

# COMMUNITY TRAFFIC SAFETY COALITION



Attachment 4

Michael Hedley, Co-Chair

Saskia Lucas, Co-Chair

February 8, 2006

To All Commissioners

Dear Commissioner:

Enclosed is the Community Traffic Safety Coalition's (CTSC) 2004-2005 Annual Report. With support and commitment from the many coalition members, the CTSC was able to accomplish projects in the areas of bicycle safety, pedestrian safety, safe routes to school, senior driver safety and slowing traffic in neighborhoods. The report describes the accomplishments for the 04-05 fiscal year, including projects focused on South County.

If you have any questions regarding this report, please contact Corinne Hyland at 454-7558.

Sincerely,

*M. Hedley*  
Michael Hedley  
Coalition Co-chair

*Saskia Lucas*  
Saskia Lucas  
Coalition Co-chair

cc: Pat Dehlin, Interim Executive Director  
Santa Cruz County Transportation Commission

Bicycle Trip  
Bike-to-Work  
Bike Smart! Youth Bicycle Safety Program  
California Highway Patrol  
Caltrans District 5  
Capitola Police Department  
City of Watsonville  
Department of Motor Vehicles  
Health Services Agency:  
Child Health & Disability Program  
Emergency Medical Services  
Health Education Unit  
Mission Pedestrian  
Pajaro Valley Transportation Management Association  
People Power  
Santa Cruz Area Transportation Management Association  
Santa Cruz City Public Works  
Santa Cruz County Cycling Club  
Santa Cruz County Parks  
Santa Cruz County Public Works  
Santa Cruz County Regional Transportation Commission  
Santa Cruz County Sheriff's Office  
Santa Cruz Fire Department  
Santa Cruz Metropolitan Transit District  
Santa Cruz Police Department  
Scotts Valley Police Department  
The Spokesman Bicycles  
University of California  
Santa Cruz  
Watsonville Police Department

1-17  
c/o Health Education Unit, Santa Cruz County Health Services Agency  
1070 Emeline Avenue, P.O. Box 962, Santa Cruz, CA 95060, 831/454-4141

# Community Traffic Safety Coalition

## 2004—2005 Annual Report



Every year, the Community Traffic Safety Coalition (CTSC) accomplishes a long list of projects with the time, resources, and commitment of the many members of the Coalition. The Coalition's activities for July 2004 to June 2005 are described in this report. New efforts in senior driver safety, South County pedestrian safety issues and advocacy have all contributed to preventing traffic injuries in our community.

*Nikos Loijos-Tracy models safe behaviors for toddlers.*

### Mission Statement

The Community Traffic Safety Coalition's Mission is to reduce traffic-related injuries, while promoting alternative modes of transportation. 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.

### New Tool for Pedestrians!

A Pedestrian Access Report program is now available to Santa Cruz County residents. The report allows community members to report obstacles or hazards that may be encountered during pedestrian travel such as cracked sidewalks, sidewalks blocked by vehicles or overgrown vegetation. Visit [www.sctrfficsafety.org](http://www.sctrfficsafety.org) or [www.commutesolutions.org](http://www.commutesolutions.org) to print out a copy of the report.

*For more information about the Coalition or to participate, please call 454-4141 or visit our web site at [www.sctrfficsafety.org](http://www.sctrfficsafety.org).*

### Watsonville Bike and Pedestrian Task Force

The Watsonville Bike and Pedestrian Task Force had a very active 04/05 fiscal year. After reviewing data from both the California Highway Patrol's Statewide Integrated Transportation Report System and the May 2005 Walkability Survey, it was found that motorists not yielding to pedestrians is a significant problem. Task force members developed a safety campaign titled "Pedestrians should be seen and not hurt." The advertisement was placed in several local newspapers in both English and Spanish.

The task force also wrote several press releases. The first promoted using the new Wetland Trail system and focused on both safety and walking. The other titled, "Drivers the Safety of Walkers is in Your Hands" asked drivers to yield to pedestrians.

The task force continued their annual activities of placing the bilingual Share the Road banner over Main St. and distributing ten second safety PSA's appropriate for the season to all local radio stations. Members also staffed safety tables at the Day of the Child and a Mother's Day Run that was held on the Wetland trails.

### School Program

This was another great year for the Bike and Pedestrian School Education program. Approximately 5226 students received a bike or pedestrian safety presentation reaching 60% of the public elementary schools. In addition, six community agencies received safety presentations. Helmet observation surveys were also conducted at four schools throughout the county. Results showed that 73% of children in North County and 92% of children in South County wore helmets.

### Safe Routes to School

In October, several Coalition members walked elementary school students to school during Smart Sneaker Week which included International Walk a Child to School Day on October 6th.

Coalition members from City of Santa Cruz Public Works completed the Safe Route to School map for Gault Elementary. Parent surveys regarding walkability, bikability and safety were distributed in both English and Spanish. Responses from these surveys were used in developing the final map. The map was also used as part of a grant application submitted in June by the City of Santa Cruz Public Works Department for State Safe Route to School funding.

**Pace Car Program**



During the month of May, staff to the Coalition posted a Neighborhood Traffic Survey on the CTSC web site to find out how the program needs to be modified to gain community support. A total of 111 surveys were received. Participants were more likely to sign a pledge to drive the speed limit than display a sticker on their car. The comments received most often were that more enforcement and engineering a solution such as speed bumps was needed.

Two hundred and fifty stickers were taken from July to June from the DMV. The DMV representative to the Coalition reported seeing more stickers on vehicles in the DMV parking lot. Community members can register to become a Pace Car member on [www.sctrafficsafety.org](http://www.sctrafficsafety.org).

**Senior Driver Safety**

This year the Coalition decided to do something new by providing a program on senior driver safety. Members chose to provide car fitting demonstrations at Louden Nelson, Watsonville and Live Oak Senior Centers. The demonstration in Watsonville was in English and Spanish. Demonstrations covered steering wheel, seat and mirror adjustment to make seniors more mobile, comfortable and aware of their surroundings. An Occupational Therapist from Dominican Rehabilitation Services who specializes in driver evaluation conducted the demonstrations. Brochures were developed which included driver warning signs, where to go to receive a driver evaluation and alternative transportation options. A checklist was also distributed detailing how to fit a driver to a car. Eighty three percent of participants reported on the evaluation that they would recommend the demonstration to others.



Sharon Valdez, Occupational Therapist, conducts a car-fitting demonstration at Louden Nelson Community Center.

**Advocacy**

Letters written during the 04/05 fiscal year include:

- In July a letter was written urging the Santa Cruz City Public Works Department to provide clear signage and striping and parking enforcement of the Beach Street contra-flow bike lanes.
- Letters of support were written to be included in an application for Caltrans funds for improvement of bike and pedestrian facilities along the San Lorenzo River Path and in the Bay Corridor, the primary link between the east/west commercial artery of Mission Street/Route 1 and the University of California, Santa Cruz (UCSC).
- In April a letter was written in support of John Laird's AB 1384, that would create Safety Enhancement Double Fine Zones for Mission Street.
- A letter of support was provided for the UCSC Safe Routes to School application that proposed better pedestrian crossings in shuttle drop off areas and areas with high pedestrian traffic.

**Coalition**

**Members:**

- Kim Borfili
- Cory Carlett
- Piet Canin
- Judy Cervantes
- Kirby Chavez
- Sean Co
- Sandra Coley
- Pat Elerov
- Jerry Figueroa
- Tony Grant
- Barbara Gray
- Marlene Hayes
- Connie Hyslop
- Nancy Johnson
- Tom Langan
- Dona Lopez
- Susan Lunde
- Chad Martinez
- Erin McLaughlin
- Paula Pallas
- Maria Rodriguez
- Cheryl Schmitt
- Christina Swannack
- Debra Taylor
- Tanya Taylor
- Deborah Young

**Member Organizations:**

- Bicycle Trip
- Bike Smart, Youth Bicycle Safety Program
- Bike-to-Work
- California Highway Patrol
- Caltrans District 5
- Capitola Police Department
- Department of Motor Vehicles
- Health Services Agency
- Mission Pedestrian
- Pajaro Valley Transportation Management Association
- Pajaro Valley Unif. School District
- SCC Regional Transportation Commission
- Santa Cruz Area Transportation Management Association
- Santa Cruz City Public Works
- Santa Cruz County Public Works
- Santa Cruz County Sheriff's Office
- Santa Cruz Metro Transit District
- Santa Cruz Police Department
- Scotts Valley Police Department
- Univ. of California at Santa Cruz
- Traffic Busters
- Watsonville Police Department

**Thank you to the Santa Cruz County Regional Transportation Commission for providing funding for the Coalition.**

11-19