



SANTA CRUZ COUNTY GROUP
Of The Ventana Chapter
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Claire Fliesler
Public Works Department
July 17th 2019

Re: **JUMP bike concerns & recommendations**

Dear Claire,

Bike Share Santa Cruz initiated a partnership with JUMP Bicycles just over a year ago and it appears to be thriving. With the introduction of the electric assist bicycle, the City realized an opportunity to develop “new transportation options”. Santa Cruz Sierra Club’s Transportation Committee applauds these efforts to support our climate by providing Active Transportation modes of travel.

The Sierra Club’s national policy prioritizes pedestrian and bicycles:

“Transportation is the highest source of U.S. CO2 emissions. Additionally, oil use in the transportation sector causes or exacerbates serious health conditions such as asthma, heart disease, and cancer. Sierra Club’s priority strategies include:

Promote alternative modes of transportation by encouraging compact mixed-use land use patterns that **prioritize walking and biking over vehicles**, building and supporting public transit, reducing and eventually eliminating parking, and using pricing and other incentives to equitably promote alternatives to driving.”

In your community meetings, the public voiced their concerns about JUMP bikes, but we haven’t seen the requisite improvements in safety. The Sierra Club requests action to address these community concerns.

Remaining concerns, previously presented by the public:

Enforcement of Bike Share Santa Cruz policies and Municipal Code 10.68.050:

- JUMP bikes blocking pedestrian paths on sidewalks
- Under-age riders without helmets
- Cyclists not “riding predictably,” weaving in and out of bike lane
- Failure to follow directional flow of traffic
- Cyclists speeding on sidewalks

- Unsafe doubles riding
- JUMP bikes discarded in the San Lorenzo River causing environmental damage

Recommendations to alleviate some safety issues are:

1. Fully commit to the Street Smarts campaign to educate riders (and motorists)
2. Enforcement of Municipal Codes
3. Consider a City Ordinance prohibiting electric assist cycles/scooters on sidewalks
4. Accountability, such as fines for Jump Bike not providing helmets to riders

Consistent enforcement of rules in other communities has changed behavior of riders and motorists over time. A preparatory educational campaign may be enough for many riders/drivers in our community and enforcement is key.

Currently, the public has little recourse for reporting, as the infractions happen too fast to note/photograph and report. Beach areas and highly trafficked areas such as downtown especially need attention to prevent injuries.

Thank you in advance for addressing our community's concerns and for letting us know how you plan to address them.

Sincerely,

Gillian

Gillian Greensite, Chair
Sierra Club, Santa Cruz County Group

c.c. City Manager Martin Bernal
City Council
Public Works & Transportation Commission

