

September 10, 2009 final revised

**Work Plan for South County Bike and Pedestrian Work Group of  
Community Traffic Safety Coalition (CTSC)  
October 1, 2009 – June 30, 2012**

Target geographic area: South Santa Cruz County (the City of Watsonville and surrounding area)

**TRAFFIC SAFETY EDUCATION AND AWARENESS**

**Bicycle Safety**

- Work in collaboration with youth-based groups, law enforcement, and other partners to promote bicycling and bike safety practices in South County. Strategies may include:
  - o Utilize youth peer educators/advocates and youth-appropriate messages;
  - o Recruit public figure (such as sports player, youth leader, entertainer) to promote bicycling, helmet use, and following rules of the road;
  - o Distribute bilingual, culturally appropriate materials, such as an information card on traffic safety laws;
  - o Implement “healthy rewards” program for children and youth who demonstrate safe practices as bicyclists.
- Work in collaboration with existing bike safety programs to maintain and expand access to safety helmets and education on proper use for low-income families in South County.
- Work in collaboration with Ecology Action and Jovenes Sanos to support and increase Bike to Work and School presence in South County.
- Work in collaboration with RTC and interested partners to utilize RTC’s Bike Secure subsidy grant program and promote/facilitate installation of bike racks and lockers in South County.
- Increase community awareness and promote use of the Bike Hazard report to identify hazards to bicyclists in South County.
- Work with HSA and other CTSC members to promote Bike Traffic School in South County.

**Motorist Education/Traffic Calming**

- Work in collaboration with local law enforcement and other partners to increase awareness of and compliance with traffic laws/rules of the road among motorists. Strategies may include:
  - o Conduct a culturally appropriate, multi-media campaign in South County, utilizing messages that emphasize traffic laws/rules of the road related to pedestrian and bicyclist safety.

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- Develop and distribute interactive educational materials through family restaurants and other service industry businesses frequented by South County residents.
- Provide information on risks of distracted and impaired driving, cell phone usage, etc.
- Work with family service organizations, Migrant Parent Association, teen groups and other partners in South County to reach unlicensed and teen drivers.

### **Pedestrian Safety**

- Work with HSA Office of Traffic Safety grant staff and other CTSC members to conduct a pedestrian safety observation survey in South County.
- Work in collaboration with local law enforcement and other partners to increase community awareness of and compliance with traffic laws among pedestrians. Strategies may include:
  - Distribute bilingual, culturally appropriate materials, such as an information card on traffic safety laws and pedestrian safety practices.
  - Include promotion of pedestrian safety practices in activities described under motorist education/traffic calming.
- Collaborate with the Metropolitan Transit District to incorporate pedestrian safety information in the district's mass transit education program.
- Increase community awareness and promote use of the Pedestrian Access report to identify pedestrian hazards in South County.

Evaluation: Utilize available data to evaluate changes in pedestrian and bicycle injuries and fatalities in South County. Utilize available data from local observational surveys and other sources to evaluate pedestrian, bicyclist and motorist behaviors. Evaluate changes in number of participants at Bike to Work/School sites in South County. Evaluate changes in use of Pedestrian Access and Bicycle Hazard reports and extent of follow-up/action on reports.

### **SAFE ROUTES TO SCHOOL**

- Collaborate with existing SRTS providers, such as Ecology Action, Project Bike Trip, Greenways to Schools and HSA, as well as PVUSD, parents, students, and other partners to promote SRTS. Strategies may include:
  - Recruit pedestrian and bike safety advocates/liaisons to represent selected PVUSD schools or zones.
  - Facilitate adoption and enforcement of a safety helmet policy at selected schools, similar to policy adopted by Los Angeles Unified School District.

Evaluation: Compare results of annual bicycle safety observation survey at South County school sites, including but not limited to those schools that have adopted a safety helmet

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policy. Utilize evaluation tools, such as parents and students surveys, to determine extent of knowledge, attitudes and perceptions about biking/walking to PVUSD schools. Share and utilize evaluation results from SRTS partner agencies.

## **TRAFFIC SAFETY AND BIKE/PEDESTRIAN FACILITIES ADVOCACY**

- Work collaboratively with public works departments, Jovenes Sanos, RTC Bike committee and other community partners to identify problem areas in South County and support infrastructure and non-infrastructure improvements for increasing safety and opportunities for biking and walking in South County.
- Team with other groups to advocate and seek funding for pedestrian and bicycle friendly facilities improvements in South County.
- Provide input towards and advocate for completion and approval of a comprehensive Bicycle Plan for the city of Watsonville. Review and evaluate the Bike Plan for unincorporated areas of south Santa Cruz County.
- Advocate for and support the inclusion of plans to maintain, improve and expand bicycle and pedestrian facilities in South County in the 2012 Regional Transportation Plan.
- Work with and encourage the RTC and local officials to establish and increase linkages between Watsonville and the Monterey Bay Sanctuary Scenic Trail system.
- Formally recognize individuals, businesses, and groups who have made significant contributions towards improving traffic safety and increasing bicycling and/or walking in South County.

Evaluation: Utilize available data sources to identify changes in bicycle ridership and walking, as well as bike/pedestrian friendly facilities improvements in South County. Evaluate progress on bike plans affecting Watsonville/South County.