

Community Traffic Safety Coalition Work Plan for Fiscal Years 2010-2012

Mission:

The mission of the Community Traffic Safety Coalition (CTSC) 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, coordinating and facilitating bimonthly 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 select and implement projects 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, including the Ride n' Stride Bicycle and Pedestrian Education Program, the Pace Car Program, the CTSC website, the Bicycle Traffic School, and the South County Bike and Pedestrian Work Group (SCBPWG). The SCBPWG implements traffic safety projects that address the unique needs of South Santa Cruz County. CTSC staff support these programs in addition to coordinating the work plan projects chosen by the Coalition members.

The work plan below is based on two-year projects, which are to be completed by the end of FY 11/12. Activities have been listed to show how the projects will be accomplished and an evaluation component to determine the effectiveness of projects and provide feedback for improving future projects.

Guidelines for implementing this work plan will include attaching budget figures to activities, identifying agencies and members who will work on certain projects, looking at collaborative opportunities with the SCBPWG, and prioritizing activities.

The Coalition has chosen the following projects for Fiscal Years 2010-12:

Public Media Campaign

Increase awareness, respect, and safety for all road users through a public media campaign.

- Target larger, contained audiences, like back to school night or open house, using short videos, like the 20-minute "Getting There By Bike"
- Present data visually, like using a visual graphic depicting a motorist's field of vision at varying speeds
- Develop or use a slogan less ambiguous than "Share the Road", such as "Pass Safely" or "Bikes may use full lane"

- Use media campaigns that have already been produced and are being used in other communities
- Distribute stickers for garbage bins, with message such as “Slow Down” or “Watch for Children”, plus education about proper placement of the bins
- Inform the public on the meaning of the "Bicycles May Use Full Lane" sign as well as sharrows (shared lane pavement markings) on the roadway
- Use creative, less expensive outlets, such as social networking sites like Twitter and Facebook, online media like Santa Cruz Wire, or videos on You Tube
- Use emotional, personal media messages, such as those outlined by Bikes Belong
- Contact the public relations school at SJSU, Cabrillo digital media classes, or USCS interns to do a media project or design competition
- Approach Community TV to produce a PSA to inform motorists and students
- Use wide distribution of media to impact more people in the general public, instead of just targeting smaller groups
- Continue updating and revamping CTSC website to be more current and user-friendly

Evaluation: Quantify audiences reached in all direct media campaign activities and create a catalogue of all media outreach tools created or acquired.

Education and Training

Provide traffic safety education and training opportunities to specific populations of road users, stakeholders, and community partners.

- Publicize data on bike/ped issues to educate elected officials, public works, police departments
- Utilize League of American Bicyclists (LAB) motorist education curriculum to target groups of motorists
- Offer bike/ped education on protective gear and safety behavior
- Take a photo a month of a sign or traffic situation that is misleading and use it for education
- Conduct more motorist, parent and adult education
- Conduct more traffic safety education checkpoints

Evaluation: Quantify audiences reached in direct education and training activities and track outreach to all jurisdictions throughout the county.

Advocacy and Encouragement

Promote more bicycling and walking in Santa Cruz County and advocate for treatment of walking and bicycling as equals with other transportation modes, as outlined in the March 11, 2010 US Department of Transportation policy statement.

- Advocate for current traffic safety throughout the county
- Provide positive promotion of bicycling and walking as transportation and recreation

Evaluation: Create log of support letters written in support of traffic safety and alternative transportation projects.

Engineering

Coordinate and collaborate with public works jurisdictions and neighborhoods to carry out traffic calming and complete streets efforts.

- Conduct a traffic calming demo, such as street painting in front of a preschool or daycare program
- Plan for sidewalk construction and improvement of sidewalks with public works departments
- Include bike/ped interests as priorities in all design, planning and construction

Evaluation: Track number of community members, sidewalks improvements, and complete streets efforts by activity and/or jurisdiction.

Enforcement

Collaborate with police departments and the CHP on enforcement of traffic laws for all road users and on educational efforts to increase awareness and safe behavior on the roadways.

- Create opportunities for law enforcement to receive bike/ped specific training
- Expand Bicycle Traffic School to other jurisdictions and general public
- Share information, feedback and promotion of Bicycle Traffic School with police departments

Evaluation: List bike/ped training opportunities provided to law enforcement, utilize Bicycle Traffic School classroom evaluation form in classes, and summarize evaluations and data on students in annual report.

Overall outcome evaluation methods: Utilize available data to evaluate changes in pedestrian and bicycle traffic injuries/fatalities in Santa Cruz County. Utilize local observational survey results and other sources to evaluate pedestrian, bicyclist and motorist behaviors, and changes in numbers of road users who are bicycling and walking as alternate modes of transportation.