

PEOPLE POWER! UPDATE

SANTA CRUZ CYCLING NEWS

ISSUE 43

SPRING/SUMMER 2004

Membership Notes

- **THANK YOU** to all who responded to the recent People Power Action Fund appeal. Your contributions are an investment in sustainable transportation for Santa Cruz that helps create a more livable place for all of us.
- A special **THANK YOU** to massage therapist, Florence, who is donating massages to those giving \$100 or more. Merci Beaucoup.
- **THANKS** also to the **APTOS BIKE TRAIL**, a new People Power bike shop supporter.
- To all who responded to the email Action Alert we sent out about Mayor Kennedy's proposal to support Highway 1 widening in exchange for an unguaranteed promise to build the rail trail: Your emails, letters, and phone calls led to the compromise proposal being pulled from the City Council's agenda.
- **NOTE:** If you haven't received any emails from People Power lately, it's because we don't have your current email address. Please make sure we have your correct email address. It will not be shared. ■

PEOPLE POWER!

Become a **People Power** member and make Santa Cruz a better place to ride and walk. We offer a subscription to our quarterly newsletter, use of the HUB library, and opportunities to get involved in local activism.

- \$100 **Velorutinary** (includes free T-shirt)
- \$ 50 **Hub Spoke**
- \$ 35 **Family or Household**
- \$ 25 **Individual**
- \$ 15 **Students/Under-employed**

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME PHONE _____ FAX _____

EMAIL _____

Make checks payable to **People Power** and mail to:
224 Walnut Ave., Suite C, Santa Cruz, CA 95060

from our mailbox

The recent People Power newsletter was a winner. More people need to see it.

Thanks, Pat

We are with you. Keep the heart and arteries open. Power to the people.

Yosi

Thank you for your outstanding leadership. You represent me and other bicyclists very well.

Bill

Check Out the New People Power Web Site!

We've updated our web site and hope that members as well as non-members will find it useful as a way of keeping current about bicycle and transportation issues, Action Alerts, and thought-provoking information pertaining to the work that we do.

From our web site you can join People Power (and encourage friends to join), find contact information for local government representatives, and learn about current projects and how to get involved.

The web site will be updated on a regular basis, so bookmark the page <www.peoplepowersc.org> and visit often to learn about news and events. ■

People Power/SCCCC
 224 Walnut Ave., Suite C
 Santa Cruz, CA 95060

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NO DEAL ON HWY 1!

—a message from our director—

In case you haven't been following the issue in *The Sentinel*, some proponents of widening Highway 1 are unnecessarily attempting to link the widely-supported plan for a county-wide rail trail with their plan to raise sales taxes to widen Highway 1.

This is no new idea. From Los Angeles to San Leandro to Atlanta, big businesses subsidize development costs by convincing the public to pay for sprawl-inducing infrastructure (1/2 cent sales tax over 30 years in this case), then reap the benefits in an economic geography specifically designed for corporate profits. Mike Davis's book, *City of Quartz*, describes how this process shaped the Los Angeles area. In our county, these corporations are represented by the invitation only Santa Cruz Business Council, a third of whom directly make money from development. This is the leadership of the move to widen the highway.

From a financial standpoint, this doesn't make sense. There is already a clear mechanism (involving Proposition 116 monies) for acquiring the rail right of way which does not necessitate raising the taxes. The Highway and rail acquisition need not have anything to do with each other, though of course we could allow them to be tied together in the name of political expediency.

Compromise or Shell Game?

In a separate but related version of deal making, the Regional Transportation Commission has written their sales tax initiative so that \$66 million would go towards sensible transportation such as pedestrian/bicycle bridges over Highway 1, senior and disabled transportation services, and the Pajaro rail station.

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Creating more of traffic is not a good route towards sensible transportation.

Raise Money for People Power through New Leaf Markets

In May, New Leaf Markets will decide who will get money from their Envirotokens program (up to \$300/month—enough to cover our rent) and People Power is on the ballot. Vote once at each store for six organizations sometime during May, and get your friends to vote too. This is an excellent source of ongoing funds to support People Power.

Also, on **Bike to Work Day, May 20th**, all five New Leaf stores are giving 5% of the day's profits—over \$3,000—to Friends of the Rail Trail. We need volunteers to sit at tables for a few hours at each store, with petitions and handouts, and talk about the rail trail. This is a crucial time to do outreach, get more people to join People Power, and talk about the Envirotoken vote.

We need volunteers on May 20th from 7AM to 7PM for 2–3 hour shifts to help get information out about People Power and the rail trail. Call **Eileen** to set up a volunteer time: **458-1785**.

If you can't volunteer on May 20th, but can commit 2–3 hours on another day, call **Micah** at **425-0665**. We especially need people at the beginning of the month when we are starting up the Envirotoken program. ■

action alert

VERY LATEST NEWS ON THE HIGHWAY

Mayor Kennedy is moving forward with his plan to advocate for the Highway sales tax measure at the Tues., May 11th evening SC City Council meeting. We need to be there to say:

NO DEAL!

Our resistance was one of the reasons the deal was pulled off the the April 27th agenda.

We'll know by Thurs. evening, May 6th, whether it will be on the May 11th agenda. For the latest information or to send a letter to the council, go to www.peoplepowersc.org or call 425-0665.

People Power! UPDATE is published by People Power. Our goal is to educate people and politicians about the advantages of a transportation system less dependent on the automobile. A special thanks to all our volunteers.

“The bicycle is the most civilized conveyance known to man. Other forms of transportation daily grow more nightmarish”

—Iris Murdoch

NO DEAL (continued from page 1)

(Another \$108 million would go to different municipalities to be used for any transportation projects—auto or not—they want.) The remaining \$420 million, will go towards the highway.

It sounds like an honest attempt at compromise, until you start looking at how the sales tax plan relates to the RTC's 25 year expenditure plan, known as the RTIP. The RTIP details how the RTC intends to spend the \$1.94 billion the RTC expects to receive in state and federal sources over the next 25 years. Cross referencing the two documents reveals that the RTC could afford to do all the projects in the sales tax initiative if they do *not* widen Highway 1. In fact, based on data from 2001, we'd have \$16.5 million more for alternative transportation if we do *not* pass the sales tax measure. The closer one looks, the more the sales tax "compromise" appears to be a shell game, a sleight-of-budget trick, with the Highway under every shell. Check out some of the data on in the table below. Then call if you want to go over the figures with me, or with me and RTC staff. This stuff is definitely complicated.

I have talked to as many People Power members as possible about "making a deal," and no one seems to support it. The conversations were heartening and enlightening and I am more proud than ever to work for this organization. As always, please call me with your opinions. Based on my judgement and

member input so far, we are putting out the following platform:

People Power Platform on the Highway 1 Sales Tax Initiative

- Widening Highway 1 will not reduce congestion. It will create sprawl, waste our tax money, contribute to global warming and wars over oil. Therefore, we oppose it.
- We oppose spending \$410 million to widen the highway in exchange for a rail trail or other projects that we already have the money to pay for.

The positive side of being wooed by the Highway folks is that it is a remainder about how powerful we are. Consultants hired by the Business Council are telling them that they will never pass the sales tax initiative in the face of "organized opposition." Together, we can put a stop to the kind of corporate/ automobile based planning that so many of us abhor, and replace it with a vision of a human scale world. ■

action alert

AGAINST HWY 1 WIDENING?

The Campaign for Sensible Transportation will be running ads in *The Sentinel* showing this community's solid opposition to widening Highway 1. To add your name, contact:

Spike Alper, 575 Sunlit Lane, Bonny Doon, CA, 95060
<spike@cruzio.com> or FAX 421-9865

Act quickly to be in the first ad. Donations more than welcome.

COMPARING THE TAX PLAN TO THE RTIP

Total sales tax to go towards non-Highway projects	66 million
3 new bicycle pedestrian bridges over Highway 1	7 million
Hwy 17 Safety Program: 5 million needed	5 million
Senior and Disabled Transportation Services	15 million
Construction of Rail Trail: 20 million needed	21 million*
Pajaro Rail Station	5 million
Park and Ride Lots and Carpool/ Alt Transportation Projects	8 million
Highway 1 Express Buses	5 million

* If 10 million of the Trail Construction goes towards purchase of the line as proposed by Ellen Pirie, this figure is reduced to 51 million, but we'll use 61 and assume "the best."

Items from the Constrained list from RTIP (things they plan on having the money for in the next 25 years)	29.5 million
3 new bicycle pedestrian bridges over Highway 1	6 million
CHP Hwy 17 Safety Program	2.5 million
Construction of Rail Trail	12 million
Pajaro Rail Station	2 million
Park and Ride Lot Development 8 million needed	8 million
New monies for alternative transpo from sales tax (not already accounted for in the 25 year plan)	36.5 million
Amount in the 25 year plan to widen Highway 1	46 million
Net effect on Highway Widening for Alternative Transportation (includes all monies allocated by sales tax initiative)	-9 million

Better World Bicycle Safety Program: Cultivating Lifelong Bicyclists

Not all kids have the knowledge and skills they need to ride bikes safely and confidently on city streets. Better World Bicycle Safety Program (BWBS) is working to change that. Now entering its second year, BWBS is a non-profit organization which works with Santa Cruz County schools and various community organizations to teach children bicycle safety awareness and skills. Working primarily with children in 3rd-6th grade (7-12 year olds), the program offers bicycle safety classroom presentations, as well as interactive Bicycle Rodeos. Rodeos are courses kids ride through to practice safety and general riding skills.

BWBS partners with many different community service organizations, sponsoring businesses, and volunteers to teach bicycle safety, including: Santa Cruz Police Department, Santa Cruz County Health Services Agency—Bicycle and Pedestrian Safety Education Office, the Bicycle Trip, Giant Bicycles, the Hub for Sustainable Transportation, the Santa Cruz County Cycling Club and Bike to Work.

The primary goals of the program are promoting safe bicycling practices among children and empowering them to become lifelong transportation and recreational bicycle riders through confidence building education and exercises.

Volunteer to Teach Kids Bicycle Safety

Running the rodeos requires a lot of people and we rely primarily on volunteers. Please consider donating time to help teach young riders important bicycle safety skills. There are weekend and weekday events, and shifts normally last two hours. Working with the kids is very fun and rewarding! Currently we are looking for volunteers for our Bike Week Rodeo on Saturday, May 22, 11AM-1PM at 2931 Mission St. (in the parking lot between Natural Bridges Dr. and Shaffer Rd.).

Kids' Bicycles Donations Needed

We are also looking for donations of kids' bicycles of varying sizes to assemble a small fleet of "loaner" bikes which kids can use to participate in the rodeos. If you have a bike you would like to donate, please contact us.

For more information about BWBS and upcoming events, visit <http://www.bicycletrip.com/goto/bicyclesafety> or contact: Saskia Lucas, School and Community Events Coordinator
(831) 566-6569 / email: saskia@bicycletrip.com

NOTE: Kids Events During Bike Week!

There are several events for kids scheduled for Bike Week. See enclosed brochure. ■



Working on the Rail Trail

While legal attempts on the part of the County to purchase the rail line from Union Pacific appear to be going rather slowly, a group of people (unaffiliated with People Power, of course) have started building the rail trail without permission. Almost 200 feet of hard-packed crushed granite now parallels the tracks from Seabright and Murray East towards the Yacht Harbor. The trail is being built cheaply (at \$2 a foot) and does not in any way impede Union Pacific's ability to run trains.

While it is certainly a small beginning, our "people's path" is serving as an example of what a small group of committed citizens can accomplish and our common sense approach has attracted lots of positive attention from passers by.

To work on the trail at Seabright or anywhere else in town, get at least 4 people together, pick a time and date, and call 425-0665. We'll put you in touch with a trail crew leader who will work with you and provide the tools, materials and expertise. ■

Pedal-Powered Soaps!

Just Soap (www.justsoap.com) makes finely crafted all-natural soaps and shampoos, blended by a human-powered "bicycle blender"—a one-of-a-kind soap-making machine that is used to make soap using eco-friendly production methods.

Contact **Rick** at bikerick@att.net or **425-1580** if you would like to go in on an order, to save money on shipping.

Also, if anyone is interested in seeing if People Power can make arrangements to sell **Just Soap** products locally, contact Rick.