

Community Traffic Safety Coalition Work Plan for Fiscal Years 2008-2010

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 for recruitment, retention and satisfaction of coalition members. This is accomplished through satisfaction surveys and a yearly meeting devoted to 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 letters 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 Bicycle and Pedestrian Education Program, the Pedestrian Access Report, the CTSC website, the bicycle traffic school, 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 support 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 November 2007, staff to the Coalition made a request to the RTC that some of the projects for the work plan for fiscal year 2008/2009 become two-year projects. 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, and the same model has been followed for this year's work plan.

The work plan below shows both one-year projects, which are to be completed by the end of the 2008/2009 fiscal year and two-year projects, which are to be completed by the end of the 2009/2010 fiscal year. Measurable activities have been listed to show how the projects will be accomplished. In addition, an evaluation component has been added to determine the effectiveness of projects and provide feedback for improving future projects.

The Coalition has chosen the following projects for Fiscal Years 08-10:

Project #1 (2 years)

Share the Road Campaign

Priority Area: Bicycle and pedestrian safety

Activities:

Education

-Make teen drivers a focal point for the campaign. According to statistics, teens are a dangerous driving group.

-Encourage drivers training programs, both in schools and in the private sector, to offer a share the road component as part of their curriculum.

-Further inform teens on safe cycling and pedestrian practices, including how to share the road and the importance of wearing a helmet. Many teens use alternate forms of transportation and would benefit from increased knowledge.

-Education for drivers of larger vehicles such as trucks and buses has been a concern recently. The issue of big trucks on the road is a widespread problem for both cyclists and pedestrians. We will examine how other cities are dealing with this issue (ex. Portland's bike boxes and regulations regarding guard bars on trucks) and see how Santa Cruz County could incorporate some of those techniques. Inform cyclists on best practices while riding near trucks.

-Education for motorists and cyclists about proper procedure when using the bike lane to turn right. Many road users are confused when it comes to rules and regulations regarding proper use of the bike lane. Educate about what cars can legally do and the best way for cyclists to pass cars turning right.

-Update the "What Bicyclists Want/What Motorists Want" brochure. Feedback from the pedestrian and cycling community will be gathered to change the brochure to make it more relevant.

Media

-Components will be added to the CTSC website regarding teen drivers and the Share the Road Campaign.

-For teen drivers, information will be available about cell phone use, speeding, and safely sharing the road with all users.

-Coordinate with the CHP to provide media outreach about the new law that goes into effect on July 1, 2008, stating that all cell phones used while driving must be hands-free.

-The Share the Road Campaign section will have current information about projects, as well as links to other relevant organizations. More bilingual information will be available on the website as well.

-Work with the media through press releases, PSA's, and newspaper ads. In addition, we hope to make bumper stickers that can be passed out at events or requested online.

-Partner with CHP to disseminate our Share the Road message.

Advocacy

-Work with trucking companies, such as UPS and FedEx, to distribute guidelines about driving safely.

-Coordinate with the CHP on this effort. Expand and improve existing truck safety materials.

-Advocate for changes to existing intersections where green light interval isn't long enough to allow pedestrians or cyclists safe crossing.

-Enlist coalition members help in identifying intersections that need adjustment. Work with Public Works department to advocate for changes.

Evaluation: Conduct observational surveys to see if conditions have improved.

Project #2

Pedestrian and Bicycle Friendly Facilities

Priority Area: Bicycle and pedestrian safety

Activities:

Education

-Continue to focus on the area of designing projects for pedestrian safety. California is ranked as one of most dangerous states for pedestrians, in terms of injuries and fatalities.

-Work towards implementing the highest design standards, rather than the lowest. There are already guidelines in the construction codes that designate bicycle and pedestrian safety. However, these codes are usually followed with the minimal amount of compliance, rather than the maximum.

-Advocate for guidelines to be referenced in the initial planning stages of a project. Planning or public works departments often do not reference the guidelines until later in

the planning process, when plans are more difficult to change. The goal is to have them reference the guidelines sooner.

Media

-Enable people to submit the Pedestrian Access Report and the Bicycle Hazard report electronically.

- Produce Spanish language versions of the Pedestrian Access Report and Bicycle Hazard Report. Post the reports online at the CTSC website and distribute to community centers and senior centers

Training

-Create a checklist for planners to be used in the preliminary stages of projects to ensure that the needs of bicyclists and pedestrians are met.

-Research existing programs that train planners to include bicycle and pedestrian access in their plans.

Collaboration

- Public Works, ITAC

Evaluation: Input from community members, empirical observation.

Project #3 (2 year)

Safe Routes to School (SR2S)

Priority Area: Safe routes to school

Activities:

Education

-Create walkability and bikeability audits that can be used when an organization applies for a SR2S grant.

-Work with local schools to determine if they want walkability/bikeability surveys conducted in their area.

-Attend school events to promote walking and the SR2S program.

-Create a local clearinghouse for information on the SR2S program.

Media

-Have activities coincide with national events to draw more attention.

-Enlist the help of local celebrities during Walk to School week.

-Have more resources or links on the CTSC website for this type of information.

Training

-Investigate current crossing guard training. If they're not up to standards, implement a campaign (such as evening training session, brochures, other).

-Train parents and community groups on best walking practices, as described by national organizations (walking school buses, crossing techniques, etc).

Collaboration

-Work with similar organizations such as school groups or Mission: Pedestrian to promote walking as good alternative.

Evaluation: Evaluate and update survey tools to ensure the most up to date methods.

Project #4

Construction Site Safety

Priority Area: Bicycle and pedestrian safety

Activities:

Education

-Provide ongoing education for contractors and utility companies, given the continued increase in construction projects countywide.

-Continue to mail safety guidelines to contractors and construction companies. Some members of the CTSC have observed improvements in pedestrian and bike access at local construction sites, which may be the result of previous efforts by the CTSC.

-Create a list of easy solutions to common construction site barriers, which can be distributed to companies as needed. For example, instead of posting no parking signs on traditional barricades, which are wide and obstruct the sidewalk, it would be just as simple to post them on bollards, which can be placed in the gutter and do not interfere with access to the bike lanes or the sidewalks.

Media

-Recognition of "jobs well done" in local newsletters, CTSC website.

Collaboration

-Public Works, utility companies.

Evaluation: Pictures and observations.