

## **Community Traffic Safety Coalition Work Plan for Fiscal Years 2006-2008**

### **Mission:**

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 Responsibilities:**

Staff to the Coalition is responsible recruitment, retention and satisfaction of coalition members. This is accomplished through satisfaction surveys and a yearly meeting devoted to the celebrating the achievements of the CTSC. Other 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.

### **Narrative:**

Coalition members elect and implement projects 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. The Coalition also has several ongoing projects: supporting the Ride n' Stride Safety Program, the Pedestrian Access Report and the Watsonville Bike and Pedestrian Task Force (WBPTF). The WBPTF implements traffic safety projects that address the unique needs of South Santa Cruz County. Staff supports these programs in addition to coordinating the projects chosen by the Coalition members.

In the past, most CTSC projects have been one year in length. In October 2006, staff to the Coalition made a request to the RTC that the projects for the work plan for fiscal year 2006/2007 become a two-year work plan. The projects are extensive and the Coalition agreed that more favorable outcomes could be achieved over the duration of two years instead of one. This request was approved.

The work plan below shows both phase one of the work plan that is to be completed during the 2006/2007 fiscal year and phase two, which is to be completed during the 2007/2008 fiscal year. Measurable activities have been listed to show how the project will be accomplished. In addition, an evaluation component has been added to determine the effectiveness of projects and provide feedback for improvements of future projects.

<b>Project #1</b>
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**Objective:** By June 30, 2008, work with at least three Public Works Departments to implement Construction Safety Guidelines.

**Phase One:** To be completed during the 2006/2007 Fiscal Year

Activities:

- Write a press release educating motorists about how to drive in construction safety zones.
- Designate a meeting to educate coalition members on the construction safety guidelines.
- Present the construction safety guidelines to the members of the Integrated Technical Advisory Committee (ITAC), which includes public works directors from each jurisdiction.
- Write at least one letter to local contractors who work on road projects, urging them to use the guidelines.
- Take pictures of sites that are not providing bicycle and pedestrian facilities and send them, along with a letter to the contractor in charge urging them to use the construction safety guidelines.

**Phase Two:** To be completed during the 2007/2008 Fiscal Year

Activities:

- Write a press release educating motorists how to drive in construction safety zones.
- Educate inspectors to address bicycle and pedestrian safety zones upon inspection.
- Advocate for public works departments to give contractors the construction safety guidelines upon permit request through letters or a presentation to the ITAC .
- Encourage contractors to use the guidelines in their preconstruction plans through letters or meetings.

**Evaluation:** Conduct a pre and post observational survey of construction sites to see if temporary facilities are being provided for pedestrians and bicyclists.

<b>Project #2</b>
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**Objective:** By June 30, 2008, conduct two traffic-calming tests, one in the Santa Cruz City jurisdiction and one in the County jurisdiction.

**Phase One:** To be completed during the 2006/2007 Fiscal Year

Activities:

- Research other cities, states and/or countries for inexpensive traffic calming interventions and their effectiveness.

- Review traffic rules for speed counts.
- Work with local public works departments and neighborhoods to determine the location of the traffic calming tests.
- Walk the streets with engineers/public works professionals to develop a list of possible actions appropriate for the location.
- Work with local law enforcement to conduct initial speed counts at test locations.

**Phase Two:** To be completed during the 2007/2008 Fiscal Year

Activities:

- Install traffic calming devices.
- Write at least two press releases informing the public of the traffic calming tests and the purpose of the project.
- Conduct follow-up speed count.

**Evaluation:** Use radar to measure speeds before and after the traffic-calming test is implemented.

<b>Project #3</b>
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Objective: By June 30, 2008, develop and implement a Walk to School Program at three Santa Cruz County public elementary schools.

**Phase One:** To be completed during the 2006/2007 Fiscal Year

Activities:

- Write a press release promoting International Walk to School Day.
- Collaborate with Bike to Work, Bike Smart, and the Office of Traffic Safety (OTS) Bicycle Safety Program and Traffic Busters to develop the program.
- Research other successful walk to school programs.
- Choose three school sites.
- Provide pedestrian safety presentations to the three schools through the Ride n' Stride safety program.
- Conduct meetings at each school for parents and students to encourage them to walk to school.
- Recruit walk to school champions at each school site.
- Do the preplanning necessary to get the schools to participate in Walk to School Day in October 2008.

**Phase Two:** To be completed during the 2007/2008 Fiscal Year

Activities:

- Coordinate with school site champions to develop and implement a walking school bus.
- Write a press release promoting October as Walk to School Month.

- Advocate to local law enforcement for the enforcement of traffic laws around the three selected school sites.
- Conduct walkability audits as needed. For example, if one of the school sites would like to advocate for environmental improvements such as new sidewalks a walkability audit would be conducted and submitted to the appropriate public works department.
- Promote walking to school throughout the school year by providing resources to the schools, incentives and submitting walk to school promotion to the schools' newsletter.

**Evaluation:** Track the number of students walking to school at the three sites before and after implementation of the program.

#### **Project #4**

**Objective:** Develop and implement a Bicycle Traffic School for first time violators.

**Phase One:** To be completed during the 2006/2007 Fiscal Year

Activities:

- Develop or adapt existing bicycle safety class curriculum to be taught in the Bicycle Traffic School.
- Collaborate with programs such as People Power, Bike Smart and the Office of Traffic Safety Bicycle Program to provide the safety classes.
- Design the program working with the traffic court system.
- Research other bicycle traffic schools and determine best practices.
- Research the number of bicycle citations that are given by the different jurisdictions, the cost per ticket and the demographics of the violators.
- Recruit and train instructors.
- When program is in place, write a press release to alert the public to the program.

**Phase Two:** To be completed during the 2007/2008 Fiscal Year

Activities:

- Ask law enforcement to provide a presentation to Coalition members on how they deal with bicycle violations.
- Through education of law enforcement officers, advocate for them to promote the Bike Traffic School program when a citation is given.
- Implement a bilingual version of the Bicycle Traffic School.
- Evaluate the program and make necessary changes.

**Evaluation:** Case study of implementation of the program.

**Community Traffic Safety Program  
Budget for FY 2007-2008**

Line Item	TDA	Match
<b>Personnel</b> (Salary + 40% Benefits)		
Senior Health Educator (.10 FTE)		10,020.00
Health Educator (0.75 FTE)	46,681.00	19,603.00
Typist Clerk (.14 FTE)		6,141.00
<b>Overhead 15% of Personnel</b>		12,366.75
<b>Travel/Mileage</b>	900.00	
<b>Direct Costs</b>		
Printing/Office Supplies	500.00	
Project Implementation	5,195.00	
<b>In-Kind</b>		5,145.25
<b>Total</b>	<b>53,276.00</b>	<b>53,276.00</b>
<b>Total Budget</b>	<b>106,552.00</b>	