

# COMMUNITY TRAFFIC SAFETY COALITION

*Attachment-Exhibit A*



December 1, 2004

Santa Cruz County Regional Transportation Commission  
1523 Pacific Avenue  
Santa Cruz, CA 95060-3911

**Regarding: FY 2005-2006 TDA Request for the Community Traffic Safety Coalition (CTSC)**

Dear Commission Chair Jan Beautz and Commissioners:

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.

For FY 2005-2006, HSA has a two-part request. First, HSA requests \$53,276 to provide a portion of the annual budget for the CTSC. Second, HSA is requesting \$46,724 to continue funding the Bicycle and Pedestrian Education Program. The total amount requested for both the CTSC and the Bike and Pedestrian Education Program for FY2005-2006 is \$100,000. HSA and other member agencies will be providing \$100,000 in matching funds, in-kind hours and other donations.

As you will see in the following pages, the CTSC has again developed a work plan that reflects the needs and concerns of the community. In this year's proposed work plan we have also outlined an evaluation plan for each objective, which will allow us to better measure our success. The final evaluation report for both programs will be included with the second biannual report and invoice.

Thank you for your consideration and continued support.

Sincerely,

*Dena Loijos*

Dena Loijos, MPH, CHES  
Senior Health Educator



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## **Community Traffic Safety Coalition Work Plan for FY 2005-2006**

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.

Staff to the Coalition responsibilities include coordinating and facilitating monthly coalition meetings and regular project subcommittee meetings, acting as a liaison between agencies, tracking county bicycle and pedestrian injury statistics, writing all reports and letter of advocacy/support, representing the coalition at other agency meetings and maintaining the coalition web site.

Coalition members elect and implement projects annually in four priority areas; bicycle safety, pedestrian safety, traffic calming and safe routes to school. Projects are chosen according to current issues, public requests, and direction from community agencies and the Santa Cruz County Regional Transportation Commission. Activities to complete projects fall within five categories; education, media, advocacy, training and collaboration. These projects are to be completed in a one-year time frame.

The Coalition has also chosen two projects to be ongoing; supporting the school bicycle and pedestrian safety education program and the Watsonville Bike and Pedestrian Task Force (WBPTF). The WBPTF is 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 2005 are listed below.

- Participate in Watsonville community events by distributing traffic safety educational materials.
- Support the spring Bike to Work effort in South County.
- Distribute seasonal bicycle and pedestrian safety public service announcements to be played on local radio stations.
- Plan and implement follow up objectives using data collected from the walkability survey conducted in May 2004.

### **The Coalition has chosen the following projects for FY 05-06:**

**Project:** By June 30, 2006 increase driver compliance of pedestrian right-of-way laws. (Percentage increased to be determined after pre-observational study)

**Priority Area:** Pedestrian Safety







## Cory Caletti

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**From:** Pat Dellin  
**Sent:** Thursday, December 23, 2004 1:11 PM  
**To:** 'Dena Loijos'  
**Cc:** Karena Pushnik; Cory Caletti; Danielle Deibler  
**Subject:** RE: Change of CTSC Work Plan Request

Dena,  
A-Ok. And thank you for doing the ped reporting.  
Pat

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Pat Dellin  
Acting Executive Director  
Santa Cruz County Regional Transportation Commission (SCCRTC) 1523 Pacific Ave Santa Cruz,  
CA 95060 831-460-3200 pdellin@sccrtc.org www.sccrtc.org

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-----Original Message-----

From: Dena Loijos [mailto:cloijos@health.co.santa-cruz.ca.us]  
Sent: Tuesday, December 21, 2004 12:39 PM  
To: Pat Dellin  
Subject: Change of CTSC Work Plan Request

Hello Pat-

> I am requesting a change to the 2004/2005 fiscal year work plan. In  
> November of 2003 the Coalition chose the project of designing a pedestrian safety  
program that focuses on the interaction between pedestrians and motorists. In August of  
2004, Karena Pushnik asked the Coalition if they would take over implementing the  
Pedestrian Access Report, which was originally a project of the Elderly and Disabled  
Transportation Advisory Committee of the RTC. The Coalition agreed that this was a project  
they would like to complete and implement. We are requesting to implement the Pedestrian  
Access Report in place of designing the pedestrian safety program.  
> Thank you for your consideration.  
Happy Holidays!

Dena Loijos, MPH, CHES  
Senior Health Educator  
Santa Cruz County Health Services Agency  
P.O. Box 962  
Santa Cruz, CA 95061

Phone: 831/454-5018  
Fax: 831/454-5048

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# Attachment 1 - Exhibit B

## Community Traffic Safety Coalition Bicycle and Pedestrian Education Work Plan for FY 2005-06

The Community Traffic Safety Coalition is requesting funds to continue supporting a bilingual staff person for the Bicycle and Pedestrian Safety Education Program. Although community volunteers conduct some of the presentations, a bilingual staff person conducts the overwhelming majority of the presentations. In addition, a health educator is required for a few hours each week to coordinate the community volunteer speakers bureau.

The goal of the program is to reduce deaths and injuries among young bicyclists and pedestrians in the County of Santa Cruz through safety education. We anticipate that the skills taught to children in elementary schools will carry into their adulthood making them responsible road users. Also, we hope that the students pass along what they learned to their parents, siblings and friends. The Health Services Agency (HSA) is the only agency that provides this ongoing service to Santa Cruz County Schools and other community agencies (neighborhood groups, pre-schools, after school care programs) when requested. ***Since 1995, 90% of Santa Cruz County Public Elementary Schools have been reached, providing safety education to approximately 25,663 students.***

In order to continue this program at its current capacity during FY 05-06, we are requesting \$46,724. This would enable us to reach a minimum of 50% public elementary schools, approximately 3,000 students, and over 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 03-04 school year, a total of 3,899 students received bike & pedestrian safety presentations. There were 2,194 presentations given on bike safety and 1,705 on pedestrian safety, which totaled 183 class presentations conducted throughout Santa Cruz County. The test results of student knowledge taken before and after the bike safety presentations demonstrated an average increase of 27%.

### ***Objectives for FY 05-06:***

- Conduct bicycle and pedestrian safety presentations in at least 50% of public elementary schools in the County during the school year (August – June).
- Provide safety presentations to at least 5 community agencies (preschools, after school programs, neighborhood groups) as requested.
- Participate in a minimum of 3 community events.
- Conduct random pre and post-tests to evaluate increase in knowledge of bicycle safety in at least 10 elementary schools from grades 3<sup>rd</sup> through 5<sup>th</sup>.
- Conduct helmet observation surveys in at least 4 schools in North & South County in which bicycle safety presentations had been provided.
- Assist at least one elementary school in implementing a low-cost helmet program.
- Continue to recruit and train volunteers on a yearly basis to help conduct safety presentations.

The presentations staff has given to elementary students may have contributed to some positive trends in bicycle and pedestrian injuries for Santa Cruz County. Pedestrians age 14 and under had a decrease in injuries from 2002 to 2003. In 2002, this age group comprised 20% of all pedestrian injuries, in 2003 this number dropped to 15%. The

number of bicyclists injured age 14 and under went from 26 in 2002 to 15 in 2003. Although these positive trends are promising, there is still work that needs to be done. The data also shows:

- Seven pedestrians were killed in 2003. Five of which were in South County.
- Sixty three percent of bicyclists who were injured or killed did not wear a helmet.
- Overall, there was an increase in both bicycle and pedestrian injuries from 2002 to 2003.

The CTSC strongly supports having a bilingual staff person to help reduce injuries for bicyclists and pedestrians of all ages.

**Bicycle and Pedestrian Education Program  
Budget for FY 2005-2006**

<b>Line Item</b>	<b>TDA</b>	<b>Match</b>
<b>Personnel</b> (Salary + 35% Benefits)		
Senior Health Educator (.10 FTE )		8,828.00
Health Educator (.20 FTE)	13,100.00	
Bilingual Health Program Specialist (.50FTE)	30,424.00	
Typist Clerk (.14FTE)		8,326.00
Senior Health Services Manager (.035FTE)		4,123.00
<b>Overhead (15% of Personnel)</b>		11,685.15
<b>Travel/Mileage</b>	1,500.00	
<b>Direct Costs</b>		
Printing/Office Supplies	1,000.00	
Project Implementation	700.00	
<b>In-Kind</b>		13,761.85
<b>Total</b>	<b>46,724.00</b>	<b>46,724.00</b>
<b>Total Budget</b>	<b>93,448.00</b>	