

Community Traffic Safety Coalition Work Plan for FY 2006-2007

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 to the Coalition responsibilities includes 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 letter of advocacy/support, representing the coalition at other agency meetings and maintaining the coalition web site.

Coalition members elect and implement projects annually 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. Activities to complete projects fall within five categories; education, media, advocacy, training and collaboration. These projects are to be completed in a one-year time frame.

The Coalition has several ongoing projects; supporting the school bicycle and pedestrian safety education program, the Pedestrian Access Report, the Pace Car Program and the Watsonville Bike and Pedestrian Task Force (WBPTF). The Pedestrian Access Report and the Pace Car Program will continue to be maintained by the CTSC and promoted through media and community events. The WBPTF, which is a multidisciplinary group similar to the Coalition, implements projects that address the unique needs of South County. The Task Force chooses its projects based on the current issues of the community. Projects planned from January to June 2006 are listed below.

- Participate in Watsonville community events by distributing traffic safety educational materials.
- Support the spring Bike to Work effort in South County.
- Distribute seasonal bicycle and pedestrian safety public service announcements to be played on local radio stations and develop a media plan.
- Advocate for safety improvements at Lakeview Middle School and Pajaro Valley High School.
- Collaborate with local businesses to provide helmets for elementary school students.
- Distribute pedestrian safety messages through newsletter to schools in the Pajaro Valley Unified School District.

The Coalition has chosen the following projects for FY 06-07:

Project #1

By June 30, 2007, work with at least three Public Works Departments to implement Construction Safety Guidelines.

Priority Area: Pedestrian Safety / Bicycle Safety

Activities:

Media: Write two press releases educating motorists how to drive in construction safety zones.

Training: Designate a meeting to educate coalition members on the construction safety guidelines.

Advocacy: Present the construction safety guidelines to the members of the Integrated Technical Advisory Committee, which includes public works directors from each jurisdiction.

Write at least one letter to local contractors who work on road projects, urging them to use the guidelines.

Take pictures of sites that are not providing bicycle and pedestrian facilities and send them, along with a letter to the contractor in charge urging them to use the construction safety guidelines.

Evaluation: Conduct an observational survey of construction sites to see if temporary facilities are being provided for pedestrians and bicyclists.

Project #2

By June 30, 2007, conduct two traffic calming test, one in the Santa Cruz City jurisdiction and one in the County jurisdiction.

Description:

Traffic calming tests are simple, inexpensive traffic calming techniques that are put in place to see if there is a reduction in the speed of traffic. Several ideas include marking off pedestrian ways and bike lanes with floppy reflectors (the kind they use before they put down stripes), overhead treatments such as banners, prayer flags, or similar things, painting the pavement, strategically-placed plastic cones and bollards. Specific treatments/activities would be developed in conjunction with Public Works and neighbors. These measures would be used as placeholders until more funding becomes available for a more permanent solution.

Priority: Traffic Calming

Activities:

Education: Research other cities, states and/or countries for inexpensive traffic calming interventions and their effectiveness.

Training: Review traffic rules for speed counts.

Media: Write at least two press releases informing the public of the traffic calming tests and the purpose of the project.

Collaboration: Work with local public works departments and neighborhoods to determine the location of the traffic calming tests.

Work with local law enforcement to use radar to measure speed at test locations.

Evaluation: Use radar to measure speeds before and after the traffic calming test is implemented.

Project #3

By June 30, 2007, develop and implement a Walk to School Program at three Santa Cruz County public elementary schools.

Priority: Safe Routes to School

Activities:

Education: Provide pedestrian safety presentations to the three schools through the Ride n' Stride and the safety program.

Media: Write a press release promoting International Walk to School Day.

Collaboration: Collaborate with Bike to Work, Bike Smart, and the Office of Traffic Safety (OTS) Bicycle Safety Program and Traffic Busters to develop the program.

Advocacy: Advocate local law enforcement to enforce traffic laws around the three sites.

Training: Research other successful walk to school programs.

Recruit walk to school champions at each school site.

Conduct meetings at each school for parents and students to encourage them to walk to school.

Evaluation: Track the number of students walking to school at the three sites before and after implementation of the program.

Project #4

Develop and implement a Bicycle Traffic School for first time violators.

Priority: Bicycle Safety

Activities:

Education: Develop or adapt existing bicycle safety class curriculum to be taught in the Bicycle Traffic School.

Media: When program is in place, write a press release to alert the public to the program.

Collaboration: Collaborate with programs such as People Power, Bike Smart and the Office of Traffic Safety Bicycle Program to provide the safety classes.

Design the program working with the traffic court system.

Training/Research: Research other bicycle violators traffic schools and determine best practices.

Research the number of bicycle citations that are given by the different jurisdictions, the cost per ticket and the demographics of the violators.

Ask law enforcement to provide a presentation on how they deal with bicycle violations.

Evaluation: Case study of implementation of the program.

The feasibility of developing a Bicycle Traffic School is part of the 2005/2006 CTSC work plan. The Coalition has chosen to pursue a Bicycle Traffic School for the 2006/2007 work plan if the Court System, People Power and other key stakeholders are willing to support the program. If there is not a commitment from the key stakeholders by June 2006, the coalition will complete the bicycle safety project, option 2 listed below.

Project #4 Option 2

By June 30, 2007 develop and implement a public awareness campaign for motorists to pass cyclists safely.

Priority: Bicycle Safety

Activities

Education: Develop a brochure to give motorists the skills to pass a cyclist safely.

Work with Drivers Education teachers to promote the pass safely message in their classes.

Media: Produce a public service announcement through Community Television on the importance of motorists passing cyclists with at least 3 feet of clearance.

Advocacy: Advocate for manufacturers to place a sticker inside the car to pass cyclists safely.

Collaboration: Collaborate with auto dealers to provide education/brochure to car buyers, especially SUV owners.

Collaborate with grocery stores to include the pass cyclists safety message on paper bags.

Conclusion

Measurable activities have been listed to show how the project will be accomplished. The coalition is not limiting itself to the activities listed on this work plan. They are a guide in completing each project. An evaluation component has been added to determine the effectiveness of projects and provide feedback for improvements of future projects.