



Traffic Safe Communities Network (TSCN) in Santa Clara County

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To: Metropolitan Transportation Commission Planning Committee

From: Traffic Safe Communities of Santa Clara County

Date: June 1, 2006

Regarding: Traffic Safe Communities of Santa Clara County: A Safe Communities Injury Prevention Model Presentation

TSCN Co-Chairs:

- James T. Beall, Jr.,
Board of Supervisors
Santa Clara County
- Martin Fenstersheib, MD, MPH
Health Officer for Santa Clara County

TSCN Project Director:

- Guadalupe S. Olivas, PhD
Director, Public Health Department

Program Manager:

- Alma Burrell, MPH
Public Health Department

Work Group Co-Chairs:

Alcohol & Impaired Driving:

- Jackie Masso
Mothers Against Drunk Driving

Bicycle & Pedestrian Safety:

- Ellen Corman
Stanford University Medical Center
- Dieckmann Cogill
City of Sunnyvale

Roadway Safety:

- Ananth Prasad
SCC Roads and Airports

Participating Agencies (partial listing):

Alcohol Beverage Control (ABC)
ALTRANS
American Medical Response (AMR)
Bicycle Solutions
California Highway Patrol
California State Automobile Assn.
Caltrans - Region 4
City of Campbell
City of Cupertino
City of Gilroy
City of Los Altos
City of Milpitas
City of Morgan Hill
City of Mountain View
City of Palo Alto
City of San Jose
City of Santa Clara
City of Sunnyvale
Drinking Drivers Program Assn.
Friday Night Live
Los Gatos/Monte Sereno PD
MADD
Metropolitan Transportation Commission
NCADD
Palo Alto Area American Red Cross
Safe Kids Coalition
San Jose Medical Center Trauma Services
SCC Board of Supervisors
SCC Emergency Medical Services
SCC Office of the District Attorney
SCC Probation Department
SCC Roads & Airports
SCC Sheriff's Office
SCVMC Trauma Services
Silicon Valley Bicycle Coalition
Stanford Trauma Services
State Farm Insurance
United Neighborhoods of SCC
Walk San Jose

Per the request of Commissioner James T. Beall, Traffic Safe Communities Network (TSCN) of Santa Clara County will be providing the Metropolitan Transportation Commission Planning Committee a brief historical overview and description of the Network's current projects. The purpose of the presentation is to describe how Santa Clara County is addressing traffic related collisions, injuries and fatalities through its injury prevention projects and countywide partnerships.

TSCN was developed in 1997 after community members and public health professionals identified a need for a countywide traffic safety program. The coalition applied for a grant from the California Office of Traffic Safety (OTS) to implement a traffic safety program based on the National Highway Transportation Safety Administration's Safe Communities Model – an injury prevention model supported by the World Health Organization.

Now in its eighth year, TSCN continues to receive funding from OTS to implement strategic interventions aimed at preventing and reducing traffic related injuries, deaths, and the economic costs associated with traffic crashes. Since the Network's inception, the Santa Clara County Public Health Department has been the fiscal agent for the grant and has provided staff support for TSCN's workgroups which currently include Alcohol and Impaired Driving, Bicycle and Pedestrian Safety, and Roadway Safety. Network members represent diverse groups such as law enforcement, injury prevention advocates, elected officials, traffic engineers, court officials, community advocates, and emergency services personnel. TSCN's workgroups are directed by the Steering Committee that is comprised of James T. Beall, Jr. from the Santa Clara County Board of Supervisors, Martin Fenstersheib, the County's Health Officer, and the workgroups' co-chairs.

All projects undertaken by the workgroups are developed based on "best practices" and are evaluated for effectiveness through pre and post intervention data collection. The following are current TSCN activities:

- Development of a helmet and traffic safety program for middle school students;
- Creation of a juvenile traffic diversion project for young people cited for helmet and other non-motor vehicle traffic violations;
- Support of the California Highway Patrol's Operation Safe Passage project through school outreach and education;
- Ongoing implementation of the DUI Court in the Schools program which educates young people about the consequences of drinking and driving;

- Research, design, and distribution of the *Underage Drinking and Driving: A Parent and Teen Guide*;
- Administration of the High School Seat Belt Challenge which promotes seat belt usage;
- Maintenance of partnerships between city and county organizations to reduce red light running and speeding at crash-prone areas in 11 cities.

TSCN has earned recognition for its innovative strategies and partnerships. The Network has been nominated twice for the Peter K. O'Rourke Special Achievement Award sponsored by the Governors Highway Safety Association. Mothers Against Drunk Driving acknowledged the DUI Court in the Schools program. Additionally, TSCN was nominated for the World Health Organization's Annual International Safe Communities Transportation & Safety Partnership Award.

As data from the Statewide Integrated Traffic Records System (SWITRS) indicates, traffic collisions are a significant problem on our roadways in terms of injuries, fatalities, and the economic costs to our society. Creative prevention-based interventions and partnerships are necessary if significant reductions in traffic incidence are to occur.