

Attachment 1

Community Traffic Safety Coalition Work Plan for FY 2004-2005

The Community Traffic Safety Coalition's mission is to reduce traffic-related injuries, while promoting the use of alternative modes of transportation. The primary focus is on bicycle and pedestrian safety issues. The Coalition educates all road users in safety practices to decrease the risk and severity of collisions, and advocates for improved conditions to make all methods of transportation safer.

Coalition members elect and implement projects annually according to current issues, public requests, and direction from community agencies and the Santa Cruz County Regional Transportation Commission. Other unexpected short-term advocacy projects are often added during the year, in response to local events. The Coalition also participates in community events and other unanticipated opportunities as they arise.

Staff responsibilities include supporting projects chosen by the Coalition, facilitating coalition and subcommittee meetings, establishing communication channels with local agencies, sharing resources with traffic safety programs around the country, grant management and reporting requirements and generating positive publicity for bicycle and pedestrian safety issues.

The Coalition has chosen the following priorities to be ongoing:

- Support bicycle and pedestrian safety education in the schools.
- Continue coordinating the Watsonville Bike and Pedestrian Task Force, a multidisciplinary group similar to the Coalition that implements projects that address the unique needs of South County. The Task Force chooses its projects based on the current issues of the community. Projects planned from January to June 2004 are as follows:
 - Participate in Watsonville community events by distributing traffic safety educational materials.
 - Support the spring Bike to Work effort in South County.
 - Develop seasonal bicycle and pedestrian safety public service announcements to be played on local radio stations.
 - Advocate for law enforcement to have a South County bicycle and pedestrian violation enforcement day.
 - Conduct a walkability survey for the Watsonville area.
 - Survey Latino men who aren't wearing helmets to gather data on why they aren't wearing one. This information will then be used to develop a campaign to promote helmet use.
- Research and pursue other grant sources to fund new bike and pedestrian projects.

The Coalition has chosen the following objectives for FY 04-05:

- Continue the "Safe Routes to School" project at local elementary schools which includes the following: identify and promote safe bike and pedestrian routes near schools, advocate for improvements, educate parents, organize a "walk pool" program in which parent volunteers walk groups of children to school and participate in Walk a Child to School Day, a national event in the month of October.
- Continue to support the PACE Car program, which is aimed at slowing traffic in neighborhoods to make streets safer for children, pedestrians and bicyclists.
- Develop an education campaign focused on senior driver safety. Activities to meet this objective may include education of seniors, physicians, law enforcement and family members, promotion of alternate modes of transportation and senior driving classes.
- Design a pedestrian safety program that focuses on the interaction between pedestrians and motorists.

**Community Traffic Safety Program
Budget for FY 2004-2005**

Line Item	TDA	Match
Personnel (Salary + 35% Benefits)		
Senior Health Educator (.10 FTE)		8,828.00
Health Educator (0.75 FTE)	47,081.00	9,724.00
Typist Clerk (.14 FTE)		8,326.00
Overhead 15% of Personnel		11,093.85
Travel/Mileage	800.00	
Direct Costs		
Printing/Office Supplies	500.00	
Project Implementation	4,895.00	
In-Kind		15,304.15
Total	53,276.00	53,276.00
Total Budget	106,552.00	

Community Traffic Safety Coalition Bicycle and Pedestrian Education Work Plan for FY 2004-05

The Community Traffic Safety Coalition is requesting funds to continue supporting a bilingual staff person for the Bicycle and Pedestrian Safety Education Program. Although volunteers from the Coalition conduct some of the presentations, a bilingual staff person is required to conduct presentations, recruit, train, schedule, and coordinate volunteers.

The goal of the program is to reduce deaths and injuries among young bicyclists and pedestrians in the County of Santa Cruz through education. We anticipate that the skills taught to children in elementary schools will carry into their adulthood making them responsible road users. The Health Services Agency (HSA) is the only agency that provides this ongoing service to Santa Cruz County Schools. ***Since 1995, 90% of Santa Cruz County Public Elementary Schools have been reached, providing education to approximately 21,764 students.***

In order to continue this program at its current capacity during FY 04-05, we are requesting \$46,724. This would enable us to reach a minimum of 50% public elementary schools, approximately 3,000 students, and 100 classrooms in a year.

The bike curriculum consists of a 40-minute presentation that targets grades 3-6. The pedestrian curriculum, which targets K-3, consists of a 25-minute presentation. During the 02-03 school year, approximately 1,374 students and 58 classrooms received pedestrian safety presentations. A total of 2,400 students and 100 classes received bike safety presentations. The test results of student knowledge taken before and after the bike safety presentations demonstrated an average increase of 32%.

Objectives for FY 04-05:

- Conduct bicycle and pedestrian safety presentations in at least 50% of public elementary schools in the County during September-June.
- Conduct random pre and post-tests to evaluate increase in knowledge of bicycle safety at eight elementary schools.
- Provide safety presentations to at least 5 community agencies such as preschools, after school care programs and neighborhood groups.
- Participate in a minimum of 3 community events.
- Conduct helmet observation surveys at 4 of schools in which bicycle safety presentations were given.
- Develop tools and assist at least one elementary school to implement a low-cost helmet program within the school.
- Recruit and train volunteers to help conduct safety presentations.

The number of pedestrian injuries decreased by 20% between 2001 and 2002. Helmet use by bicyclists injured in 2002 increased by 18% from the previous year. It is important that we continue our efforts to maintain these positive trends as the following 2002 Santa Cruz County data shows:

- Six pedestrians were killed in 2002.
- Every week 3 bicyclists are injured badly enough to require a report to law enforcement.
- In 2002, pedestrians age 14 and under comprised 20% of all pedestrian injuries.

**Bicycle and Pedestrian Education Program
Budget for FY 2004-2005**

Line Item	CMAQ	TDA	Match
Personnel (Salary + 35% Benefits)			
Senior Health Educator (.10 FTE)			8,828.00
Health Educator (.20 FTE)	1,376.00	11,724.00	
Bilingual Health Program Specialist (.50FTE)	30,424.00		
Typist Clerk (.14FTE)			8,326.00
Senior Health Services Manager (.035FTE)			4,123.00
Overhead (15% of Personnel)			9,720.15
Travel/Mileage	1,500.00		
Direct Costs			
Printing/Office Supplies	1,000.00		
Project Implementation	700.00		
In-Kind			15,726.85
Total	35,000.00	11,724.00	46,724.00
	46,724.00		46,724.00
Total Budget		93,448.00	