

**Santa Clara Valley Health & Hospital System
Traffic Safe Communities Network (TSCN)
In Santa Clara County**

**Traffic Safe Communities Network
Countywide Services and Coordination**

**Project Number ALO632
Quarterly Performance Report –IV
July – September 2006**

**Submitted October 26, 2006
by
Alma Burrell
TSCN Program Manager**

4. To decrease the number of persons injured in alcohol-involved collisions 11% from the year 2003 total of 1,032 to 929 by December 31, 2007.
5. To reduce Had Been Drinking (HBD) drivers under age 35 in fatal and injury collisions by 11% from the year 2003 total of 336 to 302 by December 31, 2007.
6. To increase seat belt compliance among teens at high schools 3 percentage points from the March calendar year 2004 base rate of 87% to 90% by December 31, 2007.
7. To reduce the number of injuries in red light running collision by 11% from the 2003 base year of 666 to 599 by December 31, 2007.
8. To reduce the number of injuries in speed related collisions by 11% from the 2003 base year 2,788 to 2,509 by December 31, 2007.

Objectives:

1. *To provide ongoing countywide coordination, technical assistance, facilitation, and community advocacy of traffic safety related issues by building productive relationships with diverse stakeholders, agencies, systems, policymakers, jurisdictions, community groups and local OTS grantees by September 30, 2007. This will be accomplished through Full Network, Steering Committee, and Workgroup meetings as well as participation in and support of selected community based traffic safety projects (i.e., Operation Safe Passage, Every 15 Minutes, etc.)*

10/01/05 – 12/30/05

The TSCN Full Network and Steering Committees met in October 2005. The Roadway Safety Workgroup met in October, November and December 2005, and the Bicycle and Pedestrian Safety Workgroup and its sub-committee met 7 times during the quarter. The Bicycle and Pedestrian Safety Workgroup is developing educational materials in English and Spanish to support Operation Safe Passage (OSP) and is developing a plan for distribution during the spring 2006. The Alcohol and Impaired Driving Workgroup and its sub-committee met 5 times this quarter. TSCN staff will represent the Alcohol & Impaired Driving Workgroup at San Jose State University's Alcohol and Drug Abuse Prevention Committee (ADAPC) quarterly meetings (see attached SJSU nomination letter). TSCN will participate and support the Social Norms Campaign at San Jose State University during the spring and fall 2006.

1/01/06 – 3/31/06

The TSCN Full Network and Steering Committee met in February 2006. The Roadway Safety, Alcohol and Impaired Driving Workgroups, and Bicycle and Pedestrian workgroups continued to meet on a monthly basis. A subcommittee of Roadway Safety Workgroup was established and met once to discuss a media campaign that will coincide with Red Light Running enforcement. The Bicycle and Pedestrian Safety Workgroup and its ad hoc committees met nine times during the quarter to facilitate countywide planning for the following: development and distribution of Operation Safe Passage educational materials, implementation of a Juvenile Traffic Diversion Program funded through the California Kids' Plate Program, design and implementation of the "Drive Your Bike" Traffic Safety Education Program, future Walk/Bike to School Day and helmet distribution events. Activities included representatives from schools, law enforcement, healthcare, transportation, and the community. See the attached agendas and minutes.

Staff continues to represent TSCN at San Jose State University's Alcohol and Drug Abuse Prevention Committee (ADAPC) meetings which have changed from a quarterly to monthly meeting.

2. ***To expand and strengthen the TSCN's "DUI Court in the Schools" program by conducting at least 8 school DUI trials by June 15, 2006, and an additional 8 school DUI trials by September 30, 2007.***

10/01/05 – 12/30/05

The Alcohol & Impaired Driving Workgroup conducted a DUI trial at San Jose State University on October 17, 2005 (see attached DUI trial materials). Approximately 150 Justice Studies students attended the 3-hour event. The judge found the defendant guilty on both DUI counts. Sentencing was deferred to a later date in the courthouse. Pre/Post evaluations, student mock juror, and faculty feedback were collected (see attached results). The University's newspaper, the Spartan Daily, published an article about the proceedings. TSCN staff continues to correspond with the Public Defenders Office to recruit defendants for the program.

1/01/06 – 3/31/06

TSCN staff met with the Public Defenders Office to discuss the possibility of developing a pre/post trial in-class discussion guide. Currently, no classroom curriculum exists to support the trial. Additional work on this objective has been deferred until the vacant position is filled.

4/1/06-6/30/06

TSCN staff continued its work with the Prosecutor's Office to identify defendants to participate in the DUI Court in the Schools project.

7/1/06 – 9/30/06

During the quarter, TSCN Staff has worked with Supervisor Jim Beall's staff and San Jose Unified School District's Board member to select a high school for the "DUI Court in the Schools." It has been through these efforts that the Alcohol and Impaired Driving Workgroup will conduct a "DUI Court in the School" project on October 27, 2006, at Lincoln High School in San Jose. For the greater part of the 2005-2006 school year the coordinator position was vacant, which did not allow TSCN staff the opportunity to meet the goal of eight "DUI Court in the School" trials. Lincoln will be our first trial for the current school year. We will make every effort to increase the number of trials this school year; the prosecutor's office has informed us that we can expect to have four to five additional defendants for the remainder of the school year.

3. ***To coordinate "DUI panel presentations" involving the participation of law enforcement agencies, health practitioners, crash survivors, attorneys, and community-based organizations as educational presenters and resource specialist at four (4) local area high schools by September 30, 2007.***

10/01/05 – 12/30/05

The Alcohol and Impaired Driving Workgroup is developing an educational plan for conducting the DUI panel presentations at area high schools and universities for fall 2006. The panel will include a victim, law enforcement, and college student.

1/01/06 – 3/31/06

Work on this objective has been deferred until the vacant Health Education Specialist position is filled.

4/1/06-6/30/06

No progress to report at this time.

7/1/06 – 9/30/06

The Alcohol and Impaired Driving Workgroup Subcommittee contacted schools that participated last year in the "Every 15 Minutes" program to conduct follow-up panel presentations at these schools. The current panel will consist of law enforcement, crash survivor and parent, district attorney, and drug therapy counselor. The subcommittee has selected dates in November and December and has confirmed participation of panel participants.

7/1/06 – 9/30/06

The Spanish translation of the "Underage Drinking and Driving - A Parent and Teen Guide" booklet is complete and has been distributed to schools and various agencies. The Vietnamese translation continues to be reviewed. Booklets were distributed to Campbell High School District. Booklets for Santa Clara High School District, Willow Glen and Pioneer High Schools will be distributed this fall. TSCN continues to fill requests from police departments, probation department, and the District Attorney's office. The Department of Motor Vehicle offices were given the booklets for distribution to parents who sign for their child's driving permit.

The Guides are posted on TSCN's web site, www.sccphd.org/traffic, and Stanford Hospital's web site, <http://www.stanfordhospital.com/PDF/TSCNParentTeenGuideUnderageDrinkingDriving.pdf>.

6. *To coordinate a "High School Seat Belt Challenge" campaign countywide involving at least 16 local area high schools by September 30, 2007.*

10/01/05 – 12/30/05

The Alcohol & Impaired Driving Workgroup held several meetings with the California Highway Patrol and local Police Departments to discuss plans for implementing the "High School Seat Belt Challenge Countywide." An outreach packet was mailed to 50 Santa Clara County high schools to solicit interest and participation in the campaign. Seven schools responded to the survey. Additional schools will be recruited through school resource officers.

1/1/06-3/31/06

Thirteen schools participated in the Seatbelt Challenge which ran between February 6 and March 17. Seatbelt compliance rates increased in all but one school. TSCN had established a goal of 16 schools to recruit for this year's campaign. We were on target to meet our goal but several schools withdrew from the project within two weeks of the launching the Challenge and there was not adequate time to recruit new sites. Schools cited lack of time and staff turnover as barriers to participation. The structure of the campaign was also changed from the previous year. Based on feedback from last year's program evaluations, TSCN reduced the number of seatbelt observations from four to three. This would put less demand on the students and school staff. The third observations are due by the end of June.

OTS gave approval to use grant funds for cash awards for the three schools that have the highest overall seatbelt compliance rate as determined by the observations. Additionally, the school that demonstrates the greatest improvement in seatbelt compliance from the first to second observation will win a cash award. At the end of the second observation we had a tie for third place and TSCN staff determined that a second school should be awarded an honorable mention prize for their efforts in increasing seatbelt use among its students. OTS granted permission to use remaining funds from the Cost Incentive budget for cash awards for the third place tie and the school receiving honorable mention. An attachment with the outcomes from campaign is attached. See also the OTS cash approval award letters. Milpitas High School promoted the Challenge in their local newspaper and school website. See attachments for the media articles.

4/1/06-6/30/06

The third and final seatbelt observation was conducted in June and the data were tabulated. The overall results indicated that 92.3% of students were wearing their seatbelt, a slight increase from the previous year's 91.9%. The attached 2006 Campaign Results provide a highlight each school's compliance rates. Additional survey instruments were distributed to the schools to obtain feedback from leadership students, school staff, and the general student population on the success of the program. The feedback from students and school staff will help us refine next year's program. A recurring suggestion from students is that their peers who do not wear seatbelts by the end of the program should receive a citation. Certificates of appreciation were given to the leadership students at each school who assisted with implementation of the program (see the sample attached).

9. ***To expand the support for the DUI Corridor project by printing and distributing 500 DUI posters to colleges and universities in Santa Clara County by September 30, 2006, and to print and distribute an additional DUI poster design by September 30, 2007.***

10/01/05 – 12/30/05

The Alcohol and Impaired Driving Workgroup is collaborating with San Jose State University (SJSU) in developing DUI posters for SJSU Social Norms Campaign. Two DUI messages have been selected:

1. If you had a beer, choose not to steer.
2. The party is a lot more fun when you remember it.

Data collected during the spring 2005 regarding San Jose State University students' alcohol use will be included in the DUI posters along with the above messages.

1/01/06 – 3/31/06

Input from members of the Alcohol and Impaired Driving Workgroup and focus testing with SJSU students helped fine-tuning the social norms messages included on the posters. The posters have gone to print and costs will be covered by CHP. TSCN will use its grant funds for printing additional posters next year.

4/1/06-6/30/06

SJSU printed 1,000 posters with funding from CHP. TSCN staff meet with SJSU representatives to develop a plan for strategically distributing the posters around the campus and to nearby business establishments that are frequented by SJSU students.

7/1/06 – 9/30/06

Posters were distributed across campus and nearby local businesses frequented by students. Effectiveness will be evaluated by randomly surveying students throughout the campus. The survey will ask students if they have seen the posters, what did they think of them and can they recall any data printed on the posters.

- b. ***To arrange two events and evaluate the use of two different professional speakers on drinking and driving at local high schools by September 30, 2007.***

10/01/05 – 12/30/05

San Jose State University has scheduled a professional speaker on-campus in March 2005 to discuss the consequences of drinking and driving.

1/1/06-3/31/06

Members from the Alcohol and Impaired Driving Workgroup attended the presentation given by Mark Sterner at San Jose State University (SJSU). Mr. Sterner shares his personal account of being the driver in a DUI-related crash during Spring Break and killing three out of the four passengers in the car. The presentation was scheduled through SJSU's Alcohol and Drug Abuse prevention Committee and funding was provided by the CHP CAMPUS grant. It was required that all Greek sororities and fraternities attend. The presentation was held in March and will be discussed at the April Workgroup meeting. See the attached flyer.

4/1/06-6/30/06

No progress to report at this time.

7/1/06 – 9/30/06

No progress to report at this time.

11. ***To develop a pre/post DUI trail in-class discussion guide based on the DUI Court in the Schools for use in two college classrooms by September 30, 2007. ~~To develop, duplicate, and evaluate the use of DVD and discussion guides based on the DUI Court in the Schools for use in two (2) college classrooms by September 30, 2007.~~***

7/1/06 – 9/30/06

TSCN supported the successful Kids Plate grant application submitted by the Silicon Valley Bicycle Coalition (SVBC) to provide the traffic safety education for middle schools in Santa Clara County on an ongoing basis. The Bicycle and Pedestrian Work Group will work with SVBC for the first 2-4 classes and plans to complete transition of the "Drive Your Bike" program administration and instruction to SVBC by June 30, 2007.

- 13. To pay law enforcement overtime for enforcement at approximately 100 intersections where red light enforcement indicator lights or rat boxes have been previously installed by September 30, 2007.**

10/01/05 – 12/30/05

The Roadway Safety Workgroup began collecting information on regular and overtime pay rates from the participating cities in order to finalize a budget for the enforcement campaign.

1/1/06-3/31/06

This objective has been deferred until the third quarter.

4/1/06-6/30/06

During this quarter, TSCN has confirmed participation of 13 law enforcement agencies during August's STOP Red Light Running Campaign. Each participating city has identified intersections that have previously had "rat boxes" installed. Several of those locations will be used as enforcement sites during National Stop on Red Week, August 6-12. TSCN is currently assessing which of the participating agencies will need assistance paying overtime for its officers during that week. For a list of participating law enforcement agencies and intersections which will be monitored with increased enforcement see the attachment, TSCN Red Light Running Enforcement Campaign.

7/1/06 – 9/30/06

Of the 13 law enforcement agencies who agreed to participate in the Stop on Red Week, one (CHP) dropped-out of the project citing that they were short on manpower. Nine of the 12 agencies remaining requested assistance with overtime pay. Service Agreements between TSCN and each of the participating agencies are included as attachments. By the end of September invoices from all agencies were submitted to Public Health for payment. In total, officers patrolled 46 intersections (all outfitted with rat boxes) during the campaign which ran August 6-12. The timeframe was chosen by the workgroup because it coincided with the National Stop on Red Week. Officers did not patrol 100 intersections as set forth in the objective because they felt that due to limited manpower at many of the agencies, they would not be able to cover more than four intersections during the week.

At the completion of the week's activities, 344 red light violation citations were issued. A breakdown of citations by city is provided in the attachments. Due to the increased law enforcement efforts, a patrol officer from the Sheriff's Office stopped a motorist for a red light violation and subsequently arrested the person for possession and intent to sell ecstasy.

- 14. To purchase thirty (30) solar powered vehicle speed feedback signs for use in school zones and other roadways through out the 15 cities and unincorporated areas of the county by March 30, 2006.**

10/01/05 – 12/30/05

The Roadway Safety Workgroup invited speed feedback sign vendors to demonstrate their signs at a workgroup meeting in October 2005. Five vendors provided demonstrations. In December 2005, the workgroup developed a specification for the sign to be submitted to Purchasing. A copy of the draft specification is attached. The City of Santa Clara shared an evaluation by its Engineering Department on pole requirements to hold speed signs.

press conference regarding intersection safety including speeding and red light running by September 30, 2007. Plans for public information campaign will cover increased enforcement as well as community education and outreach, with the support of TSCN's engineering partners.

10/01/05 – 12/30/05

The Roadway Safety Workgroup began recruitment of a sub-committee to develop plans for an information and enforcement campaign.

1/1/06-3/31/06

A subcommittee of the Roadway Safety Workgroup was formed and input from additional individuals such as the communication officers for the City of Sunnyvale and Santa Clara County Public Health and a representative from the San Jose Department of Transportation was solicited. The group met in February to discuss developing a public information campaign to coincide with increased red light running enforcement that will occur during the Stop on Red Week in August. The outcome from the subcommittee was discussed at the larger Roadway Safety meeting in March. See the attached agenda and minutes from the February subcommittee meeting.

4/1/06-6/30/06

The enforcement component (discussed in objective 13) will coincide with the public awareness campaign which will run the month of August. The campaign will include radio PSAs and press coverage. Efforts will be made to run stories in the local community newspapers as well as large circulation papers and the television media. The Public Health Department will be providing funding to support the public awareness efforts. Funds will allow TSCN to purchase airtime for PSAs placement on local radio stations.

7/1/06 – 9/30/06

Media coverage for the Stop on Red Week Campaign included 6 newspapers, 3 radio stations, and 4 television stations. Additional coverage included discussion of red light running on the San Jose Mercury News blog, three brief articles in the Santa Clara Valley Health and Hospital System email update (Infomail), a message on the county pay stubs (reach is 3,000 people), and 227 runs of 10-second radio PSAs which played on at least six San Jose based radio stations. Media coverage included information about the dangers of violating red lights, how rat boxes are used to identify violators, and locations of increased enforcement. Law enforcement officers and a county engineer (who is also chair of the workgroup responsible for the project) were spokespeople for the campaign. Copies of the media coverage are included as attachments.

Law enforcement representatives and county Roads and Airports representatives felt the one week campaign was so successful that they would like to see it extended in the future to one month. This would also allow for a greater number of intersections to be patrolled.

17. To conduct a needs assessment throughout the county to identify solar speed feedback sign site needs by December 31, 2005.

10/01/05 – 12/30/05

The Roadway Safety Workgroup developed a site evaluation worksheet to evaluate potential installation sites and needs for each sites. Participating cities began completion of the worksheet. See attached sample worksheet.

1/1/06-3/31/06

Each city completed its own needs assessment for selection of the sites. The selected locations were entered into the Vehicle Speed Feedback Signs List of Locations by City worksheet. See attachment for objective 15. **This objective has been met.**

21. *To use the following standard language in all press, media, and printed materials: "Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."*

10/01/05 – 12/30/05

Standard language is included in press releases, TSCN letterhead, DUI Court in the Schools materials, and meeting announcements.

01/01/06-03/31/06

Standard language is included in TSCN letterhead, DUI Court in the Schools materials, High School Seatbelt Challenge materials, and meeting announcements.

4/1/06-6/30/06

Standard language is included in TSCN letterhead, High School Seatbelt Challenge materials, meeting announcements, printed material and electronic presentation material.

7/1/06 – 9/30/06

Standard language is included on TSCN press releases, electronic presentation material, meeting announcements, and printed material. Attached is a sample of a press release on TSCN letterhead with standard language.

22. *To e-mail the OTS Public Information Officer at pio@ots.ca.gov and OTS Regional Coordinator at least one month in advance, a short description of any new traffic safety event or program.*

10/01/05 – 12/30/05

Press release for the DUI Trial at San Jose State University was sent via email to Regional Coordinator and OTS Public Information Officer (PIO) for advance approval. Press release was also sent to the PIOs for the County Public Health Department and Superior Court for review, feedback, and approval.

1/1/06-3/31/06

There are no activities to report this quarter.

4/1/06-6/30/06

No activities to report this quarter.

7/1/06 – 9/30/06

A short description of the Stop on Red Campaign was emailed to the regional coordinator in July with a description of the activities that were to occur in August. The description was coupled with the draft press release and public service announcements that were sent for approval.

Other Activities:

10/01/05 – 12/30/05

The Bicycle and Pedestrian Safety Workgroup, with funding from the California Kids' Plate program, held its first juvenile traffic diversion class for youth, and their parents, cited for non-motor vehicle offenses, including helmet violations. The first class was held on December 12, 2005 and feedback obtained from participants was positive. Six cities in Santa Clara County are offering class for youth in lieu of fine for citations as part of this pilot project.

1/1/06-3/31/06

In conjunction with the Bicycle and Pedestrian Workgroup and the Roadway Safety Workgroup, TSCN staff assisted in the development of two OTS grant applications: 1) the Countywide Juvenile Traffic Diversion Program and Traffic Safety Education Resource Project and 2) the Countywide Web-Based Collision

Attachments for Quarterly Progress Report
7/1/06 – 9/30/06

Objective 1

Agendas and Minutes from the following:

- TSCN Full Network
- TSCN Steering Committee
- Roadway Safety Workgroup
- Bicycle and Pedestrian Workgroup
- Alcohol & Impaired Driving Workgroup

Acknowledgements Page from Walk to School Week Planning Committee

Objective 5

Underage Drinking and Driving – A Parent and Teen Guide (Spanish)

Objective 6

Interest Survey

Objective 12

Drive Your Bike Curriculum (draft)

Objective 13

Stop on Red Week Citation Data

Service Agreements between law enforcement and Santa Clara County Public Health Department

Objective 16

List of Media Coverage

Copies of Newsprint Coverage

Infomail Articles

Pay stub Message

Objective 19

Email correspondence between OTS and TSCN

Objective 21

Stop on Red Week Press Release