

## **Community Traffic Safety Coalition Ride n' Stride Education Work Plan for FY 2007-08**

The Community Traffic Safety Coalition's (CTSC) Ride n' Stride Education Program's mission is to reduce injuries and fatalities among bicycle and pedestrian youth in the County of Santa Cruz through safety education. The goal is to teach elementary students the skills needed to keep safe along with being responsible road users. Program staff also encourages students to pass along new knowledge and safety skills to parents, siblings and friends. The Health Services Agency is the only agency that provides this ongoing service to Santa Cruz County Schools and other community agencies (pre-schools, neighborhood groups, after school programs) when requested. ***Since 1995, 90% of Santa Cruz County Public Schools have been reached, providing safety education to approximately 35,816 students.***

The bicycle curriculum consists of a 40-minute presentation that targets grades 3-6. The pedestrian curriculum, which targets K-3, consists of a 35-minute presentation. During the 05-06 school year, a total of 4,927 students received bicycle and pedestrian safety presentations, reaching 76% of Santa Cruz County elementary schools. Presentations were given in both Spanish and English when requested. Staff provided safety presentations to 12 community agencies and participated in 4 community events. The random test results taken before and after the bicycle safety presentations demonstrated 25% increase in knowledge.

In addition, staff responsibilities to the Ride n' Stride program include: participation in the CTSC and Watsonville Bike and Pedestrian Task Force meetings; providing on-going updates to the Regional Transportation Commission's Bicycle Committee; translating safety materials as needed; fitting and delivering helmets to low-income students; assisting in pedestrian and bicycle observation surveys as needed.

### ***Objectives for FY 07-08:***

- ❑ Conduct bicycle and pedestrian safety presentations in at least 50% of public elementary schools, approximately 3,000 students, in over 100 classrooms in the County during the school year (August – June).
- ❑ Provide safety presentations to at least 6 community agencies (preschools, after school programs, neighborhood groups) as requested.
- ❑ Participate in 4 community events.
- ❑ Conduct helmet observation surveys in at least four elementary schools, two in North County and two in South County in which bicycle safety presentations had been provided.
- ❑ Conduct random pre and post-tests to evaluate increase in knowledge of bicycle safety at 8 elementary schools from grades 3<sup>rd</sup> through 6<sup>th</sup>.
- ❑ Collaborate with the health educator coordinating the Bicycle Safety Expansion Program funded by the Office of Traffic Safety to implement helmet policy in schools and the community.
- ❑ Support and assist the fall and spring Bike to Work events in North and South County.

Injury data from SWITRS indicates there is still bicycle and pedestrian safety work that needs to be done. The 2005 data shows:

- Seventy 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.

**Ride n' Stride Safety Program  
Budget for FY 2007-2008**

<b>Line Item</b>	<b>TDA</b>	<b>Match</b>
<b>Personnel</b> (Salary + 40% Benefits)		
Senior Health Educator (.10 FTE )		10,020.00
Bilingual Health Program Specialist (1.0FTE)	43,524.00	25,374.00
<b>Overhead (15% of Personnel)</b>		11,837.70
<b>Travel/Mileage</b>	1,200.00	
<b>Direct Costs</b>		
Printing/Office Supplies	1,000.00	
Project Implementation	1,000.00	
<b>In-Kind</b>		
<b>Total</b>	<b>46,724.00</b>	<b>47,231.70</b>
<b>Total Budget</b>	<b>93,955.70</b>	