

Community Traffic Safety Coalition

2005—2006 Annual Report



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 web site at www.sctrfficsafety.org.

Each year, the Community Traffic Safety Coalition (CTSC) accomplishes a number of projects with the time, resources, and commitment of the many members of the Coalition. The Coalition's activities for July 2005 to June 2006 are described in this report. Projects promoting pedestrian safety and adult helmet use, along with addressing the county's current issues in traffic safety have contributed in decreasing traffic injuries in Santa Cruz County.

A father leads by example by wearing a helmet when riding with his son.

Watsonville Bike and Pedestrian Task Force

The task force continued to address the safety needs of south county through many activities. Helmets were given to those in need through Neighborhood Services. Members worked with the principal of Lakeview Middle School to devise a plan for addressing the safety issues around the school. A "Pedestrians should be seen and not hurt" flyer was created and distributed to all south county schools.

Ride n' Stride

The Bicycle and Pedestrian School Safety Program got a name change this year. Now called Ride n' Stride, this safety program still continues to grow. During the school year 4,927 students received bike or pedestrian safety

presentations reaching 76% of elementary schools compared to 60% the previous year. In addition, staff conducted presentations at 12 community agencies, assisted at four community events and conducted helmet surveys at four schools.

Safe Routes to School

This year the CTSC decided to focus on getting students to use the Safe Routes to School (SR2S) maps that have been previously created. In September, all revised SR2S maps were sent out to the schools in which residential boundaries changed in time to be included in school newsletters and new student packets. In February, large SR2S maps were created and laminated for the four schools where maps have been developed: DeLaveaga, Gault, Westlake and Bay View. Staff distributed these maps and asked schools to place them in a central area where students and parents could see them in order to increase awareness and use of the maps. Staff recruited five teachers from Del Mar Elementary to teach a "mapping my route to school" lesson plan.



Kithy Chavez conducts a pedestrian safety presentation for third graders at Del Mar Elementary.

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

Pace Car Program

Pace Car is a program in which community members sign a pledge to drive within the speed limit, stop for pedestrians and drive courteously. In September, the Pace Car program was promoted at the Cabrillo Health Fair. It was also promoted in radio interviews with KWAV, Magic 63 and KSCO. Presentations were made at the Live Oak and Santa Cruz Neighborhood groups and promoted at 3 community events.

Pedestrian Right-of Way

This project focused on motorists yielding right-of-way to pedestrians. The CTSC worked with the Santa Cruz Police Department to identify locations for pedestrian stings. The Coalition also collaborated with CHP and Community Television to produce a pedestrian safety public service announcement. Bilingual pedestrian safety ads were placed in the Sentinel. Several locations with high pedestrian traffic were observed throughout the county. It was found that cars were less likely to yield to a pedestrian if there was more than one lane of traffic. Pedestrians often waited for a gap in traffic, rather than trying to get motorists to yield. Motorists yielded more often in lower speed limit zones where there was known high pedestrian traffic.

Adult Helmet Use

Much of what the CTSC does is promoting helmet use among children, but this year, members decided to acknowledge the importance of parents and adults leading by example and wearing a helmet. Many

efforts were made by the CTSC to increase adult helmet use. A letter was sent to 26 elementary schools asking that principals encourage parents to model safe behavior. Staff drafted and posted a letter on the

CTSC web site that principals could send home with students asking parents to follow safety tips and lead by example. Staff also designed a "Lead by Example" flyer, which promotes adult helmet use and sent it to 5 bicycle shops located in north and South County. In May, a press release was sent to all local media titled "Talking about safety is not enough: parents must lead by example and wear a helmet." A "Lead by Example" message was also added to appropriate CTSC safety materials.



Theresia Rogerson fits a helmet on a college student.

Advocacy

The Coalition strives to address current transportation issues through letters of support and advocacy. The letters written during the 05/06 fiscal year include:

- In August the CTSC wrote a letter in support of the SCCRTC's acquisition of the Santa Cruz Branch Rail Line and the development of a bike and pedestrian path along that corridor.
- A letter was written to the California Traffic Control Device Center advocating to increase the time for pedestrians to cross at signalized intersections.
- In October a letter was written in support of Santa Cruz City's application for a Bay Street Corridor Multimodal Community Planning Grant.
- The CTSC wrote a letter of support for the SCCRTC's Environmental Justice Transportation Funding Task Force Project.
- A letter was written to Caltrans advocating the removal of the stipulation that Shared Roadway Bicycle Markings (sharrows) can only be placed at locations with adjacent on-street parking.
- In November a letter was sent in support of the SCCRTC's request for a Coastal Conservancy Reimbursable Grant for acquisition of the Santa Cruz Branch Rail Line.

Coalition

Members:

Grant Boles
Kim Bonfilio
Debbie Bulger
Cory Caletti
Piet Canin
Kithy Chavez
Sandra Coley
Jerry Figuerres
Tony Grant
Barbara Graves
Michael Hedley
Marianne Howes
Corinne Hyland
Jim Langley
Nancy Lockwood
Dena Loijos
Saskia Lucas
Cleo Martinez
Eli Mowbray
Rodolfo Rivas
Maria Rodriguez
Theresia Rogerson
Cheryl Schmitt
Christine Swannack

Member Organizations:

Bicycle Trip
Bike Smart, Youth Bicycle Safety Program
Bike-to-Work
California Highway Patrol
Caltrans District 5
Department of Motor Vehicles
Health Services Agency
Mission Pedestrian
Pajaro Valley Transportation Management Association
Pajaro Valley Unified School District
SCC Regional Transportation Commission
Santa Cruz Area Transportation Management Association
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
Scotts Valley Police Department
University of California at Santa Cruz
Traffic Busters
Watsonville Police Department
Watsonville Public Works