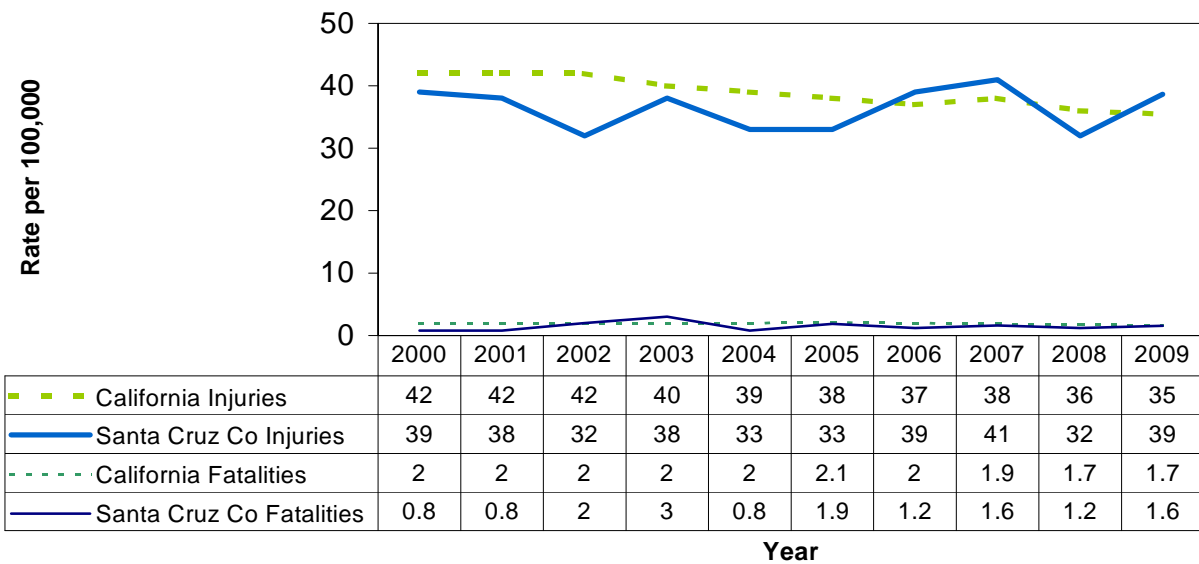


Pedestrian Injuries and Fatalities, Santa Cruz County, 2009

In the 2009 calendar year, Santa Cruz County's pedestrian injury rate was 39 per 100,000 population*, even with the 10-year state average of 39. The majority of injuries occurred in the urban areas of Santa Cruz and Watsonville. The County's pedestrian fatality rate—1.6 per 100,000—continues to be below the 10-year state average of 1.9 per 100,000. State data shows a steady downward trend in injuries as well as fatalities, while the local data shows a jumpy but level trend. It is important to note that additional collisions likely occurred but were not reported, including pedestrian-bicycle collisions.

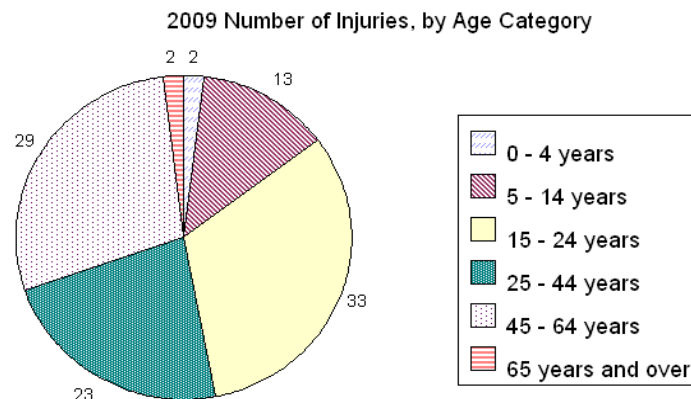
**Pedestrian Injury and Fatality Rates
per 100,000 population**



High Risk Age Categories

Countywide, 15 to 24-year-olds were injured twice as often as any other age group, accounting for 32% of pedestrian injuries in 2009. Trends show that this is consistently the highest-risk group. Five to 14-year-olds are the next highest group, experiencing an average of 16% of injuries countywide.

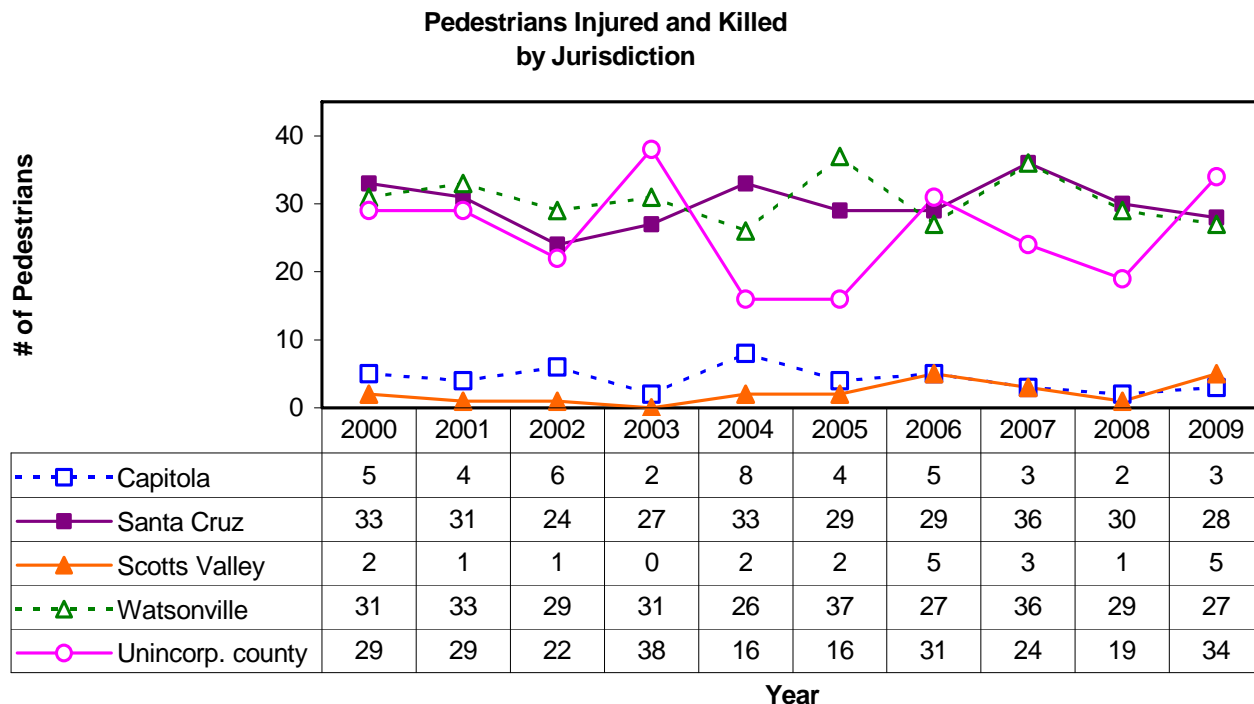
No pedestrians under the age of 15 were killed.



* Rates are based on 100,000 population, not 100,000 pedestrians.

Looking at Local Jurisdictions

In 2009, there were a total of 99 pedestrians injured and 4 killed, just above the 10-year average of 92.7 injured and 3.8 killed. The jurisdictions of Scotts Valley and Capitola continued to have much lower numbers of pedestrian-involved collisions than other parts of the County, with fewer than 6 injured pedestrians per jurisdiction, and no deaths. In contrast, the city of Santa Cruz had 28 injuries and three fatalities, and Watsonville had 28 injuries and one fatality.



Work to Do

The Healthy People 2010 target is 19 nonfatal pedestrian injuries per 100,000 population and 1.0 death per 100,000 population. Santa Cruz County, along with the state, continues to exceed these targets.

In 2007 the city of Watsonville had the 4th highest rate of pedestrian injuries/fatalities compared to 106 other cities in California with a similar population size.¹ Nearly one in eight traffic fatalities in Santa Cruz County in 2007-2008 were pedestrians,² and in 2009 more than one quarter of pedestrian injuries/fatalities occurred in the city of Watsonville.³

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¹ California Office of Traffic Safety. http://www.ots.ca.gov/Media_and_Research/Rankings/default.asp

² *Dangerous by Design: Solving the Epidemic of Preventable Pedestrian Deaths (and Making Great Neighborhoods)*. Transportation for America and the Surface Transportation Policy Partnership. 2009. http://t4america.org/docs/dangerousbydesign/dangerous_by_design.pdf

³ SWITRS data. <http://iswitr.chp.ca.gov/Reports/jsp/CollisionReports.jsp>