



# County of Santa Cruz

## HEALTH SERVICES AGENCY

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**Public Health**  
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### Community Health and Prevention Programs

October 17, 2007

### To: Santa Cruz County Regional Transportation Commission

From: Theresia L. Rogerson

Subject: New Grants and Staffing Changes at HSA

We are pleased to inform you that the County of Santa Cruz Health Services Agency (HSA) has been awarded two new grants. Building on the well-established Community Traffic Safety Coalition (CTSC) program funded by the Santa Cruz County Regional Transportation Commission (SCCRTC), HSA has been able to leverage additional funding to expand upon the numerous successful programs we already implement. There have also been some staffing changes related to these grants and the CTSC that we want to make you aware of.

### Office of Traffic Safety (OTS)

This is a state administered grant that HSA has received in the past. The new OTS grant for 2007 through 2009 will be divided between bicycle safety and child passenger safety at a funding level of \$409,110 over two years. For the bicycle safety portion, this grant will encourage bicycle helmet use in all age categories and educate youth, parents, and older cyclists through presentations and/or skills training. The grant includes objectives related to helmet use and bicycle safety education and a new focus on Share the Road awareness for motor vehicle drivers. The primary subcontractor on this grant is the Transportation Division of Ecology Action who will be conducting bicycle safety presentations for middle school, high school and college age students as well as parents for the amount of \$20,000. The proposal also seeks to reduce child safety restraint misuse and booster seat non-use by establishing an education and outreach program targeting South County residents, expanding the SEATS for KIDS car seat distribution program, and providing new training opportunities and a new focus on elementary schools.

### Safe Routes to School (SRTS)

This is a federal program through Caltrans for a non-infrastructure Safe Routes to School (SRTS) grant. To read about the differences between the state-legislated Safe Routes to School (SR2S) program and the SRTS federal program, please go to [www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm](http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm). Click on the link for the federal SRTS program for a description and program goals. The link towards the bottom of the page titled "SRTS Approved Project List 1 (Cycle 1)" will take you to a list of approved projects, including the HSA project funded at \$410,550 to be completed within four years after the funds are obligated. The primary subcontractor on this grant is the Transportation Division of Ecology Action for the amount of \$323,881.

The goal of this grant is to motivate more students, kindergarten through eighth grade, to safely walk and bike to school. Grant objectives include the following: 1) Increased bicycling and walking safety

presentations for elementary schools conducted by Ride n' Stride, a program of the CTSC; 2) Coordinated efforts with law enforcement to enforce safe walking and biking behavior; 3) Increased bicycle safety presentations and bicycle safety obstacle course trainings for middle schools by Bike Smart!, a program of Ecology Action; 4) Increased Bike to School Day sites at elementary and middle schools; 5) Hands-on bicycle education and skills trainings; 6) Development and promotion of a new Walk to School Day program at 20 schools; 7) Expanded Bike and Walk to School Tracking Program, where students track the miles they bike and walk to school and calculate CO<sub>2</sub> reduction, calories burned, and money saved; and 8) Development of a Safe Routes to School map for two schools to assist in future funding for needed infrastructure improvements.

### **Staffing Changes**

We have had some staffing changes since the beginning of the 07/08 fiscal year. Dena Loijos is no longer the Project Director for the Traffic Safety Programs as she has been promoted to the Manager of Health Education. Dena does continue to have oversight of all the traffic safety related programs. Corinne Hyland has been promoted to a Senior Health Educator and no longer works in the area of traffic safety. Roles and responsibilities of each permanent staff person working on SCCRTC funded projects are described below. Currently we have one vacant health educator position that we are working to fill.

**Theresia Rogerson, MPH – Senior Health Educator**, Theresia is the new Project Director for the CTSC program, the OTS funded program, as well as the SRTS program. Theresia is responsible for budgets, contracts, program evaluation, and communication with funding agencies in addition to oversight of work plan development and implementation.

**Vacant, MPH – Health Educator**, This position is responsible for the planning, coordination and implementation of the CTSC work plan.

**Kithy Chavez – Health Program Specialist**, Kithy is responsible for the coordination and implementation of the Bicycle and Pedestrian School Education Program (also known as Ride n' Stride) as well as some of the implementation of the SRTS program.

Finally, HSA staff wishes to thank the SCCRTC for your continued support. We look forward to on-going collaboration with you and your staff in building a healthier and safer Santa Cruz County.