

Community Traffic Safety Coalition Bicycle and Pedestrian Education Work Plan for FY 2006-07

The Community Traffic Safety Coalition's (CTSC) Bicycle and Pedestrian Education Program's (BPEP) mission is to reduce deaths and injuries among young bicyclists and pedestrians in the County of Santa Cruz through safety education. The goal is to teach safety skills to children that will carry over 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 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 30,889 students.***

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 04-05 school year, a total of 5,226 students received bike & pedestrian safety presentations, reaching 60% of Santa Cruz County elementary schools. The random test results taken before and after the bike safety presentations demonstrated 20% increase in knowledge.

In addition to conducting **bilingual** safety presentations, staff responsibilities to the BPEP include: participating in CTSC and Watsonville Bike and Pedestrian Task Force meetings, providing regular updates to the Regional Transportation Commission's Bicycle Committee, assisting elementary schools in implementing a low-cost helmet program, translating safety materials as needed, and recruiting and training volunteers to help conduct safety presentations.

Objectives for FY 06-07:

- Conduct bicycle and pedestrian safety presentations in at least 50% of public elementary schools, approximately 3,000 students, in over 100 classroom 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 8 elementary schools from grades 3rd through 5th.
- Conduct helmet observation surveys in at least 4 schools in North & South County in which bicycle safety presentations had been provided.
- Collaborate with CTSC staff to implement a walk to school program at 3 elementary schools.
- Collaborate with the health educator coordinating the Bicycle Safety Expansion Program funded by the Office of Traffic Safety to implement helmet policy in schools.
- Collaborate with Neighborhood Services in Watsonville to educate parents regarding bicycle and pedestrian safety.

Although there was a decrease in both bicycle and pedestrian injuries from 2003 to 2004 there is still work that needs to be done. The data also shows:

- Bicycle injuries for children age 14 and under increased from 15 in 2003 to 26 in 2004.
- Sixty two percent of bicyclists that were injured or killed did not wear a helmet.
- Twenty percent of the pedestrians injured in Santa Cruz County were 14 years old and under.

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 2006-2007**

Line Item	TDA	Match
Personnel (Salary + 35% Benefits)		
Senior Health Educator (.10 FTE)		9,321.00
Bilingual Health Program Specialist (1.0FTE)	43,524.00	24,460.00
OTS Health Educator		1,172.00
Overhead (15% of Personnel)		11,771.55
Travel/Mileage	1,200.00	
Direct Costs		
Printing/Office Supplies	1,000.00	
Project Implementation	1,000.00	
In-Kind		
Total	46,724.00	46,724.55
Total Budget	93,448.55	