	☐	☐	☐	☐
Feels unsafe	☐	☐	☐	☐
Is environmentally responsible	☐	☐	☐	☐
Makes it hard to carry my things	☐	☐	☐	☐
Frees up my time to think or do work	☐	☐	☐	☐
Feels too uncomfortable	☐	☐	☐	☐
Is cheaper than driving	☐	☐	☐	☐
Messes up my hair and clothes	☐	☐	☐	☐
Is less stressful	☐	☐	☐	☐
Too far or takes too long	☐	☐	☐	☐

Other (please specify)

6. How much did you reduce driving alone as a result of the Cruz511 in Your Neighborhood program?

- ☐ 5 or more trips per week
- ☐ 3 - 4 trips per week
- ☐ 1 - 2 trips per week
- ☐ Less than 1 trip per week
- ☐ Not at all

7. Please mark all of the following statements that apply to you:

- ☐ I now consider myself a transit user
- ☐ I now consider myself a cyclist
- ☐ I now consider myself a person who walks to get around
- ☐ I now consider myself a person who carools to get around

Program Completion Survey - Cruz511 in Your Neighborhood

Tell us how Cruz511 in Your Neighborhood affected you

8. How likely are you to continue your new travel pattern?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not very likely
- ☐ Not likely - I tried it out but haven't continued
- ☐ Not at all likely - I did not try it out

9. How would you rate your overall experience participating in Travel Smarter Santa Cruz County? Please consider the overall quality of the program, including usefulness of the materials, responsiveness of staff, etc.

Poor			Neutral				Excellent
☐		☐	☐	☐	☐	☐	☐

10. Please tell us more about what you liked or didn't like about the program:

11. How and why did you make travel changes? Please share any stories you have about your new travel habits. Is there anything else you'd like to tell us?

Program Completion Survey - Cruz511 in Your Neighborhood

Fill out your contact info

Your address and email are required so we can save this survey with your program record. This information will not be shared or used for any other SCCRTC projects.

* 12. Please fill out your information so we can save it with your program record^(required)

First name:

Last name:

Address:

Address line 2 (optional):

City:

Zip Code:

13. Email address:

14. Do you prefer we contact you via email?

☐ Yes

☐ No

Program Completion Survey - Cruz511 in Your Neighborhood

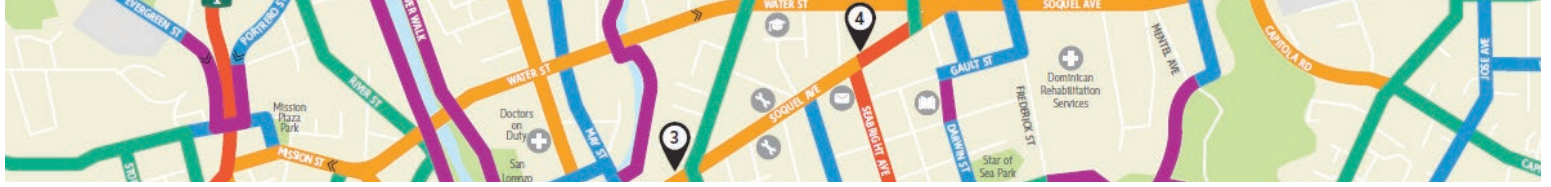
End of survey, thank you!

Thank you for taking the time to fill out this survey!

Your travel resources will be shipped very soon.

If you have any questions or comments, please contact us
by email: info@cruz511.org or phone: 831-429-7665

Cruz511 In Your Neighborhood



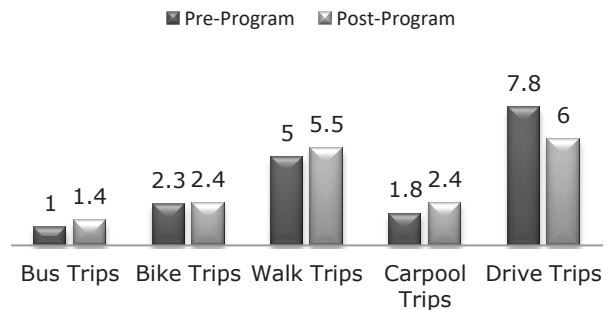
Appendix G: Average Weekly Trips by Mode Comparison

Appendix G: Average Weekly Trips by Mode Comparison

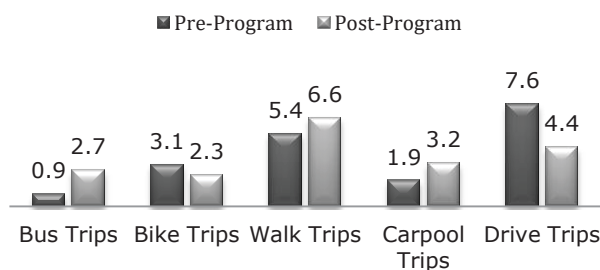
Evaluating the impacts of the Cruz511 In Your Neighborhood Program on average weekly trips by mode can also involve a comparison of all participants travel choices before the program to only participants who completed the post-program survey. This comparison results in a different average number of drive alone trips than if calculating average drive alone trips based only on the change in trips reported by participants who completed both the pre and post program survey, as reported in the body of this report.

Although this information provides additional insight into travel choices by mode by neighborhood before and after the program, it was determined that comparing the change in drive alone trips reported by those participants who completed both the pre and program survey was a more conservative approach.

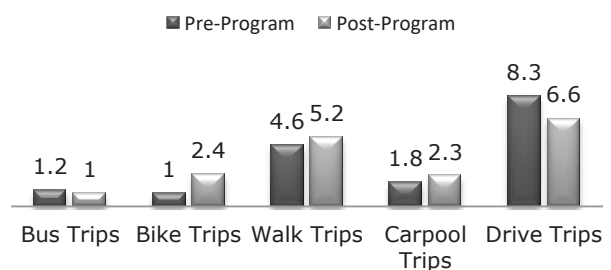
Average Weekly Trips by Mode



Eastside Santa Cruz Change in Average Weekly Trips by Mode

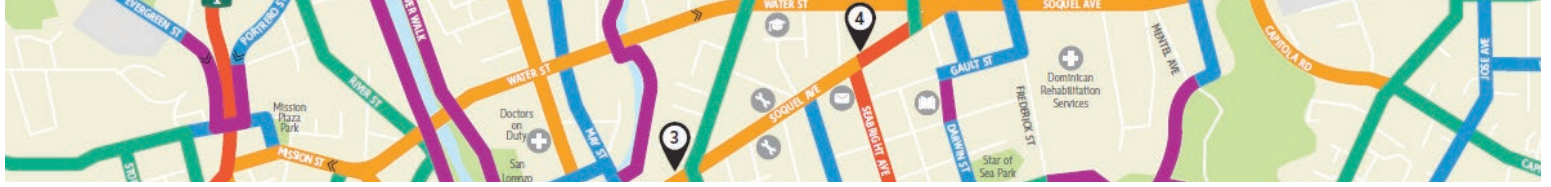


Central Watsonville Change in Average Weekly Trips by Mode



Participants showed an average of 7.8 weekly drive alone trips per week before the program intervention. Participants that completed the post-program survey reported an average of 6.0 drive alone trips per week. Based on this comparison, a 23% reduction in drive alone trips when compare to the 7.8 drive alone trips per week reported by all participants before the program intervention. The change in the average weekly drive alone trips are particularly evident in responses from Eastside Santa Cruz participants where drive alone trips were reported to have decreased by 42.1% percent from 7.6 trips per week to 4.4 trips per week. Responses from participants in the Central Watsonville Neighborhood also showed a decrease in average weekly drive alone trips with average total weekly drive alone trips decreasing from 8.3 trips per week to 6.6 trips per week, or 20.5% decrease .

Cruz511 In Your Neighborhood



Appendix H: Program Opinions and Travel Change Stories

Q10 Please tell us more about what you liked or didn't like about the program:

Answered: 59 Skipped: 52

#	RESPONSES	DATE
1	I am a single mother who lives in Seabright, works on the Westside and has a child in school in Aptos. My life is too scattered to not have a car. I do combine errands into as few as trips as possible but with an active schild and full time work, my car is invaluable.	9/9/2017 9:01 AM
2	I live in Aptos but work in Monterey and need info on carpooling or bus	9/9/2017 7:00 AM
3	I liked the maps that were provided as well as the bus schedule book. I still have not taken the bus, however I now know how extensive the system is and will be able to recommend the bus as a viable option for family and friends when they come to visit.	9/8/2017 8:19 PM
4	Nice to find out about options once I am in a cities of Santa Cruz County.	9/8/2017 3:17 PM
5	Part of the necessity for increasing my biking to places was that 2 of our 3 cars were in the shop for 2 weeks. With 2 drivers and 1 vehicle, we had to get creative with rides and carpooling options to get kids to and from school (Carpooling with neighbors), get to work (me, on the bike, my son in the working car), groceries (me on the bike). We are planning to continue to utilize carpooling and our bikes. My work is within 1 mile of home. I plan to ride at least 3x per week, and have worked out a carpool schedule with the neighbors to haul kids 2 x per week.	9/8/2017 2:34 PM
6	I liked that it made me more aware that we are doing things right!	9/8/2017 10:33 AM
7	As a senior find it difficult getting around on alter. transportation. Don't own a bike and would have to drive to get on a bus.	9/8/2017 8:09 AM
8	I appreciate your emails once in a while because it make me think more of the choices I am making.	9/8/2017 6:04 AM
9	Good information and communication.	9/7/2017 8:05 PM
10	Helped me learn other good options for local travel in my County. It was easy to adapt to bus and bicycling to nearest town.	9/7/2017 7:00 PM
11	Bus pass.	9/7/2017 6:56 PM
12	I'm filling out this survey for a second time because you sent me a reminder. You may want to throw this out as a duplicate. Unfortunately, using a car works best for me and that hasn't changed. I need to carry tools and that's not feasible with other forms of transit. Also, all other forms of transit require more time, something I have little of. I'm just back from Copenhagen and was amazed by the use of bicycles there. They're building a new bicycle/pedestrian bridge because there are 35,000 bicycle trips over the current bridge every day and they need more space. Plus, there's another bridge a half mile away in both directions!	9/7/2017 6:27 PM
13	Bus isn't frequesnt enough or close enough in my neighborhood and the bike routes are not safe either	9/7/2017 5:19 PM
14	I just spent a week in Manhattan where public transportation infrastructure is robust and we're not where we need to be in Santa Cruz for me to give up my car and rely on public transportation. In NYC, I wouldn't want or need a car. Here in Santa Cruz, I do.	9/7/2017 4:53 PM
15	I really enjoyed all the literature that you sent. The extras were awesome	9/7/2017 4:46 PM
16	From what I could see, this was yet another program to make the bicyclists happy. I don't mind bicyclists being happy, but I wish they were more responsible. Both as a car driver and as a pedestrian I have found myself endangered by the irresponsible wing of the bicycling community, a segment that is far too large in this town. I have seen few efforts to truly look at what it means to be a pedestrian in this town. West Cliff Drive (which was actually built for bicycles, but has been multi-use since the moment it opened) is great. But too much of the rest is difficult and occasionally dangerous. Long circuitous routes to do something that should be simple--like crossing the street--are especially vexing. Very narrow sidewalks that make it difficult to walk with someone else or to pass someone likewise are frustrating on more occasions than should have to happen.	9/7/2017 4:23 PM

17	I was not able to change my travel pattern as I work from home or fly to meetings.	9/7/2017 4:21 PM
18	I already walk and bike as much as possible. I work in Watsonville at odd hours so carpooling and the bus are not an option. I had been bike riding to dinner at night and using my phone as a light. I love the leg band and flashing reflector. I feel much safer. The maps were interesting to see which roads were recommended, though some with bike lanes I don't believe are as safe as some of the quieter side roads. I think the rules for walkers and bikers were nice but they were on large sheets of paper and most people won't save them. I think if one is encouraging saving energy then saving paper should also be important. I love the coupon book. My friends and I are trying new restaurants and it is getting us out and about in our community. I loved the whole package. I use the pedometer, the bike things, and looked at the paper work. Maybe in the future there could be a way for people who wanted to get out on their bike more could get the bike safety pack, people who want to walk more could get the walking safety pack, and there could be information for carpooling and buses. I didn't see any bus schedules. If you want people on buses maybe a free round trip bus ride to get people to try it out.	8/14/2017 7:48 PM
19	I wish the train option would be considered	8/14/2017 6:55 PM
20	I thought it would be geared for getting us better walking/biking options from Seacliff to Aptos village. Or better transit options from Seacliff to Capitola.	8/14/2017 10:24 AM
21	Good program but again really didn't apply to me. I/we walk everywhere -- three or more times a week and have done so for almost 30 years. This program did get me to use my bike more though only if I needed to go longer distances or carry something. Carpool and bus are not relevant to our situation. We did sell our second car and now only own one....so maybe that's a secondary impact.	8/14/2017 9:45 AM
22	It was a lot of information I was not aware about previously which I found helpful.	8/14/2017 9:14 AM
23	I felt it was very educational and it definitely made me think about how dependent we are on our car in this rural area where we live. When we lived in town, I rode the bus and my bike quite a bit more, even commuting over the hill on the Highway 17 bus. Here, however, we are a mile up a rural road that is itself almost two miles to the closest bus stop. We are also up a long hill, so riding a bike is also not practical, particularly if you had groceries, etc. to tote. However, I found the information about the walking trails in the Watsonville sloughs very useful and we will definitely put them to use for recreational purposes. The bicycle accessories will also be used.	8/13/2017 7:49 AM
24	I didn't change anything - I always think about environmental issues when I need to go anywhere. I walk and ride my bike whenever I can. Many trips are more than 10 miles which is difficult in this area to do on surface streets. The bus just takes too long from my location.	8/12/2017 7:01 PM
25	Its very helpful.	8/12/2017 9:00 AM
26	Great, but I am a lady cal born and raised in SC County. I already have ridden the bus, ride my bike and walk everywhere. I am interested in transplants in Santa Cruz. What do they do to charge the carbon footprint? Will these results be shown. Thank you.	8/12/2017 7:33 AM
27	No response from cruz511 since first survey	8/11/2017 10:12 PM
28	I wish I could learn more about carpooling to Monterey	8/11/2017 6:57 PM
29	Would have loved a free pass for a bus ride! I appreciated the bicycle light.	8/11/2017 6:24 PM
30	Great Info & Education Materials. Terrific Coupon Offers	8/11/2017 6:00 PM
31	I loved all the items in my envelope!!! Especially the coupons! I will certainly use them.	8/11/2017 5:43 PM
32	I have recommended this to all my friends	8/11/2017 5:23 PM
33	The was uncomfortable and the driver was not helpful. the configuration would be difficult for any one with stuff to carry. no space for baby carriages, shopping cartes, computers, books gym clothes ect. We need to make the buses a more comfortable space. The sidewalks are too narrow hard to walk side by side. and talk. If I have someone in my car we talk.	8/11/2017 5:04 PM
34	I am very busy. My schedule is unpredictable. I am unable to walk or bike very far. Being able to have ready access to my vehicle is essential.	8/11/2017 2:04 PM
35	Appreciated the material sent. The maps were great and I was excited about the bike light and free bus pass. The survey was sent out a day or two after I got my material so not very effective in collecting info about travel changes, in my opinion. But I think the program is a great step towards changing people's transportation habits and opening up our minds to other options.	8/10/2017 7:32 AM

36	I liked how quite a few different travel options were covered. Hopefully this made others think about their options. (I never ever drive alone.)	8/9/2017 7:24 PM
37	I like planning using maps for walking and biking tours with friends I enjoy the bus and it is close and the driver are great as a retiree I get a very low cost passage thanks I did injure myself walking as I tripped on a corner and needed surgery the sidewalks could be wider and safer	8/8/2017 4:08 PM
38	I posted your info to the Nextdoor site for others to get ride info. I still need to find a way to get to BART in the Bay Area	8/8/2017 12:59 AM
39	Just wish there were more materials specific to the westside. I really like all the materials and they arrived very quickly. Thank you.	8/7/2017 7:02 PM
40	Would have been much more efficient if the booth(s) at Bike to Work day had the 'goodies'. Felt bad (inefficient) getting a big envelope in the mail rather than just picking up what I needed in person.	8/6/2017 10:21 PM
41	Friendly. Good education about cycling and alternatives to driving.	8/5/2017 12:18 PM
42	The pedometer made me more aware of how I could increase my walking over driving. I'm more aware of pedestrians now when driving. More aware of bike riders while driving.	8/5/2017 10:06 AM
43	The bus route information was very useful. My Aptos location makes the bus less useful to me, but I am lucky to have a bus stop within walkable distance. I was able to share some of the materials with others.	8/5/2017 9:05 AM
44	Loved all the handy road maps outlining bike routes! And the snap bracelet reflector is way cool and keeps me more visible on the road.	8/5/2017 8:19 AM
45	Easy to read maps!. Thank you for the pedometer, very useful.	8/5/2017 6:47 AM
46	It's only getting started. I liked all the information and encouragement. I'd like to see both sustained and even expanded to push more people out of their current transit bubble.	8/5/2017 6:32 AM
47	Always good to get the word out and positively promote other forms of transportation. Fortunately, the Seabright area (and Santa Cruz) is/are conducive to other forms of transportation because of the human scale. Many other places are not so inviting. Keep the promotion going and make it even easier!	8/5/2017 5:18 AM
48	Liked the free goodies	8/4/2017 10:56 PM
49	It didn't give me any new information, but I appreciate the freebies	8/4/2017 10:21 PM
50	I just received it but want to check out all the places on the maps and will attach the bicycle light. I think this is a great service that you are providing.	8/4/2017 8:08 PM
51	Didn't get to try it since the package only just arrived yesterday. But even so, the printed materials were geared to people on the Eastside of Santa Cruz. I'm on the Westside.	8/4/2017 8:02 PM
52	I liked the bicycle root maps.	8/4/2017 8:02 PM
53	Like the program the bus sometime is over crowded.	8/4/2017 7:37 PM
54	I liked the bike/walking maps, the free bus passes, the historical walking tour on Oceanview (my husband and I did it just a couple evenings ago). Nothing about it I didn't like. I take the bus when distance is too far to walk, but usually I just prefer to walk even if it's a few miles each way because it's good exercise. I have never liked driving, but especially have an aversion to it here in Santa Cruz! I'm from a rural background and can't deal with these congested streets where I would have to watch out for so many pedestrians, bicyclists and other drivers! I do really appreciate the density of Santa Cruz which makes it so practical for me to walk everywhere, though.	8/4/2017 6:58 PM
55	I live in a rural area, Summit, we have no bus service! No decent bike paths and poor car pooling!! Our roads to town are in horrible condition. Plus no Uber service up here!! I car pool with a neighbor to shop. No senior services for transportation!!	8/4/2017 4:14 PM
56	No new bus service to the Summit. When?	8/4/2017 4:00 PM
57	The program and website are very informative	8/4/2017 3:43 PM
58	I never received my dining out booklet or any materials via mail.	8/4/2017 3:25 PM
59	I really like getting the information and going over it with my kids. I also liked talking to the college kids who cam by my house. They laughed at my jokes and made me feel young again :) And they seemed really nice.	8/4/2017 3:23 PM

Q11 How and why did you make travel changes? Please share any stories you have about your new travel habits. Is there anything else you'd like to tell us?

Answered: 50 Skipped: 61

#	RESPONSES	DATE
1	I gave rides to someone, so we used carpool lanes in Santa Clara and Santa Cruz County when we could. We did grocery shopping together and saved on having another car on the road.	9/8/2017 3:17 PM
2	See above.	9/8/2017 2:34 PM
3	We are a one car family anyway so we are used to utilizing other options traveling options, mostly bike and walking. But when needed. I've gotten a lot more comfortable asking my tennis community to carpool when my husband needs the car for work and I need transportation for tennis games. It's the responsible thing to do.	9/8/2017 10:33 AM
4	Trying to be more aware and responsible re: carbon footprint	9/8/2017 8:39 AM
5	No changes made.	9/8/2017 8:09 AM
6	On my last trip to Oregon for the solar eclipse, we took two bicycles and use them on the places we visit. That also allow us to connect with those places better than just driving around. We love it.	9/8/2017 6:04 AM
7	I take the bus to Watsonville on the weekends for shopping and dining out. Bicycle to work and back a few times a week.	9/7/2017 7:00 PM
8	I went from recreational rider back to commuting on my bike.	9/7/2017 6:56 PM
9	No changes made, but thanks for the goodies.	9/7/2017 6:27 PM
10	I am looking forward to trying to take the bus on a longer distance trip - up to San Fran (e.g.) some day soon.	9/7/2017 6:25 PM
11	I've been doing more trips on my bike and on foot when distances are not too great and when I don't need to transport bulky items. Getting around on a bike or on foot is a healthier option when time permits.	9/7/2017 4:53 PM
12	My knee condition restricts my ability to walk much	9/7/2017 4:28 PM
13	I made no changes. The bus is only rarely going to work for me. I walk and I drive. I'm happy with my status. The one thing you can do to get me out of my car is to get a train running on the tracks. It would take me close enough to almost any place I go that I would walk the rest of the way and never have to deal with Highway 1 again.	9/7/2017 4:23 PM
14	I work from home so drive my own car to run key errands. This is the most efficient way. Don't leave the house unless I have at least 3 stops to accomplish	9/7/2017 4:21 PM
15	Its too early for much to have changed, but it has inspired me to think more about my travel choices. I've gotten lazier in recent years, and have driven more often than I like. I'm motivated to get back to riding the bus (17 express) more consistently.	8/15/2017 9:32 AM
16	If there were safer ways to ride my bike I would ride it further, but even with bike lanes you have to wait between traffic at the lights and change lanes in unsafe places, (thinking 41st going towards Soquel where the bike lane has to cross the Highway 1 freeway entrance and crossing 41st on Clares you need to sit between the lanes or the people turning will run into you). Mission is another dangerous road to ride bikes on and 41st isn't much fun either. There isn't really lanes on 38th but it is better than 41st. The best way to get people using bike lanes and walking is to make biking and walking a safe enjoyable experience.	8/14/2017 7:48 PM
17	Have always shared cars and ride bicycles, don't take buses because they are slower than riding a bicycle.	8/14/2017 6:55 PM
18	I thought it would be geared for getting us better walking/biking options from Seacliff to Aptos village. Or better transit options from Seacliff to Capitola.	8/14/2017 10:24 AM

19	see above	8/14/2017 9:45 AM
20	If I had more time for travel during my day I would consider it. But with having dogs and not a yard, I need to be back ASAP after work / getting to work etc.	8/14/2017 9:14 AM
21	I did changes to help myself in being healthy and trying not to waste a lot of money.	8/12/2017 9:00 AM
22	Same as above. I'm a teacher so I stayed home more this summer & didn't do a lot of local travel.	8/12/2017 7:33 AM
23	Because I have a small child it is difficult/slow to make changes. However I find having the Cruz511 materials around to be inspiring, and I expect longer term to make more changes in my travel habits.	8/11/2017 6:24 PM
24	More Healthy Choices. Less Stressful	8/11/2017 6:00 PM
25	My car broke down and I was without a car for 2 years. I learned how to get around using our public transit system. Even though I've purchased a car, I still use the bus to get to work.	8/11/2017 5:43 PM
26	Healthy choices	8/11/2017 5:23 PM
27	There is little that works about public transit here. It does not go close to places i needed to go. the San lorenzo valley is great if there is someone to pick you up.	8/11/2017 5:04 PM
28	I am already a pedestrian who is fortunate enough to be able to walk to work, meetings, the grocery store, library and bank. The program didn't have much impact on that as selection bias made me interested in the program to begin with. What I would like to see is more people in businesses and programs put on their "non-car thinking hats" and think about what they can do in their situation to include or make easier people accessing their event or business by bike or walking or bus. People who bike or carpool or walk or take the bus have to make different decisions then those who drive- they might arrive early for an appointment or have to bring a bunch of stuff (clothes, groceries, etc.) with them. How can you, at your organization, make it easier or less stressful for people to access your organization in a non-car way? Does your event info or website include information about how to get there via other methods? Did you include information to help people feel comfortable getting to the site via a non-car method (such as specific walking instructions from a bus stop, where the bike parking is located, if there are bike valets, lockers, etc.)? It's uncomfortable for me (and I assume others) to travel to a location for the first time and have to scramble around trying to figure out where I can safely lock my bike. When I walk to a location I have to time it carefully as it's awkward to hang around "loitering" and might feel unsafe. If I know there's a lobby or someplace I can wait for a meeting or appointment, this makes walking there easier. Those in cars who drive to appointments assume they can just wait in their car. Public transportation poses similar problems- depending on frequency of running times, people might have to take an earlier bus in order to arrive on time and then are faced with trying to find a location that they feel safe and comfortable prior to arriving at another location. I haven't found much incentive to use the bus system in Santa Cruz. If it's close by, I walk. If there's a safe bike route and safe bike parking to a place (for me usually the beach), I'll bike there. If it's further, I drive. If it's a meeting outside the downtown area with people I know, I try to carpool. Why would I spend the money, inconvenience and extra time taking the bus?	8/10/2017 7:32 AM
29	I didn't make any changes as I'm already super awesome about walking and riding my bike all the time.	8/9/2017 7:24 PM
30	I am more mindful about driving now	8/8/2017 12:59 AM
31	Trying to use my car less, overall. Just ordered a new upright bike - my old bike was painful to use - and am looking forward to making lots of use of it. I am walking more because it feels better.	8/7/2017 7:02 PM
32	With parking and traffic issues I town, i often find it easier to walk. I exercise, get there faster, and create less pollution.	8/7/2017 7:33 AM
33	I was already a cyclist, and I remain so. You don't want to hear my recent horror story about getting from SJC to Santa Cruz. It wasn't pretty.	8/6/2017 10:21 PM
34	My biggest concern with cycling or walking in Boulder Creek is safety along the highway, esp at night. The reflective materials are helpful for that reason.	8/6/2017 10:24 AM
35	Organized shopping to make one trip with the car instead of several single trips.	8/5/2017 10:06 AM
36	A bike trail along the railroad line would be a wonderful thing for me.	8/5/2017 9:05 AM
37	As of signing up with Cruz 511, I bought and have been using an electric skateboard to get around town and now my car is mad at me ^__^	8/5/2017 8:19 AM

38	Started walking more. Current bus schedule and need for transfers makes it an impractical choice in terms of time & travel distance from home to work vs. driving. Considering carpooling after a couple trials.	8/5/2017 6:47 AM
39	I try to be environmentally responsible and know my transit habits have an impact. Walking to the store or biking to work and appointments helps me and reduces my effects on our air.	8/5/2017 6:32 AM
40	My travel patterns did not really change since the area is so conducive to riding a bike or walking. Unfortunately, I had my bike (cheapo but mechanically sound) stolen at the Santa Cruz Harbor last week during work. I am looking for another commute (cheapo but mechanically sound) and find that I really miss this accessible, relaxing, and effective form of transportation.	8/5/2017 5:18 AM
41	My current set up is optimal for me and my work. No changes made, I still drive alone Sorry, I know you want to hear great changes, but this is the truth.	8/4/2017 10:21 PM
42	I got my bike fixed.	8/4/2017 9:04 PM
43	I am trying to ride my bike more for short trips	8/4/2017 8:08 PM
44	No changes. See #10.	8/4/2017 8:02 PM
45	No	8/4/2017 7:37 PM
46	I have increased the amount of walking I do, mainly because I want to get into better shape. Other than that, I explained my situation in no. 10 above.	8/4/2017 6:58 PM
47	Can't walk anywhere from here, neither bike nor bus. Just taking fewer trips, such as saving up errands until there are several in the same area.	8/4/2017 4:00 PM
48	It is more enjoyable to drive with other people	8/4/2017 3:43 PM
49	Health conscience, and better for the environment.	8/4/2017 3:25 PM
50	I changed the way I travel to develop good habits, along with my kids. For example, we walk to the store more and bike to the park or beach. I think it becomes a life long habit when those things are taken as natural choices for the kids.	8/4/2017 3:23 PM