

Figure 2. RTC grant application cover letter for the Carpool Incentive Program (CIP)



SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION
1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3245 EMAIL info@scrtc.org

MONTEREY BAY
UNIFIED APOD

8 JUN 17 12:58

June 2, 2008

Douglas Quetin, Air Pollution Control Officer
Monterey Bay Unified Air Pollution Control District
24580 Silver Cloud Court
Monterey, CA 93940

**RE: AB2766 Grant Application for a Countywide Carpool
Incentive Program in Santa Cruz County**

Dear Mr. Quetin,

Attached is an AB2766 grant application for \$120,000 to fund a Countywide Carpool Incentive Program in Santa Cruz County. This proposal follows the RTC's recent analysis of the transportation options available in Santa Cruz County and which identified gaps in existing programs and services. Through this process, we found that an incentive program to help citizens move from wanting to carpool to actually taking the next steps is needed. We also took note of recent local successes at both the City and County of Santa Cruz where employee transportation programs that include both a carpool matching service and incentives are having a positive impact on changing and sustaining new travel habits. This program would provide similar incentives to carpool to the community at large.

The program proposed in this grant application provides incentives for forming new carpools for both commuter work trips and school trips where parents currently drive their children who attend grades K-12 to school, but do not share driving responsibilities with other families. This incentive program is designed to complement and integrate with RTC's existing online rider matching service and personalized trip planning assistance that are already in place.

Thank you for reviewing this program application which we hope is recommended for funding under the current AB2766 grant program.

Sincerely,

George Dondero
Executive Director

**"The grant application referenced
incentive programs that the city and
county contracted with RideSpring"
- Sr. Transportation Planner, SCCRTC**