



## Dear Bicycle Commuters of Monterey, Santa Cruz, and San Benito Counties:

In the coming years, the Association of Monterey Bay Area Governments will be working with leading experts to develop a modeling tool to help transportation planners make the Monterey Bay Area an even better place to bike. This tool will assist decision makers in identifying the best places to plan for bicycle routes, paths and other facilities throughout the tri-county Monterey Bay Area.

### HOW YOU CAN HELP

In order to get this project started, **we need your help!** AMBAG will be collecting data from our region's bicycle commuters through a tool called "CycleTracks." This year's [Bike Week](#), scheduled for May 9<sup>th</sup> through May 15<sup>th</sup>, marks the kick-off for our bicycle commute data collection effort, which will continue through October.

To contribute to our effort, you will need to download the CycleTracks smartphone application for iPhones and Androids. Using the CycleTracks app is easy. At the start of each trip, you will need to tap the "start" button on the app. At the end of each trip, tap the "save" button. The app will prompt you to identify your trip purpose and comments. When you tap "save," your trip information will upload to a server. You may also choose to enter personal information such as age, email, gender and information about your typical cycling commute.

Once you upload one or more commute trips through CycleTracks, you will be entered into a drawing to win exciting prizes! In fact, you can vote on the prizes by visiting our [facebook](#) page and placing your vote by June 1, 2011. The first 20 people to vote will automatically be entered in the drawing. If you wish to be entered into the drawing, you will need to submit your email address.

All personally identifiable data is voluntary and will be kept confidential.

Recording your routes and your trip details will help the region's planners and decision makers gain a detailed understanding of the needs of cyclists. This will help make the Monterey Bay Area an ideal place to ride your bike to work, school and play.

**Plus, you'll get to log and map your bike routes!**

### CYCLETRACKS APP AND THE BICYCLE MODELING TOOL

The CycleTracks app was developed by the San Francisco County Transportation Authority (SFCTA) through funding from a Caltrans grant. The CycleTracks app is free for users and can be found [here](#) (iPhone) or [here](#) (Android).

Each time you upload a commute trip, it gets sent to SFCTA's server. Once the data collection period is over, AMBAG will obtain the data from SFCTA. The data will inform the bicycle travel demand modeling tool for the Monterey Bay Area. It will also help to make AMBAG's regional travel demand model- the modeling tool used in long range transportation planning for the Monterey Bay Area - more responsive to bicycle trips.

In other words, we will be able to better predict how investments in bicycle facilities impact what transportation mode people choose as well as what route they choose. This, in turn, will help us better understand the transportation investments we need to make in order to get more people to ride their bikes to work, school and play. In light of our state mandate to achieve regional greenhouse gas targets from the transportation sector pursuant to California Senate Bill 375, this effort is particularly important.

Please note: the CycleTracks app is uniquely suited to collect data for the development of the bicycle travel demand modeling tool. While there are a number of other useful tools for mapping your bike routes, CycleTracks is the only tool that will record the data we need, in the manner we need it!

For more information on this project, contact: Steph A. Nelson, Associate Planner, AMBAG at [snelson@ambag.org](mailto:snelson@ambag.org) or 831.264.5092.

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