



2365 Iron Point Road, Ste. 300, Folsom, CA 95630

Friday, February 13, 2014

Mr. Dave Johnson  
El Dorado County Air Quality Management District  
330 Fair Lane  
Placerville, CA, 95667

Dear Mr. Johnson,

In December, the 50 Corridor TMA submitted a request for AB 2766 funds for a project we are calling "50 Corridor Bicycle Friendly America Initiative." The project requested funds to expand our Sacramento County program into El Dorado Hills. Since our application was submitted, we have been approached by cyclists in Cameron Park who have asked us to include Cameron Park in our project. These cyclists have already demonstrated that this would be a mutually beneficial expansion of our original scope.

As a resident of Shingle Springs, I can also endorse the inclusion of Cameron Park into this 50 Corridor project. While the funding request will not change, we will be able to leverage our efforts to assist two El Dorado County communities with activities that will encourage them to seek the League of American Cyclists' Bicycle Friendly designation.

Please consider this request to include Cameron Park as part of the TMA's AB 2766 proposal. We will be happy to work with staff to make any changes necessary to the overall scope of work.

Sincerely,

A handwritten signature in black ink, appearing to read "John Quincy". The signature is fluid and cursive.

John Quincy  
TMA Chair, 2014-16

916-852-7409 (ph)

[www.50corridor.com](http://www.50corridor.com)

Friday, February 14, 2014

Mr. Dave Johnson  
El Dorado County Air Quality Management District  
330 Fair Lane  
Placerville, CA, 95667

Dear Mr. Johnson,

This letter is to confirm my support of the 50 Corridor TMA's grant request to the El Dorado County Air Quality Management District for AB 2766 funds.

The TMA's initial request was for support of "Bicycle Friendly" activities for El Dorado Hills. Since learning of this effort, several cycling advocates from Cameron Park have requested that the TMA expand its efforts to Cameron Park. The TMA has enthusiastically agreed.

The Bike Friendly 50 Initiative will not only improve cycling conditions, awareness and education in the five communities it is now targeting, it will focus on bicycle connections between the communities with the end goal of establishing the 50 Corridor as a Bicycle Friendly Corridor.

We have already participated in the Steering Committee for this project, as well as the planning effort for the first 50 Corridor Bike Friendly Forum to be held Friday, April 25. This Forum will include as a key note speaker, Jessica Roberts, a leading expert in the field of alternative transportation and land use planning who happens to have grown up in Placerville.

I ask you to grant the TMA's request to increase the Scope of their project to include Cameron Park, and to pass along to your board our support of this project.

Sincerely,

*Lindell Price*

Lindell Price  
Cameron Park

*Stanley Price*

Stanley Price  
Cameron Park

# Attachment 1

## Project Summary

Applicant: 50 Corridor Transportation Management Association

Contact Person: Rebecca Garrison, Executive Director

Address: 2365 Iron Point Road, Ste 300, Folsom 95630

Telephone: 916-852-7409

Email: [Rebecca@50corridor.com](mailto:Rebecca@50corridor.com)

FAX: NA

### **Project Description:**

The 50 Corridor TMA, along with co-applicants City of Folsom, City of Rancho Cordova and Sacramento County, has just received a grant from the Sacramento Area Council of Governments for a project called "The 50 Corridor's Bicycle Friendly America Initiative."

The "Initiative" will assist these jurisdictions in either achieving or improving a "Bicycle Friendly Community" designation from the American League of Cyclists. The "Initiative" will also assist 50 Corridor employers with applications for "Bicycle Friendly Business" designations.

A partner in the 50 Corridor's Bicycle Friendly America Initiative is the El Dorado Hills Community Service District which seeks to enhance the quality of life for El Dorado Hills residents through innovative, responsible leadership and by providing superior services and facilities. The EDH CSD is the lead agency in El

Dorado Hills for promoting cycling for recreation and commuting; it is also the lead agency for advocating for safe cycling infrastructure.

Because of funding arrangements with El Dorado County and SACOG, grant money received from SACOG by the TMA for the 50 Corridor Bicycle Friendly America Initiative can not be spent in El Dorado Hills.

The Initiative coalition believes a coordinated effort is the most cost effective and successful route to achieving the most Bicycle Friendly Community and Bicycle Friendly Business designations along the 50 Corridor.

We are seeking AB 2766 funds to facilitate the coalition's work in El Dorado Hills.

See Attached TDM Tier II Funding Full-Application

Estimated Emission Reduction/Cost-Effectiveness	
Useful Life of Project (years)	2 years
Total Lifetime Emissions Reduced (lbs of ROG, NOx, PM-10)	3,173
Cost-Effectiveness (total project cost)	\$12.35
Cost-Effectiveness (AQMD Funded project costs)	\$29.17

Budget Summary	AB 2766 Funds	Matching Funds	In-Kind Match	Total Project Costs
Materials	\$4,000	\$18,000	-0-	\$22,000
Personnel	\$8,000	\$15,000	-0-	\$23,000
Other	\$3,000	\$22,000	\$5,000	\$30,000
TOTAL	\$15,000	\$55,000	\$5,000	\$75,000

BUDGET ITEMIZATION for AB 2766 Funds

Line Item	Title	No of Hours	Salary Rate	Benefit %	Total	Total Costs
Personnel Rebecca Garrison	Exec Director	24	\$150	0	\$3,600	
Hazel Stream	Commute Program Mgr	12	\$100	0	\$1,200	
Nadine Martinez	Commute Program Asst / LCI in-training	40	\$ 80	0	\$3,200	\$8,000
Contracts	None					
Materials & Supplies	\$1,500 School program materials \$1,000 Safe Cycling Materials \$1,000 Signs and Banners \$ 500 incentives					\$4,000
Equipment Rental	AV Equipment / sound					\$1,000
Other	\$1,000 Meetings \$1,000 Road One/LCI Classes/rodeos					\$2,000
TOTAL						\$15,000

BUDGET ITEMIZATION for Total Initiative

Line Item	Title	No of Hours	Salary Rate	Benefit %	Total	Total Costs
Personnel Rebecca Garrison	Exec Director	60	\$150	0	\$9,000	
Hazel Stream	Commute Program Mgr	70	\$100	0	\$7,000	
Nadine Martinez	Commute Program Asst / LCI in-training	87.5	\$ 80	0	\$7,000	\$23,000
Contracts	None					
Materials & Supplies	\$6,000 School program materials \$2,000 Safe Cycling Materials \$4,000 Signs and Banners \$6,000 incentives \$4,000 printing \$4,000 misc supplies, office supplies					\$26,000
Equipment Rental	AV Equipment / sound					\$3,000
Other	\$2,000 Meetings \$5,000 Road One/LCI Classes/rodeos \$4,000 Travel for speakers for workshops \$3,000 Graphics \$5,000 Professional Services \$4,000 Wrap up / celebration / final report					\$23,000
<b>TOTAL</b>						<b>\$75,000</b>

Project Grand Total: \$75,000.00

# Attachment 2

Applicant: 50 Corridor Transportation Management Association, El Dorado Hills CSD

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Addendum 1 TDM Tier Two Funding Application

Addendum 2 Letters of Support

Addendum 3 Copy of Back To School the Smart Way (produced by the partners)

Addendum 4 Copy of Proposal

Addendum 5 Copy of Proposal

## AUTHORIZATION LETTER

This letter authorizes Rebecca Garrison, Executive Director of the 50 Corridor Transportation Management Association, to be grant administrator for this project



John Quincy, Chair  
50 Corridor TMA

12/3/13

Date



Brent Dennis, Executive Director  
El Dorado Hills CSD

12/4/2013

Date



## **Project Description:**

The 50 Corridor TMA, along with co-applicants City of Folsom, City of Rancho Cordova and Sacramento County, has just received a \$35,000 grant from the Sacramento Area Council of Governments for a project called "The 50 Corridor's Bicycle Friendly America Initiative."

The City of Rancho Cordova and the City of Folsom are providing a \$20,000 match for the project.

The "Initiative" will assist these jurisdictions in either achieving or improving a "Bicycle Friendly Community" designation from the American League of Cyclists.

To date, only Folsom has received a Bicycle Friendly Designation – a Silver Designation. The project's goal is to move Folsom's designation up to either the gold or platinum level. Currently, only four cities have achieved the platinum level; 18 have received the gold level.

The "Initiative" will also assist 50 Corridor employers with applications for "Bicycle Friendly Business" designations. This proposal would insure that at least 10 El Dorado Hills businesses receive assistance in requesting a Bicycle Friendly Business designation.

Even though there is currently no "bicycle friendly corridor" designation, our overall goal is to have as many 50 Corridor jurisdictions achieve some level of designation and then appeal to the League of American Cyclists to designate the 50 Corridor the first bicycle friendly corridor.

Of course, the overall goal of the League is to create a Bicycle Friendly America. Leading up to that is the Bicycle Friendly State ranking, which measures and recognizes states that actively promote cycling. California's current ranking is 19<sup>th</sup> (down from 14<sup>th</sup> the previous year. We hope our efforts will help increase California's ranking into the top ten.

A partner in the 50 Corridor's Bicycle Friendly America Initiative is the El Dorado Hills Community Service District which seeks to enhance the quality of life for El Dorado Hills residents through innovative, responsible leadership and by providing superior services and facilities. The EDH CSD is the lead agency in El

Dorado Hills for promoting cycling for recreating and commuting; it is also the lead agency for advocating for safe cycling infrastructure.

Because of funding arrangements with El Dorado County and SACOG, grant money received by the TMA for the 50 Corridor Bicycle Friendly America Initiative can not be spent in El Dorado Hills.

The Initiative coalition believes a coordinated effort is the most cost effective and successful route to achieving the most Bicycle Friendly Community and Bicycle Friendly Business designations along the 50 Corridor.

The process for receiving the Bicycle Friendly designation is rigorous. It focuses on the five Es: Engineering, Education, Encouragement, Enforcement, Evaluation and Planning.

Any entity pursuing a Bicycle Friendly designation can be expected to improved its cycling environment as a result of just participating in the process. (see the attached chart: Building Blocks of a Bicycle Friendly Community.)

We are seeking AB 2766 funds to facilitate the coalition's work in El Dorado Hills.

See Attached TDM Tier II Funding Full-Application

## **Project Organization /Background**

The 50 Corridor Transportation Management Association is a 20 year old public-private partnership that works to improve transportation choices and opportunities along the Highway 50 Corridor from Howe Avenue to Placerville. We work with jurisdictions on policy and planning issues; we work with employers and commuters on implementation of commute transportation plans.

For more than 15 years, cycling has been a priority for the TMA. We developed the web site and concept for what is now the popular regional promotion: May Is Bike Month. We also developed the web site and concept for the regional Commuter Club.

We were instrumental in the formation of the Folsom Area Bicycle Advocates and the Bicycling Advocates of Rancho Cordova.

We sponsor the 50 Corridor Engineer's Roundtable whose members are cycling advocates and have pledged their technical support to this effort.

Our staff, along with a host of volunteers and cycling advocates and organizations will implement this project.

The official partners in the 50 Corridor's Bicycle Friendly America Initiative are:

- Sacramento County
- The City of Rancho Cordova
- The City of Folsom
- El Dorado Hills Community Services District
- The 50 Corridor TMA

The partners have been meeting since July and have already produced one product "Back to School – The Smart Way." (A copy of this publication is included in this grant request package.)

**50 Corridor Bicycle-Friendly Corridor Project  
El Dorado County AQMD  
Air Pollution Cost-Effectiveness Calculation**

GIVEN:

Total Trip Reduction Over Two Years	628,168 one-way trips				
Assumed Average Commute Trip Length	7 miles/trip				
Total Project Cost	\$ 75,000.00 over two years				
EDC AQMD Funds	\$ 15,000.00 over two years				

	Population 2012 Census	<sup>3</sup> No. Commuters	<sup>4</sup> Bike Commute	No. Bike Cmtrs 2012	<sup>5</sup> Est. #New Bike Commuters
Sacramento County	1,450,121	594,550	1.2%	7,135	1,784
El Dorado County	180,561	74,030	0.8%	592	148
City of Sacramento	475,516	194,962	2.6%	5,069	1,267
City of S. Lake tahoe	21,286	8,727	4.0%	349	87
City of Elk Grove	159,038	65,206	0.5%	326	82
<b><sup>2</sup>50 Corridor</b>	<b>487,421</b>	<b>199,843</b>	<b>1.4%</b>	<b>2,872</b>	<b>718</b>
<b><sup>1</sup>Number of 50 Corridor Commute Trips</b>		<b>87,431,142</b>		<b>1,256,334</b>	<b>314,084</b>
<b>VMT reduced (No. of new bike trips x miles per trip)</b>					<b>2,198,588</b>

1. Annual Commute trips assume 50 weeks and 1.75 trips per day, or 50 weeks\*5 days/week\*1.75 trips/day = 438 trips per year
2. Assumed to be 1/2 of populations of Sac and ED Counties less the cities of Sac., Elk Grove and SLT.
3. Assumed to be 41% of population
4. From American Community Survey 2010-2012
5. Assumed 25% increase in mode share

**<sup>1</sup>Average Fuel Emission Factors for 2011-2015 (1-5 years)**

	VMT (g/mile)	Commute Trip Ends (g/trip end)	Annual Emission Reduction (VMT) (g/year)	Annual Emission Reduction (Trip Ends) (g/year)	Total Emission Reduction (g/year)	Total Emission Reduction (lbs/year)
ROG	0.191	0.764	419,930	239,960	659,890	1,454
No <sub>x</sub>	0.217	0.303	477,094	95,167	572,261	1,260
PM <sub>2.5</sub>	0.0870	0.0060	191,277	1,885	193,162	425
<sup>2</sup> PM <sub>10</sub>	0.0940	0.0065	206,579	2,035	208,615	460
<b>Total ROG + No<sub>x</sub> + PM<sub>10</sub></b>			#####	337,163	1,440,766	3,173

## **Work Statement**

### *First Phase – Identifying all stakeholders, Kick Off*

December – February

1. While the key Initiative partners have been identified, this project includes many different aspects of government and advocacy. Key contacts from each jurisdiction need to be identified from: planning departments, public works departments, law enforcement, school districts, chambers of commerce, bike advocacy groups, businesses, employers.
2. A one-two day kick off will be held in January or February for information, education and training purposes. We anticipate several out-of-town speakers as key-noters.
3. Presentations made to key stakeholders and stakeholder groups
4. Activities and goals are identified.

### *Second Phase – Work Begins*

February - April

1. Schools ready biking programs for Spring
2. Employers prepare programs for May Is Bike Month
3. Businesses enroll in the Bike Shop Dine program
4. At least one Traffic Skills 101 class is held
5. Project team begins work with Law Enforcement, Planning and Public Works to address standards and the creation of a 50 Corridor Bicycle Advisory Council.

### *Third Phase – Evaluation and Continued work, including May Is Bike Month*

April - July

1. Partners review progress towards application goals
2. School promotions are initiated.
3. LCI Training Class is held
4. Capitalize on May Is Bike Month and the Amgen Bicycle Race

*Fourth Phase – Continue progress on application goals*

July – October

1. Organize efforts for International Walk/Bike to School Day and the Regional Rideshare promotion
2. Workshop for Law Enforcement on bicycle issues
3. Meet with Advocacy Group
4. Recognize new LCIs
5. Conduct 3-4 Traffic Skills 101 classes with new LCIs

*Fifth Phase – Wrap up and Write Application*

November through January

1. Provide support to those writing applications (due in February 2015)
2. Continue with on-going activities: meeting with special groups, school programs, etc.

*Sixth Phase – Celebrate!*

February - March

1. Plan celebrations for each community receiving designations.
2. Plan a corridor wide celebration for employers, businesses and communities who receive recognition.

## **Funding Request / Breakdown of Costs**

Task 1 Implement Safe Cycling at Schools

AB 2766 allocation: \$4,000

Total allocation: \$12,000

Task 2 Implement Safe Cycling at Businesses/employers

AB 2766 allocation: \$3,000

Total allocation: \$10,000

Task 3 Assist with writing Bicycle Friendly applications

AB 2766 allocation: \$2,000

Total allocation: \$12,000

Task 4 Meeting with Stakeholder Groups and Partners

AB 2766 allocation: \$1,000

Total allocation: \$8,000

Task 5 Traffic Skills 101 classes/ LCI Training

AB 2766 allocation: \$1,000

Total allocation: \$8,000

Task 6 Project Kick Off and Wrap Up

AB 2766 allocation: \$1,000

Total allocation: \$12,000

Task 7 Marketing, Promotion, Communication

AB 2766 allocation: \$3,000

Total allocation: \$13,000

## **Matching Funds**

City of Folsom: \$10,000

City of Rancho Cordova: \$10,000

Sacramento Area Council of Governments: \$35,000

## **Monitoring Program**

The TMA Executive Director will prepare a written update of program progress each quarter for submission to the project team, partners, SACOG and the El Dorado County AQMD. It will include a list of accomplishments and activities, as well as copies of any materials produced.

## **Schedule of Deliveries**

First Quarter Billing (April) – Progress report on all activities including list of El Dorado County participants and activities

Second Quarter Billing (July) – Progress report on all activities including Bike Month participants from El Dorado County.

Third Quarter Billing (October) – Progress report on all activities including Walk/Bike To School activities in El Dorado County

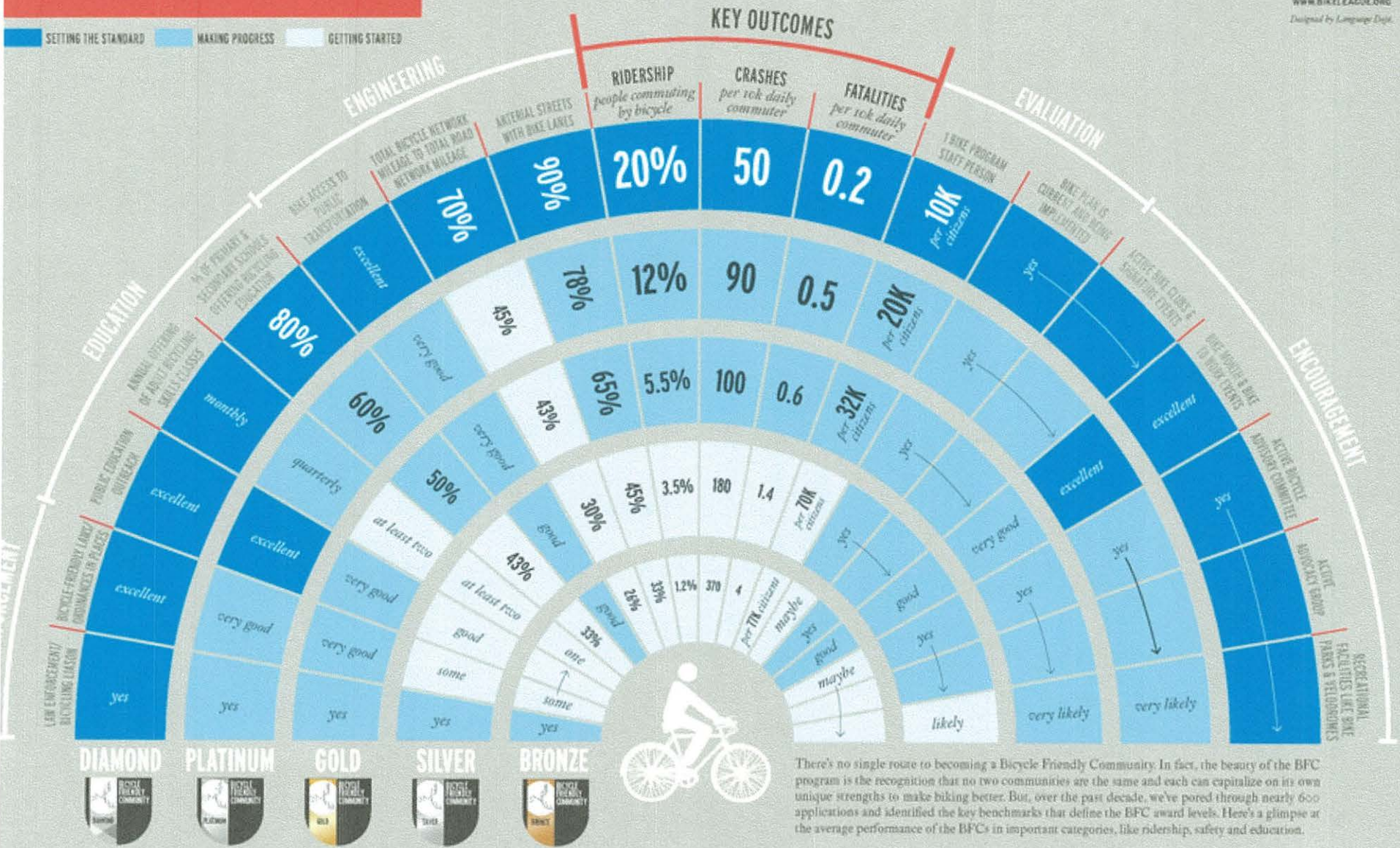
Fourth Quarter Billing (January, 2015) – Progress report on all activities.

Fifth Quarter Billing (April, 2015) – Report on success of the Bike Friendly Community designation status. Recommendations for the next application process (must re-apply every two years).



# THE BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

produced by  
**THE LEAGUE**  
 OF AMERICAN BICYCLISTS  
 WWW.BIKELIENGE.ORG  
 Designed by Language Dept.



There's no single route to becoming a Bicycle Friendly Community. In fact, the beauty of the BFC program is the recognition that no two communities are the same and each can capitalize on its own unique strengths to make biking better. But, over the past decade, we've pored through nearly 600 applications and identified the key benchmarks that define the BFC award levels. Here's a glimpse at the average performance of the BFCs in important categories, like ridership, safety and education.

## TDM Tier II Funding Full-Application

**Project/program:** 50 Corridor Bicycle Friendly America Initiative

**Applicant:** 50 Corridor TMA, City of Folsom, City of Rancho Cordova, Sacramento County

### Contact Info:

Name	Email	Phone
Rebecca Garrison	Rebecca@50corridor.com	916-852-7409

### Funding request:

**Tier II request:** \$35,000

**Local match:** \$20,000 from Folsom, Rancho Cordova and Sac County

**Other funding:** In kind funding and staff time from 50 Corridor Engineering Roundtable

**Total:** \$55,000 + in kind

### Proposed Budget

Educational Activities (workshops, classes, training and rodeos) \$17,000

Administration (meetings, admin supplies, staff) \$15,000

Graphics and Marketing/Printing \$18,000

Technology/Communications \$2,000

Professional Services (speakers, instructors, engineering) \$3,000

**Project/program timeline:**

**Timeline:** November 2013 – April 2015

November 2013 – identify all partners and contacts

December 2013 – orientation kick off meeting

January 2014 – presentations to Folsom City Council, Rancho Cordova City Council and Sacramento County Supervisors Nottoli and MacGlashan.

February 2014 – meeting with contacts/ETCs for all Bike Friendly Business applicants with out-of-town experts; schedule bike safety classes at employer sites.

March 2014 – progress check in meeting with all Bike Friendly Community applicants; promotion in 50 Corridor Magazine.

April 2014 – target for Road One Class; special outreach for law enforcement.

May 2014 – special 50 Corridor May is Bike Month Activities

June 2014 – meeting with contacts/ETCs for all Bike Friendly Business applicants

July 2014 – target for LCI training; promotion in 50 Corridor Magazine.

August 2014 – continue work necessary for meeting application requirements (this is an on-going task through out the time frame.) Promote bicycle tourism.

September 2014 – Meeting to review everyone's first draft application; target for 2<sup>nd</sup> Road One Class; plans for International Walk/Bike To School Day (10 schools as goal)

October 2014 – Focus Low Car Challenge on Bicycling; promotion in 50 Corridor Magazine. International Walk/Bike to School Day promotion.

November, 2014 – Update meeting of all partners recognize graduates of all Road One classes; recognize new LCIs; challenge partners to complete their applications for pier review.

January 2015 – Pier Review

February 2015 – Submit all applications

April 2015 – Recognize applicants' success; kick of May Is Bike Month

**Project/Program Description:** Describe the project/program including the scope of work, opportunity, problem, issue, and need that the project/program will address.

**Problem:** Lack of coordinated effort, available staff to accomplish requirements set forth in the League of American Bicyclist's Bicycle Friendly America Designation.

**Opportunity:** To establish a team with resources to assist jurisdictions and businesses in meeting the requirements for, applying for, and receiving a Bicycle Friendly designation. (Business Friendly efforts would apply to the SACOG designation, as well.)

**Scope:** The 17-month initiative will focus on assisting at our local jurisdictions plus 25 businesses along the 50 Corridor in receiving or improving their Bicycle Friendly Status.

The designation, granted by the League of American Bicyclists, is a rigorous process which focuses on Education, Encouragement, Evaluation, Enforcement and Engineering. This Tier II funding request will only address Education, Encouragement, Enforcement and Evaluation, while the jurisdictions (Sacramento County, City of Rancho Cordova and City of Folsom) will separately address Engineering requirements.

The 50 Corridor TMA and its partners propose to establish a team of advocates along the 50 Corridor to work with jurisdictions, schools and businesses to achieve various Bicycle Friendly designations by mid 2015.

Examples of tasks we would lead, coordinate and accomplish:

- a. provide a template for an employer bicycle plan
- b. train League Certified Instructors who can teach bicycle safety classes at

- d. create campaigns targeting school bicycle safety, bike commuting safety and how automobile drivers should interact with cyclists.
- e. create and support bicycle advocacy groups
- f. promote bicycle tourism, where appropriate
- g. develop bike to school programs at a minimum of 5 underserved elementary schools (including providing helmets and, in some cases, bicycles)
- h. feature bicycle safety tips and campaigns in our quarterly magazine
- i. make presentations to civic groups about Bike Friendly America and our local effort
- j. conduct workshops with out-of-town speakers to promote new and creative ideas for achieving the bike-friendly designations and to provide guidance for writing the applications.
- k. assist in setting up and supporting Bicycle User Groups at employer work sites
- l. promotion of International Walk/Bike To School and May Is Bike Month activities.
- m. provide education and training for law enforcement, including American River Parkway officers.
- n. increase participation in May Is Bike Month activities
- o. assist law enforcement of encouragement of safe cycling
- p. create a plan for each jurisdiction to reduce cyclists/motor vehicle crashes.
- q. research and propose ordinances that promote safety and accessibility for cyclists
- r. develop and promote an up-to-date bicycle map
- s. plan and implement a media event for all entities achieving the designation n. March 2015.

The most important accomplishment would be achieving the League's Bike Friendly designation or at least honorable mention status for all the program participants.

**Goals:** Discuss the measurable goals of project/program and how they will be reached.

Our goal for the **City of Folsom**, currently a Silver designation, is to achieve a Gold or Platinum level. While Folsom has been a regional leader in Bicycle Infrastructure, it lacks the staff and resources to fulfill the rigorous requirements of education and encouragement. This project provides for that.

Our goal for the **City of Rancho Cordova** is to receive a Silver or higher designation. While Rancho Cordova is making great strides with bicycle infrastructure, it's last application to the League was denied because of a lack of educational and "encouragement" activities and programs. This project assists with those requirements.

Our goal for several communities in the unincorporated area of **Sacramento County** is to receive at least a Silver designation. Mather Commerce Center and the Branch Center are two areas that have been identified. This project allows us to work with these two key employment centers where there are no current TMA member employers.

In the process of qualifying for the Bicycle Friendly Community designation, our goal is to train at least 3 League Certified Bicycle Safety Instructors who can conduct bicycle safety classes for the region. We have already conducted one Road One class for three students who would like to continue the training to be League Certified Instructors (Jim Konopka, Nadine Martinez and Travis Evans)

In the process of qualifying for the Bicycle Friendly Community designation, our goal is to help 25 50 Corridor employers apply for Bicycle Friendly Business designation.

In the process of qualifying for the Bicycle Friendly Community designation, our goal is to host at least one training sessions for law enforcement.

We will create or strengthen bicycle advocacy groups.

We will conduct at least 12 League certified bicycle safety clinics.

We will provide general cycling education to the broad 50 Corridor community through our on-line magazine. (See our attached Back to School The Smart Way brochure which was the 50 Corridor Bicycle Friendly Initiative's first product.)

**Regional Benefits/Value:** Describe the regional need, problem or issue that project/program seeks to address and how the region will benefit from the project/program. Describe the cost-effectiveness of the project/program compared to other projects/programs that address the need.

This initiative involves three jurisdictions in the region. Working together, and involving businesses, these jurisdictions can more cost effectively achieve the Bike Friendly designation than if they continued their separate efforts.

We will end the project with a team of experts who will be resources for other jurisdictions who would like to pursue the Bicycle Friendly Community Status.

The effort will add a new level of support to the region's May Is Bike Month promotion.

It assists the State of California in becoming closer to its goal of being designated a Bicycle Friendly State by adding to new communities to the roster.

It provides outreach to new populations both by geography and type of traveler by providing funding to reach beyond TMA membership.

Department of Transportation  
Michael J. Penrose, Director



Divisions  
Administration  
Maintenance & Operations  
Engineering & Design

## County of Sacramento

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September 18, 2013

SACOG Tier Two Review Panel  
1415 L Street, Suite 300  
Sacramento, CA 95815

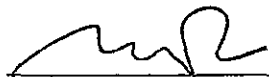
Dear Tier Two Review Panel,

The Sacramento County Department of Transportation (SacDOT) is pleased to participate in the 50 Corridor TMA's Bicycle Friendly Initiative which will assist SacDOT and other 50 Corridor jurisdictions with achieving the American League of Bicyclists' Bicycle Friendly Community certification.

We join the other jurisdictions along the 50 Corridor in requesting support for this initiative through SACOG's Tier Two grant program. The Tier Two funding will provide a foundation for adjacent local jurisdictions to collectively develop a strong program that complements the infrastructure investments we have made to encourage cycling as a viable form of transportation.

SacDOT is a strong advocate for the local bicycle community by helping to provide policies, programs and development standards to make bicycling in Sacramento County more safe, comfortable, convenient and enjoyable for all bicyclists. This ongoing effort, in combination with the Bicycle Friendly Certification will help to increase the number of persons who bicycle in Sacramento County for transportation to work, school, errands and for recreation.

Sincerely,

  
Michael J. Penrose, Director  
Department of Transportation

MJP/RV/BI



**CITY OF Rancho Cordova**  
Incorporated July 1, 2003



2729 Prospect Park Drive • Rancho Cordova, CA 95670  
Phone: (916) 851-8700 • Fax: (916) 851-8787



**Linda Budge**  
Mayor

**Dan Skoglund**  
Vice Mayor

**Robert J. McGarvey**  
Council Member

**David M. Sander**  
Council Member

**Donald Terry**  
Council Member

September 24, 2013

Dear Tier Two Review Panel,

We are happy to participate in the 50 Corridor TMA's Bicycle Friendly Initiative which will assist the City of Rancho Cordova and other 50 Corridor jurisdictions with achieving the American League of Bicyclists' Bicycle Friendly Community certification.

The effort will also engage the Corridor's employers by working with them to receive the Bicycle Friendly Business designation.

We join the other jurisdictions along the 50 Corridor in requesting support for this initiative through SACOG's Tier Two grant program. The Tier Two funding will provide a foundation for us, collectively, to develop a strong program that complements the infrastructure investments we have made to encourage cycling as a viable form of transportation.

Thanks for your consideration.

Sincerely,

Cyrus Abhar  
Public Works Director  
City of Rancho Cordova





CITY OF  
**FOLSOM**  
DISTINCTIVE BY NATURE

September 23, 2013

Dear Tier Two Review Panel,

We are happy to participate in the 50 Corridor TMA's Bicycle Friendly Initiative which will assist the 50 Corridor jurisdictions with achieving the American League of Bicyclists' Bicycle Friendly Community certification and help Folsom move closer to the gold level certification. The effort will also engage the Corridor's employers by working with them to receive the Bicycle Friendly Business designation.

We join the other jurisdictions along the 50 Corridor in requesting support for this initiative through SACOG's Tier Two grant program. The Tier Two funding will provide a foundation for us, collectively, to develop a strong program that complements the infrastructure investments we have made to encourage cycling as a viable form of transportation.

Thanks for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Konopka". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jim Konopka  
Senior Park Planner, Trails



# DOKKEN ENGINEERING

*Transportation Solutions from Concept to Construction*

September 25, 2013

SACOG Tier Two Review Panel  
1415 L Street, Suite 300  
Sacramento, CA 95815

Dear Tier Two Review Panel:

We endorse the 50 Corridor TMA's Bicycle Friendly Initiative which encourages businesses along the 50 Corridor to engage in the American League of Bicyclists' Bicycle Friendly Business certification.

As the only Bicycle Friendly Business in the corridor, we look forward to participating in the overall program and assisting other TMA businesses in their efforts to be recognized as Bicycle Friendly Businesses.

The financial support made possible by the Tier Two grant will equip the TMA to be a resource to our company and other businesses along the corridor which want to participate.

Thank you for your consideration.

Sincerely,

DOKKEN ENGINEERING

Richard Liptak, PE  
President

September 20, 2013



Ken Walker  
LCI #2314  
3505 Dutch Way  
Carmichael, CA 95608

SACOG Tier Two Review Panel  
1415 L Street, Suite 300  
Sacramento, CA 95815

Dear Tier Two Review Panel,

I endorse the 50 Corridor TMA's Bicycle Friendly Initiative which encourages businesses along the 50 Corridor to engage in the American League of Bicyclists' Bicycle Friendly Business certification.

I look forward to participating in the overall program and achieving the requirements of a Bicycle Friendly Business.

The financial support made possible by the Tier Two grant will equip the TMA to be a resource to our employer and other businesses along the corridor which want to participate.

Thanks for your consideration.

Sincerely,

*Ken Walker*

Ken Walker  
Training Coordinator  
Intel Folsom Bike Club



September 17, 2013

**SACOG Tier Two Review Panel**  
1415 L Street, Suite 300  
Sacramento, CA 95815

Dear Tier Two Review Panel,

We endorse the 50 Corridor TMA's Bicycle Friendly Initiative, which encourages businesses along the 50 Corridor to engage in the American League of Bicyclists' Bicycle Friendly Business certification.

We look forward to participating in the overall program and achieving the requirements of a Bicycle Friendly Business.

The financial support made possible by the Tier Two grant will provide the TMA with resources for employers and businesses along the corridor who wish to participate.

Thank you very much for your consideration.

Sincerely,

**MORTON & PITALO, INC.**

Eddie W. Kho, P.E.  
President & CEO



September 23, 2013

SACOG Tier Two Review Panel  
1415 L Street, Suite 300  
Sacramento, CA 95815

Dear Tier Two Review Panel,

We endorse the 50 Corridor TMA's Bicycle Friendly Initiative which encourages businesses along the 50 Corridor to engage in the American League of Bicyclists' Bicycle Friendly Business certification.

We look forward to participating in the overall program and achieving the requirements of a Bicycle Friendly Business.

The financial support made possible by the Tier Two grant will equip the TMA to be a resource to our employer and other businesses along the corridor which want to participate.

Thanks for your consideration.

Sincerely,

Ana Cardona





Public Affairs Department  
South Sacramento Service Area  
6600 Bruceville Road  
Sacramento, CA 95823  
Phone: 916-688-2700  
Fax: 916-688-2620

Public Affairs Department  
Sacramento/Roseville Service Area  
1650 Response Road  
Sacramento, CA 95815  
Phone: 916-614-4525  
Fax: 916-614-4474

September 24, 2013

SACOG Tier Two Review Panel  
1415 L Street, Suite 300  
Sacramento, CA 95815

Dear Tier Two Review Panel,

We endorse the 50 Corridor TMA's Bicycle Friendly Initiative which encourages businesses along the 50 Corridor to engage in the American League of Bicyclists' Bicycle Friendly Business certification.

We look forward to participating in the overall program and achieving the requirements of a Bicycle Friendly Business.

The financial support made possible by the Tier Two grant will equip the TMA to be a resource to our employer and other businesses along the corridor which want to participate.

Thanks for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "RJR", written over a horizontal line.

Richard J. Robinson  
Public Affairs Director  
Kaiser Permanente  
Sacramento/Roseville Service Area

September 19, 2013

SACOG Tier Two Review Panel  
1415 L Street, Suite 300  
Sacramento, CA 95815

Dear Tier Two Review Panel,

I work for a major corporation along the 50 corridor. We endorse the 50 Corridor TMA's Bicycle Friendly Initiative which encourages businesses along the 50 Corridor to engage in the American League of Bicyclists' Bicycle Friendly Business certification.

We look forward to participating in the overall program and achieving the requirements of a Bicycle Friendly Business.

The financial support made possible by the Tier Two grant will equip the TMA to be a resource to our employer and other businesses along the corridor which want to participate.

Thanks for your consideration.

Sincerely,

Brian Carvalho



November 29, 2013

Dear Review Panel for AB2766 Grants, El Dorado County AQMD

As an El Dorado Hills resident and a bicycle commuter, I am asking for your support of the 50 Corridor TMA's proposal for AB 2766 funding which would allow El Dorado Hills to join the 50 Corridor's Bicycle Friendly America Initiative. The effort would establish bicycle friendly communities along the 50 Corridor. The TMA has already received funding from the Sacramento Area Council of Governments and the support from the cities of Rancho Cordova and Folsom, along with Sacramento County.

Cycling is an excellent alternative for reducing motor vehicle emissions. The bicycle friendly initiative will help guide the county and the El Dorado Hills Community Services District on infrastructure improvements. It will also place emphasis on education, encouragement and enforcement, recognized as important components of creating a safe and viable cycling community. And, it will foster corridor cooperation with other Highway 50 jurisdictions and entities.

Thank you for your consideration.

Sincerely,

Lee Wiegand  
El Dorado Hills  
Former member of El Dorado Hills Bicycle Advocates

1. From Table 3 of *Methods to Find the Cost-Effectiveness of Funding Air Quality Projects* For Evaluating Motor Vehicle Registration Fee Projects and Congestion Mitigation and Air Quality Improvement (CMAQ) Projects, Emission Factor Tables, May 2013, California Air Resources Board

2.  $PM_{10} = PM_{2.5} \times \text{Factor}$ , where factor = 1.08 for unleaded gasoline exhaust, catalyst present, per PM 10 Size Fractions Referenced to PM2.5 Table

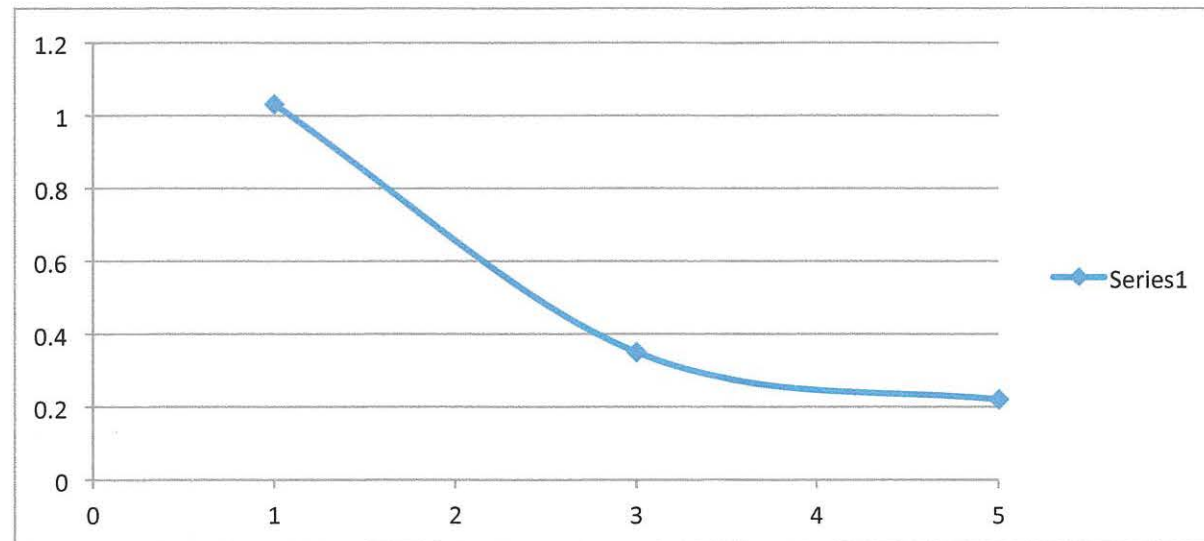
**CALCULATE:** Cost-effectiveness of total project  
 Cost-effectiveness of EDC AQMD contribution

Capital Recovery Factor = 0.523       $i = 0.03$   
 $n = 2 \text{ years}$

Cost-effectiveness of total project = \$ 12.35 per lb  
 Cost-effectiveness of El Dorado County Portion of Project = \$ 29.17 per lb

Years	Capital Recovery Factor*
1	1.03
3	0.35
5	0.22
7	0.16
10	0.12
12	0.1
15	0.08
20	0.07

\*Discount rate = 3%



Addendum 3

# BACK TO SCHOOL

## THE SMART WAY

# A GUIDE

**FOR PARENTS AND COMMUNITY ADVOCATES**

ON THE PAGES THAT FOLLOW ARE SOME EASY WAYS TO JOIN THE "SMART ROUTES" MOVEMENT AND HELP YOUR COMMUNITY MAKE THE GRADE.



El Dorado Hills  
COMMUNITY SERVICES DISTRICT




**SIA** School  
Innovations  
& Achievement

SACRAMENTO  
COUNTY



FOLSOM  
DISTINCTIVE BY NATURE





Students along the 50 Corridor are getting an A+ for making smart choices about how they get to and from school. And, we are all benefitting from their efforts.

The community benefits from less traffic congestion and better air quality. The students' families see lower gas bills. School campuses are safer. Teachers find a classroom of more alert students who are ready to learn. And, the students themselves are healthier and happier, with a jump on developing self-confidence and independence.

The 50 Corridor's school program, called Smart Routes To School, encourages students to walk, bike, carpool or ride the bus if one is available. We've also been known to applaud students on skate boards and scooters. The main goal is to avoid as many automobile trips to and from school as possible.

# START THE SCHOOL DAY OFF ON THE RIGHT FOOT (OR PEDAL)

NEXT PAGE



# HOW

many days do parents and students rush out the door, harried and stressed, only to jump in the car and fight traffic. It's not exactly a "smart" way to start the day.

Consider, instead, a morning where the trip to school is pleasantly anticipated by parents and students as fun, relaxing and stimulating. That's a Smart Route To School!

Smart Routes not only make for a more pleasant way to start the day, they offer other benefits:

- Increased levels of daily physical activity for students
- Increased likelihood that children and adults will choose to walk and bike for other short distance trips
- Improved neighborhood safety
- Fewer cars traveling through the neighborhood
- Fewer cars congesting the pick-up and drop-off points at the school.
- Friendlier neighborhoods as people get out and about interacting with one another.



Walking school bus in the Villages of Zinfandel community.



## FIRST STEPS:

1. Talk to your neighborhood school principal to see if there is already a program in place and get guidance on how best to participate.
2. Surf the web. There's a ton of information on programs that encourage students to use alternative transportation for their school trips. Start with: [saferoutesinfo.org](http://saferoutesinfo.org), created by the US Department of Transportation.
3. Assess how safe your community is for biking and walking. Observe traffic around the school, especially in the morning when parents are dropping students off at school.
4. Get others involved, keeping school administration informed of your plans.
5. Keep us in the loop by emailing us at: [SmartRoutes@50corridor.com](mailto:SmartRoutes@50corridor.com)

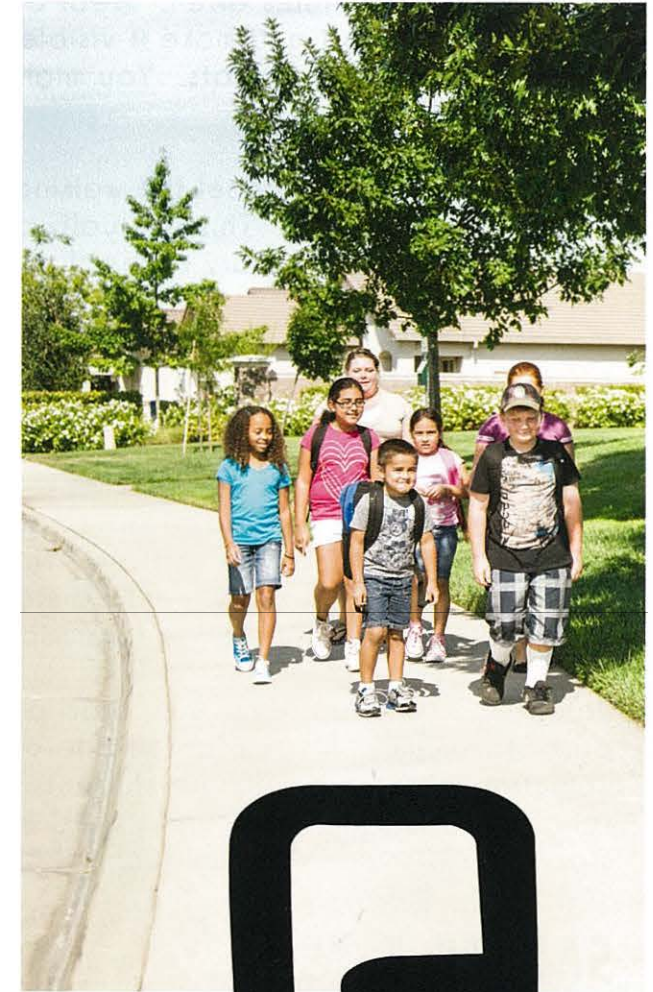
# GET SMART.

MAKE SURE YOU ARE DOING ALL THE RIGHT THINGS FOR ALL THE RIGHT REASONS

Just like the daily commute, choosing a mode of transportation to school requires some thought. While walking to school may be the best alternative for clean air, it's not the wisest choice for your student if you can't design a safe walking route from your home to school. Biking is a really smart choice for insuring that your students gets exercise but if the weather is cold and it is raining cats and dogs, organizing a carpool to school could be your best bet.

Smart routes also change as students get older. For young students, we always recommend being accompanied by an adult and traveling in groups. For older students who are ready to learn independence and self-confidence, adult supervision may not be needed. These are choices that have to be considered also.

It's a smart idea to get familiar with all the different ways you and your students can make the trip from home to school; and make selecting the right mode as much of your morning routine as brushing your teeth.



## WALKING



Walking is good for kids! It's good for their hearts, it's good for their lungs, it's good for their muscle and bone growth and it's good for their feelings of well being.

## CHOOSING A ROUTE

Before the first "walk to school," map out the route, noting any safety concerns and how they might be addressed. It's usually best to select a route that minimizes the number of streets to cross. If available, choose routes that have sidewalks or pathways, even if that means a longer route. Look for crosswalks and controlled intersections when they are available.

## THERE'S SAFETY IN NUMBERS

Large groups of children are very visible and therefore provide a greater measure of safety than children walking alone. What's more, children are more apt to obey traffic laws in a group with adult supervision.

Instruct the students in basic traffic safety rules on the first trip together and repeat these rules often. Wear bright clothing and create a way to identify your group and make it visible – this could include something festive like balloons or hats. You might also want to purchase safety vests or sashes.

If you ever need to cancel the walking school bus be sure to notify all participating parents. This is usually a good time to convert the walking school bus to a temporary carpool.

It's also a good idea to have access to a wagon for carrying school projects, even back packs that might be too heavy.

## DROP AND WALK

For students who live too far away from school to walk from home, we suggest a "drop and walk" option. This achieves the benefit of introducing physical activity into a student's day plus it helps to alleviate automobile congestion in the near vicinity of the school.

Parents agree to determine a "drop and walk" meeting location such as a park or parking lot within a half mile of the school. One parent or volunteer agrees to walk the students from the "drop and walk" to the school. (Actually, a "drop and walk" location can actually be a "bus stop" for an existing Walking School Bus.

## SAFETY TIPS

1. Remember children's limitations. Children under ten years of age are developmentally limited when it comes to judging speed and distance accurately, and very young children may not be able to read the street and pedestrian signs yet.
2. Walk on the sidewalk. If there is no sidewalk and you have to walk in the road, face traffic so that you can see cars coming and keep as far from the roadway as possible.
3. Cross streets only at corners or marked crosswalks. If there is a crosswalk button, press it and wait for the walk sign to indicate that it is safe to cross.
4. Stop at the curb or edge of the road, look left, then right and then left again before stepping in the street. Keep looking for cars as you are crossing.
5. Walk, don't run. This gives time for drivers to see you before you enter the roadway.

## BIKING



Biking requires some equipment but is a fun and efficient way for students to get to school. Because cycling carries with it the same rights and responsibilities of automobile driving, it's important for parents to be involved in bike commutes to school, especially for younger students. At some schools, first-graders are not allowed to cycle to school without special permission. In some situations, students can safely cycle to school alone, however, we focus below on activities that involve adult participation.

## BIKE TRAIN

A Bike Train is like a Walking School Bus, except that every one rides bikes. Bike trains are recommended for students nine and older. Children should have a bike in good working order that is appropriate for their size. Adults and children should wear helmets and it is important that adults not let children ride ahead or fall behind.

## DROP AND BIKE

For students who may live too far from the school to cycle from home, we offer a "drop and bike" option. This achieves the benefit of introducing physical activity into a student's day plus it helps alleviate automobile congestion in the vicinity of the school.

Parents agree to determine a "drop and bike" meeting location such as a park or parking lot within a half mile of the school. One parent agrees to cycle to school with the students from the "Drop and Bike" location. See previous "Drop and Walk" section.

## BICYCLE RODEOS

Bicycle rodeos give students cycling skills and knowledge. Students actually ride their bicycles through an obstacle course and practice bicycle safety. Rodeos can be arranged for by contacting your local laws enforcement office. There are also many resources on-line for organizing a bicycle rodeo.

## BICYCLE SAFETY TIPS

- Always wear a helmet that is properly fitted and complies with Consumer Product Safety Commission standards.
- Ride on the right side of the road or trail in a single file (one behind another) in the same direction as other vehicles.
- Always come to a complete stop at stop lights, stop signs and before crossing a street.
- Stop completely before crossing railroad tracks and go straight across the tracks slowly.
- Always use proper hand signals when turning and stopping.
- Be courteous to pedestrians
- Use a bicycle bell to alert pedestrians that you are passing - this is effective for preventing crashes.

## TRANSIT

School buses and sometimes public transit buses offer an option for getting to school.

Here are some tips for safely using a bus:

- Have a safe place to wait for your bus, away from traffic and the street.
- Stay away from the bus until it comes to a complete stop and the driver signals you to enter.
- When being dropped off, exit the bus and walk ten giant steps away from the bus. Keep a safe distance between you and the bus. Also, remember that the bus driver can see you best when you are back a distance from the bus.
- Use the handrail to enter and exit the bus.
- Be aware of street traffic around you. Drivers are required to follow certain rules of the road concerning school buses, however, not all do.
- Never walk behind a bus.
- If you drop something near the bus, tell the bus driver. Never try to pick it up first because the driver may not be able to see you.
- When on the bus, find a seat and sit down. Loud talking or other noise can distract the driver.
- Never put head, arms or hands out of the window.
- Keep aisles clear.

## SCHOOL(CAR)POOLING

School-pooling is anytime two or more families agree to share driving duties to and from school. The first step in forming a School-Pool is to determine which other families live near you and have students attending your school. The operation of a School-Pool can be as formal or informal as parents want to make it. Driving duty can be by day, week or month. Or even by morning or afternoon.

State law requires children to be in a booster seat while they are up to six-years-old or 60 pounds. Whether in a car seat or not, the parents must make sure each passenger is wearing a safety belt before the car moves.



## 10 IDEAS FOR SCHOOL-POOLS

1. Have lunch with a potential school-pool parent before you start the school-pool. A personal meeting is more helpful than a phone conversation when establishing policies.

2. Draw up a driving schedule. If you decide to share driving duties, assign a particular day(s) of the week to each driver. This way others in your family can use the car regularly. Many poolers find rotating drivers weekly or monthly to be the most practical carpool arrangement.

3. Agree on a regular pick-up schedule and be punctual. Each pooler should know when and where to meet the school pool every day. Agree to wait five to ten minutes for all poolers to arrive. Be sure to call if you are running late.

4. Keep your fellow school-poolers' home, cell and work phone numbers handy. That way you can notify them when your student will not be going to school or if there's a change in plan.

5. Keep your car in good mechanical condition. Perform all regular maintenance to reduce emissions and prevent breakdowns.


6. Select an afternoon meeting spot or have the school designate one. All students in the school-pool should know exactly where and when to meet the driver after school.

7. Consult your insurance agent. Find out if your company offers lower rates for reduced driving or required increased coverage for higher liability limits. Discuss with other drivers to find out if their coverage is adequate. Use this opportunity to address safety and driving records.

8. Plan to run errands on your own time. Your school-pool is for taking children to and from school. Stopping for quick errands on the way can drastically increase commute time and lessen the value of a school-pool.

9. Lay a few ground rules if necessary. Set rules on things like radio station and volume.

10. Establish a policy for driver reimbursement. School-pools work best when everyone contributes to the school-pool's operation and receives equal benefit. Agree upon a cost per mile for gas and divide by the number of riders in your pool. Schedule payments on a weekly or monthly basis. If everyone takes turns driving, you shouldn't need to calculate driving expenses.



A bike train in the Community of Anatolia.



This guide produced  
through  
the generous  
support  
of



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This guide is a project of  
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America Initiative  
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Sacramento County  
The City of Rancho Cordova  
The City of Folsom  
El Dorado Hills Community  
Services District