



# COUNTY OF SANTA CRUZ

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## PRESS RELEASE

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### COUNTY, PARTNERS LAUNCH 'POWERED BY ME' CAMPAIGN

On Wednesday, the County of Santa Cruz and community partners are pleased to launch the 'Powered by Me' campaign to gather community input to help develop the County's first-ever Active Transportation Plan.

The Active Transportation Plan will provide a roadmap for future improvements for walking and bicycling in unincorporated Santa Cruz County, and is funded through a Caltrans Sustainable Communities Transportation Planning Grant as well as local matching funds. Residents are encouraged to provide feedback on ways to improve walking and biking in unincorporated areas of the County, including Davenport, Live Oak, Aptos, Rio Del Mar, La Selva Beach, Amesti and Interlaken.

Anyone who lives, works, or plays in unincorporated Santa Cruz County is invited to visit <https://ecoact.org/poweredbyme> and use the interactive map to share input about places that are great for walking and biking, places that could use improvement, and needed new projects. The County of Santa Cruz Active Transportation Plan is a partnership between the County of Santa Cruz Public Works Department, County Public Health, Ecology Action, and Bike Santa Cruz County. (A Caltrans-led study that includes walking and bicycling improvements for the San Lorenzo Valley/Highway 9 corridor will be included in the County's Active Transportation Plan.)

The public is also invited to join one of three virtual public meetings to provide input. Visit <https://ecoact.org/poweredbyme> or follow the County of Santa Cruz on Facebook ([www.facebook.com/countyofsantacruz](http://www.facebook.com/countyofsantacruz)) for more information and links to register.

- Live Oak and Soquel: Wednesday, October 14th, 6 p.m. - 7:30 p.m.
- Aptos and Rio Del Mar: Wednesday, October 21st, 6 p.m. - 7:30 p.m.
- South County: Wednesday, October 28th, 6 p.m. - 7:30 p.m.

Based on public input, the County will also develop a draft project list including several to be implemented as temporary, pop-up traffic safety demonstrations. Following the pop-up demonstrations in spring of 2021, the planning team will develop the draft plan. The final plan will be completed in early 2022.