

**TRAFFIC SAFE COMMUNITIES NETWORK**  
**1999 Mini-Grant Recipients Quarterly Progress Reports -- Summary**  
**October - December 1999**

Project Title (Alphabetical Order)	Lead Agency	Objectives	Status
Avoid the 13 - Labor Day and Memorial Day Extension	SCC Police Chiefs Assn. Sober Grad-Avoid the 13 Foundation	Extension of the Avoid the 13 Campaign program, which currently focuses on Christmas and New year's holiday period, to include Memorial Day and Labor Day weekends. The program consists of implementation of sobriety checkpoints, increased patrols, and emphasis of DUI enforcement. (1) To increase arrests by 10%; (2) To maintain alcohol-related crash total at or below the 1997 base year level of four; (3) To maintain fatal collisions at the level of zero; (4) To prepare press information for campaign; (5) To place at least newspaper , radio, and television stories; (6) To conduct sobriety checkpoints	Project was completed during the previous quarter (3 <sup>rd</sup> quarter July-September 1999).
Booster Seat Campaign	SAFE KIDS	(1) To compile data on booster seat use, in SCC, at the onset of the grant and completion of the first year; (2) To increase awareness by parents, professionals, and pediatricians on the needs of booster seats; (3) To increase the use of booster seats in SCC by at least 425 families by providing free booster seats to low income families	The Booster Seat Campaign gained momentum during the 4 <sup>th</sup> quarter of 1999. Vital community relationships have been developed, distribution sites have been established, and the booster seat message is spreading throughout the County of Santa Clara. Although brochure distribution has declined this quarter due to backorder delays, the campaign has grown into a visible and viable community program with a potential to continue far beyond the time and resource limitations of the grant. TSCN has agreed to extend the grant period until March 15, 2000.

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Burbank Street Lighting Project	Burbank Community Assn. & SCC Roads and Airports	To improve street lighting conditions in the Burbank area. (1) To install 45 upgraded light fixtures; (2) To install 43 new light fixtures; (3) To install one light fixture on a new metal pole	All objectives are now complete except objective #2. Of the 43 new light fixtures to be installed, only 15 street light fixtures have been completed, with 28 on back order and awaiting delivery. Evaluation of the project for crime reduction and community safety perception will be completed after the installation of all light fixtures.
City-Wide Red Light Enforcement Improvement	City of Sunnyvale Public Works Department	Provision of a safe and effective means of providing red light enforcement by installing "rat box" optical devices at 18 of 31 candidate intersections. (1) Installation of Rat Box devices; (2) Increased red light enforcement capability in a cost effective manner; (3) Increased citation levels for red light runners during enforcement periods; (4) Reduction of red light violations in non-enforcement periods	(1) The city's contractor (Peek Traffic) installed rat boxes at 36 arterial intersections throughout the City of Sunnyvale in November and December 1999. The Engineering Division worked with the city's policy department in choosing appropriate locations from which the officers could do red light enforcement by using the rat boxes. (2) The Engineering Division chose a less expensive model rat box and favorably negotiated the installation price, resulting in the being able to install rat boxes at nearly twice the number of intersections as was originally planned for the project's budget. (3) Sunnyvale's police department has completed baseline enforcement surveys at intersections where rat boxes were installed. They are currently working on post installation surveys at the same intersections to allow for a before and after comparison of the number of citations issued for red light running. (4) In addition to the before and after surveys at intersections where rat boxes were installed, the City has also conducted public information efforts in order to inform motorists in Sunnyvale that these enforcement tools have been installed along with a description of how rat boxes work. Several articles in local papers and newsletters have also reached many local residents. Furthermore, 3 warning signs informing drivers of potential fines for red light violations have also been posted with the hope that these public information efforts will help reduce the number of red light running in the City of Sunnyvale.

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Educational Outreach	Lucile Packard Children's Health Services (LPCHS)	(1) To reach a minimum of 75 classrooms (1,500) students by Dec 1999; (2) To demonstrate increased knowledge of injury prevention areas by 10%	Three volunteers were trained to conduct educational outreach presentation in SCC schools. Eight classroom presentations were completed during this quarter. Other schools and classrooms are being scheduled for the first quarter of 2000. After reviewing results from the first batch of pre and posttests administered in the spring of 1999, it was apparent that the results were difficult to analyze due to the inconsistent questions both tests. Thus, the posttest was revised and given to 8 classrooms visited this quarter. Results are currently being analyzed and will be reported in the final report.
Helmets for Kids	San Jose Fire Department	Purchase and distribute bicycle helmets to children under age 18 in San Jose and SCC. (1) Select outreach opportunities and events to distribute bicycle helmets; (2) Purchase and distribute bicycle helmets	During this quarter, San Jose Fire Department continued to network with other agencies, such as Safe Moves, MACSA, District Attorney's Office, and several police agencies in order to plan bicycle safety events, where the bicycle helmets purchased by the grant can be distributed to children. The agency intends on distributing all helmets purchased by February 2000.
Holiday Weekend Sobriety Checkpoints	City of Campbell	To work with other law enforcement agencies to reduce the number of DUI-related deaths and injuries during holiday weekend periods when statistics are at the highest levels by conducting sobriety checkpoints during the Memorial Day and Labor Weekends.	Sobriety checkpoints were conducted during the Memorial Day and Labor Day weekends. With monies remaining, Campbell PD was able to extend the grant period to the Christmas Holiday Season. On December 17 <sup>th</sup> , in conjunction with Avoid the 13 checkpoints, Campbell PD conducted a third sobriety checkpoint along with other neighboring police agencies; 1,506 vehicles were screened with 5 DUI arrests made. Pre-checkpoint publicity was performed by Santa Clara County's Avoid the 13 Program. Various news releases and newspaper articles were produced.
McClellan Road School Zone	City of Cupertino	Implementation of pedestrian safety improvements at a busy school zone by providing high visibility crosswalks and reducing vehicle speeds with the use of crosswalk warning systems and solar power speed limit warning flashers.	During the quarter, the agency reviewed specific locations for the installation of lighted crosswalks with transportation and electrical staff for electrical service locations and meter requirements. These plans and specifications were completed on December 15, 1999. The project will be bidding for an outside company to contract the installation and implementation of the crosswalk warning system.

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Palo Alto Pedestrian Safety	Palo Alto Police Department	Implementing a traffic pedestrian safety program in the City Palo Alto by developing and distributing educational materials.	During the 4 <sup>th</sup> quarter, Palo Alto PD continued pedestrian enforcement/education (ie. Distributing "Stop for Pedestrians" flyers and issuing warning or citations) in the downtown area. October 18-25 was designate "Pedestrian Safety Week," and Palo Alto PD hung a 4'x20' banner on the main avenue overpass. In addition, staff spent approx. 10 hours enforcing and educating the community on pedestrian safety. The local newspaper featured a story on this event.
Project Safety	Mexican American Community Services Agency (MACSA)	Staff will coordinate with various agencies in the pedestrians/bicycle safety, speed management/aggressive driving, alcohol/impaired driving through educational presentations and dissemination of information to approx. 64,000 individuals. The agency will also distribute child car seats and bike helmets to low-income families	To date, approximately 3,272 pieces of traffic safety educational literature has been disseminated to the community through program/community events and schools. To date, 323 youth have received traffic safety information at various events. Approximately 311 adults have attended a traffic safety workshop and 166 seniors have received information on issues regarding seniors and traffic/pedestrian safety. To date, about 82 car seats have been issued to low-income families and 100 helmets have been distributed to children. In October-November, MACSA staff participated in child passenger car seat inspections with SAFE KIDS.
Safety Robot	San Jose PD School Safety Education Unit	To provide education and awareness of bicycle safety to preschool and kindergarten children, and youth of diverse cultural background through presentation and use of the safety robot (probotic or talking robot). (1) Expand expertise in the use of the robot; (2) Selection and scheduling presentations; (3) Provide at least 45 safety presentations	Grant recipient has already exceeded project goals for the grant period. Agency continues to use the robot ("Mickey") purchased with the grant to educate children in bicycle safety. Fewer presentations (only 16) were given during the quarter due to the winter holiday season. Hence, the robot and its controls were sent back to the manufacturer (warranty) for adjustments, repairs, and fine-tuning. To date, 81 different sites were visited and 101 presentations were given. It is estimated that the Safety Robot Program reached 16,944 children.



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Santa Clara County Bicycle & Pedestrian Safety Education Program	Safe Moves	Implementation of school workshops, community-based rodeos, and "Train the Trainer" workshops in selected cities throughout Santa Clara County	During the quarter, Save Moves conducted 37 school workshops (totaling 80 workshops to date), 3 community-based rodeos (13 rodeos to date), 1 "Train the Trainer" workshop (totaling 4 workshops), a bicycle helmet fundraiser to purchase bicycle helmets for those students who are financially challenged. Data for bicycle and pedestrian collisions will be evaluated at the conclusion of the project by March 2000.
Specialized Traffic Enforcement Program (STEP)	Morgan Hill PD Traffic Enforcement Unit	Formation and support of a Specialized Traffic Enforcement Program (S.T.E.P.) made up of south Santa Clara County law enforcement agencies, focusing on a community oriented, problem solving, neighborhood approach to resolving traffic safety problems. Conduct two (2) child car seat check ups in South County cities.	Determination of current status pending receipt of quarterly report.
Suggested Routes to School	City of Milpitas	(1) Organize a school traffic safety program; (2) Perform route observations to identify potential deficiencies; (3) Develop route map; (4) Distribute draft map for review by Committee; (5) Coordinate attainment of program packet contents; (6) Finalize route maps; (7) Work with school to develop classroom curriculum; (8) Compile program packet; (9) Hold traffic safety assembly at all the schools; (10) Periodic evaluation of program	All objectives from #1-9 were completed during the last quarter. Evaluations will continue until the final report is submitted in February 2000. During this quarter, the City of Milpitas had an ice cream party contest to promote participation in the National Walk a Child to School Day on October 6, 1999. Seven classes were awarded ice cream parties for their support. Milpitas DARE officers attended the parties and reviewed the safety topics that were presented at the school assemblies. In addition, "walkability" checklists, which asked parents and students about the conditions of their path to school and other general neighborhood information, were distributed to all students during the national event week. The City is in the process of evaluating these responses.

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Think First	VMC Foundation TBS/SCI Grants	Provide education, information, and behavior awareness to 540 elementary students using TFFK training modules, and supplemented by 6 coordinator or "survivor" presentations to reinforce the lesson	Performance status to be determined upon receipt of final report due in February 18, 2000.
Traffic Education Awareness	City of Milpitas PD	Provision of a multipurpose changeable message sign, which will serve as an incident management tool, a radar speed display, and/or a work zone traffic control sign in order to create a safer environment	Due to delays with invoicing, Milpitas Police Department did not receive the equipment until December 13, 1999. Hence, evaluations have not yet been completed. During the quarter, the message sign was used for education and enforcement for red light traffic awareness checkpoints and a DUI checkpoint. The agency will continue to use the changeable message sign for public communication of traffic problems, congestion, hazardous material spills, or other traffic-related matters. It is invaluable equipment that will enhance the agency's efforts to promote traffic safety.
Walkable & Bicycle Friendly Communities Workshop	Surface Transportation Policy Project (STPP) & Silicon Valley Bicycle Coalition (SVBC)	Provision of education and awareness of the best uses (and misuses) of a wide variety of new street design and "traffic calming" tools. Participants will also learn about new funding sources available for community-based projects, and how to become more involved in local transportation decision making processes	Six workshops were held in October and November in several SCC cities. Workshop attendees included representatives from city and county offices, schools, PTAs, neighborhood groups, non-profit organizations, and planning commissions from around Santa Clara County and the Bay Area. Surveys were collected from participants from 2 workshops, which gave the groups constructive information on improving the workshops. Several newspapers and television broadcasts (including a broadcast of one of the workshops on cable) and interviews were covered during this quarter. In addition, several activities, plans, and proposals have emerged from the workshop participants. Project is completed. TSCN has received quarterly/final report.