

Community Traffic Safety Coalition

FYs 2008—2010 Report



Bike to Work participant,
May 2010.

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.

For more information about the Coalition or to participate, call 454-4141 or visit our website: www.sctrafficsafety.org

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

The Community Traffic Safety Coalition (CTSC) accomplishes a number of projects each year with the time, resources, and commitment of the Coalition members and affiliated organizations. The Coalition's activities for July 2008 to June 2010 are described in this report. Projects aim to increase safety for all road users in Santa Cruz County by promoting pedestrian and bicycle safety and addressing current traffic safety issues .

South County Bike and Pedestrian Work Group

During the 09-10 fiscal year, the Watsonville Bike and Pedestrian Task force received funding from the RTC and became the South County Bike and Pedestrian Work Group (SCBPWG). The group continued to address the safety needs of South County through many activities. Visit www.sctrafficsafety.org/SCBPWG to view recent highlights.

Ride n' Stride

RnS continues to offer safe walking and biking workshops to thousands of local children each year. During the 08-10 fiscal years:

- More than 7,000 elementary school students throughout the county received presentations. Teacher evaluations rated presentations at an average 4.9 out of 5.
- An additional 840 pre-school children and 80 parents received presentations at community agencies such as preschools, after-school programs, and neighborhood groups.

Safe Routes to School

- A SRTS Subcommittee of CTSC was formed to coordinate county-wide efforts to promote safe walking and bicycling to school.
- The City of Watsonville received a grant for the installation of speed

feedback signs at 25 locations near elementary and middle schools and countdown pedestrian signals at 6 intersections.

- The City of Santa Cruz received a grant for bicycle signage on the alternate routes to Mission St., access ramps for pedestrians, and bicycle improvements on King St.
- CTSC conducted pedestrian safety skills activities and workshops to children and parents/caregivers

Share the Road Campaign

CTSC promoted the "Share the Road" message through various activities.

- A new "Share the Road" banner was purchased and displayed in Watsonville for more than 5 weeks.
- Coalition members participated in the Mission St. Safety Task Force convened by Assembly member Laird, developing public service announcements and flyers for commercial drivers and cyclists.
- The group developed a brochure titled "What Bicyclists Want Motorists to Know/What Motorists Want Bicyclists to Know," as well as the wallet-size "Bicycle Incident Card" for reporting bicycle related incidents.
- CTSC collaborated with CHP to conduct a Share the Road Traffic Checkpoint.
- Presented Share the Road messages to a teen driving school.

Bicycle Traffic School

During the 08-10 fiscal years, Bike Traffic School (BTS) educated 219 individuals, 87% of whom say they will change the way they ride their bike. Most participants rated the class as highly effective. BTS is also now open to the public.

Advocacy

The Coalition strives to address current transportation issues through letters of support and advocacy:

- Letter to the City of Santa Cruz Department of Public Works advocating for bicycle facility improvements on King Street.
- Letter to CalTrans in support of the City of Santa Cruz Department of Public Works' application for a Bicycle Transportation Account (BTA) grant to improve a bicycle and pedestrian path near Harbor High School.
- Letter to the Robert Wood Johnson Foundation: Healthy Kids, Healthy Communities Grant Program to support the SANOS proposal to address childhood obesity in South County.
- Letter to CalTrans in support of the City of Santa Cruz Department of Public Works' application for a State of California Safe Routes to School Cycle 8 grant for the Westlake Neighborhood Sidewalks Completion Project .
- Letter to CalTrans in support of the City of Watsonville Department of Public Works' application for a State of California Safe Routes to School Cycle 8 grant for pedestrian improvements at three schools and a school bus pick-up location on Front Street.
- Letter to CalTrans in support of the SR2S Gault School Sidewalk Infill Project proposal from the City of Santa Cruz Public Works Department.
- Letter to support the City Transportation Commission's concept design for Laurel Street improvements at Felix and Blackburn Streets.
- Letter in support of the County of Santa Cruz Health Services Agency (HSA)'s grant application to the state Office of Traffic Safety.
- Letter to the California Transportation Commission in support of the SCCRTC's application and allocation request for Proposition 116 and STIP Funds for acquisition and improvement of the Santa Cruz Branch Rail Line.

Community Events

Helmet fittings and bicycle and pedestrian safety education and activities were provided at community events throughout the county:

- Swift Street Courtyard Bicycle Festival
- Amgen Tour of California: Kids' Zone
- Jovenes SANOS Two Wheeled Vision for Watsonville Community Ride and Meeting
- Grant Street Park Bicycle Safety Event
- Spring and Fall Bike to School/Work
- Brommer and Mesa Park Carnivals
- Safe Kids and Crestview Clinic Child Passenger Safety events
- Watsonville PAL Festival
- Cabrillo Wellness Fair
- Parent/students presentations at Mission Hill Middle School Cesar Chavez Middle School
- National Night Out
- Rail Trail Day bicycle rodeo

Bike Helmet Distribution

Staff played a lead role in fitting and distributing more than 1,200 helmets to low-income families and established 7 school and community distribution sites in South County.

Member Organizations Include:

Bicycle Trip
 Bike Smart! Youth Bicycle Safety Program
 Bike to Work and School
 California Highway Patrol
 Caltrans District 5
 Department of Motor Vehicles
 Ecology Action
 Health Services Agency
 Jovenes SANOS
 Mission: Pedestrian
 Pajaro Valley Transportation Management Assoc.
 Pajaro Valley Unified School District
 People Power
 SCC Cycling Club
 SCC Regional Transportation Commission
 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
 University of California at Santa Cruz
 Traffic Busters
 Watsonville Police Department
 Watsonville Public Works